

**RBI invites public comments on the draft “Reserve Bank of India (Regional Rural Banks - Responsible Business Conduct) Amendment Directions, 2026”**

Public consultation no. C2R/2025-26/325

It has been decided to issue comprehensive instructions on advertising, marketing and sale of financial product / service to all Regional Rural Banks under the [Reserve Bank of India \(Regional Rural Banks – Responsible Business Conduct\) Directions, 2025](#). Accordingly, the [draft “Reserve Bank of India \(Regional Rural Banks - Responsible Business Conduct\) Amendment Directions, 2026”](#) has been issued for public comments.

Additional comments or any attachments may also be submitted by email at [mcsdorfeedback@rbi.org.in](mailto:mcsdorfeedback@rbi.org.in).

Last date for submission of comments is March 4, 2026.

Draft Directions [PDF \(283.2 KB\)](#)