



भारतीय रिज़र्व बैंक
RESERVE BANK OF INDIA

वेबसाइट : www.rbi.org.in/hindi

Website : www.rbi.org.in

ई-मेल/email : helpdoc@rbi.org.in



संचार विभाग, केंद्रीय कार्यालय, शहीद भगत सिंह मार्ग, फोर्ट, मुंबई - 400 001

Department of Communication, Central Office, Shahid Bhagat Singh Marg, Fort, Mumbai - 400 001 फोन/Phone: 022 - 2266 0502

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RBI Launches Verified WhatsApp Channel for Public Awareness

The Reserve Bank of India has been conducting public awareness campaigns across various mediums such as text messages, television and digital advertisements, under the 'RBI Kehta Hai' (RBI Says) initiative.

2. The RBI is now further expanding its outreach by adding WhatsApp as an additional means to deliver public awareness messages.

3. Through the verified 'Reserve Bank of India' account on WhatsApp, we aim to make important financial information more accessible to everyone, regardless of their geographical location. This initiative will ensure that vital information reaches people in a simple, direct, and effective manner, strengthening trust and resilience in our digital financial ecosystem.

To access the account, you can scan the QR code below.

