

**Another first from Union Bank - USSD based *99# mobile App
Union Bank of India launches Android based *99# mobile app on Play Store**

Mumbai - August 12, 2016 : Union Bank of India today launched USSD based *99# mobile application on Play Store on Android platform.

Union Bank of India is the first Bank to introduce Android based mobile application on USSD platform which does not require internet connectivity for performing banking & other value added services. APP is available for download on the play store as -Union Bank *99# .

Shri Arun Tiwari, Chairman and Managing Director, Union Bank of India said that “Keeping pace with our tradition of providing ease and convenience of banking to our customers, Union Bank has launched this product. This facility can be used widely by all sections of people in the country. As the product is equipped with **10 languages**, this will bring **PMJDY customers** into **Digital Banking fold** for satisfying their Banking needs. Union Bank is proud to be the first Bank in the country to launch this product today in association with NPCI”

About *99#

This service was launched envisioning the potential of mobile banking and the need for immediate low value remittances. It will help in financial deepening and inclusion of underbanked society in the mainstream banking services. *99# service was dedicated to the nation by the Honourable Prime Minister of India Shri Narendra Modi on August 28, 2014 as part of Pradhan Mantri Jan Dhan Yojana (PMJDY). Customers can perform several financial, non-financial transactions and Aadhaar based value added services.

Salient features of *99# Mobile App

- Does not require data/ internet for doing transactions.
- Provides basic banking transactions like checking account balance, send money, MPIN management.
- Provides Value Added Services like checking Aadhaar linked Overdraft status and PMJDY account Overdraft status.
- Available in multiple language.

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