



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.

The image shows a promotional graphic for the Reserve Bank of India's verified WhatsApp channel. It features the RBI logo at the top left. To the right, it says 'Reserve Bank of India' and 'Now on WhatsApp' with the number '91 99 9904 1935'. Below this, there is a QR code and the text 'SCAN QR CODE TO GET IN TOUCH WITH US'. At the bottom, there are social media icons for Instagram, Facebook, X, and LinkedIn, along with the URL 'https://www.rbi.org.in/'. On the left side, there is a screenshot of the WhatsApp business profile for 'Reserve Bank of India', showing the name, phone number, and address: 'FLOOR NO.2, MAIN BUILDING, RESERVE BANK OF INDIA, SHAHID BHAGAT SINGH ROAD, FORT, Mumbai City.' The profile also includes a link to the website and options to add the contact to existing contacts.