

Total circulation: 587,401

Recharge your phone with nothing but a missed call

OUR BUREAU

Mumbai, December 3

Soon, HDFC Bank customers will be able to top up their mobile phones with a missed call.

The private sector bank is planning to launch a 'missed call mobile recharge' facility, whereby its customers can recharge their phone for up to ₹250 a day. The minimum recharge will be ₹10.

According to Nitin Chugh, Head - Digital Banking, for a normal customer, (mobile) recharge is a regular but very important

transaction. The bank offers eight mobile phone recharge options, including via internet banking, mobile banking, ATMs, and apps. "This is an attempt to simplify the transaction to such an extent that it becomes very easy for the customer."

Up to three members of a customer's family can be tagged for this missed call recharge facility. So, every time a family member calls on the missed call number, the customer's account gets debited and the mobile phone of the former gets recharged.

Total circulation: 29,857

HDFC Bank's mobile recharge via missed call

NUPUR ANAND

Mumbai, 3 December

HDFC Bank, the country's second largest private sector lender, is planning to come up with a service that will allow customers to recharge their mobile phones by giving a missed call to the bank.

For this, customers would need to register their numbers with the lender and authorise the amount by which they want to get their phone recharged. And thereafter the customer gives a missed call and their phone will be recharged automatically and the amount debited from the bank account.

"We are looking at launching this service in the next two-three months. At present we will be offering it only for bank

customers. Going ahead we may look at offering it even to the credit card customers," said Nitin Chugh, head-digital banking, HDFC Bank.

Since over 80 per cent of the telecom customer base in India is on prepaid and also it is one of the most frequently done transactions even on the mobile banking applications, it made sense to offer a simpler solution for this.

The minimum amount of recharge that can be done has been kept limited to ₹10 and the maximum up to ₹250. Considering that the average mobile recharge ticket size for prepaid continues to be less than ₹100, the bank thinks that the limit set by them will be sufficient. It also allows you to add up to three members of the family on this service.