

From: bhakti.deshpande@mahabank.co.in
Date: Aug 30, 2016 12:43:17 PM
Subject: Response to TRAI
To: advfea1@traf.gov.in

Dear Sir,

Please find below the Bank responses.

Q1: In your opinion, what should be the maximum number of stages per USSD session for mobile banking service:

- (i) Five
- (ii) Eight
- (iii) Unlimited
- (iv) Any other (please specify)

Bank response: The maximum number of stages per USSD session for mobile banking service should be max. 3 so has to enhance customer convenience & to avoid the wrong inputs.

Q2: Which of the following methods is appropriate for prescribing the tariff for USSD based mobile banking?

- (i) Cost-based tariff for outgoing USSD session for mobile banking; or
- (ii) Monthly (or periodic) subscription fee for the use of USSD for mobile banking services; or
- (iii) Any other method

Bank response: Monthly (or periodic) subscription fee for the use of USSD for mobile banking services is appropriate

Q3: What methodology should be used for estimating the cost per USSD session for mobile banking service?

Bank response: It can be a cost per USSD session, but needs to be capped at 50 paisa.

Q4: If your response to the Q2 is 'Any other Method', please provide full details of the method.

Bank Response: NA

Q5: Whether it would be appropriate to mandate the service providers to levy charges for USSD session for mobile banking only if the customer is able to complete his/her transaction? If yes, please describe the method to implement such an arrangement technically?

Bank response: Customers should be charged only on successful transactions

Q6: Whether the present pricing model for USSD-based mobile banking in which consumers pay for the use of USSD should continue?

Bank response: Yes

Q7: In case your response to the Q6 is in the negative, what should be alternative pricing models? Please provide justification in support of your response.

Bank response: NA

Q8: Keeping in view the concerns raised by the TSPs, whether there is a need for allowing USSD push sessions when customer-initiated USSD session is dropped due to some reason so that the customer can complete his/her unfinished transaction? Please support your response with justifications.

Bank response: In such scenarios, NPCI can initiate the session with the customer in order to gain the customer confidence

Q9: Whether it would be appropriate to allow all variety of mobile payment services apart from the mobile banking services on the existing USSD Aggregation platform(s)? Please support your response with justification.

Bank response: We should include other options such as Mobile Top-up , DTH recharge etc since most of the customers in rural area or semi urban area will use USSD.

Q10: Is there any other relevant issue which should be considered in the present consultation on the review of regulatory framework for the use of USSD for mobile financial services?

Bank Response: No

Regards
Bhakti Deshpande
Senior Manager
Bank of Maharashtra