

RBI invites public comments on the draft “Reserve Bank of India (All India Financial Institutions - Responsible Business Conduct) Amendment Directions, 2026”

Public consultation no. C2R/2025-26/328

It has been decided to issue comprehensive instructions on advertising, marketing and sales of financial products / services to all the All India Financial Institutions under the [Reserve Bank of India \(All India Financial Institutions – Responsible Business Conduct\) Directions, 2025](#). Accordingly, the [draft “Reserve Bank of India \(All India Financial Institutions - Responsible Business Conduct\) 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.

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

Draft Directions [PDF \(274.66 KB\)](#)