

Major Merchants Supporting Standing Instructions

Effective 1 October 2021, Recurring Standing Instruction(s) maintained with the Merchants can be authorized/approved by Citi only if the respective Merchant/Product/Service Provider has initiated the transaction request as per the new standards laid by RBI. If we don't receive the transactions in the required format, we will be constrained to decline these recurring payments set up for your Standing Instruction(s), to comply with the regulatory requirements.

Please find below the list of major merchants supporting Standing instructions as per the revised RBI guidelines.

Media & Entertainment

- Amazon Prime
- Discovery
- Gaana.com
- Hotstar
- Netflix
- Spotify
- Storytel
- Zee5

Insurance & Investments

- Bajaj Allianz General Insurance
- Bharti AXA Life Insurance
- Exide Life
- HDFC Ergo
- ICICI Prudential Life Insurance
- Kotak General Insurance
- Max Life Insurance
- Max Niva Bupa
- Policy Bazaar
- SBI Life Insurance

Software & Antivirus

- Clever Tap - India
- Google India
- McAfee
- Microsoft
- Norton Net Prophets

Social Media & Communication

- Facebook
- LinkedIn
- Zoom

Charity & NGOs

- Give India
- UNICEF

eCommerce

- Carat Lane
- Paper Boat

Other Online Subscription

- Bharat Matrimony
- Business Standard
- Club Mahindra
- Godrej Spotlight
- Naukri
- Vodafone