

ICICI Bank
Smart City Solutions

Common City
Payment Card System

Odyssey
RuPay

ICICI Bank

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My Odyssey Centre
SMART PAYMENTS

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Odyssey

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ICICI Bank
Smart City Solutions

Launch of
Odyssey City Card and My Odyssey Centres by
Sj. Naveen Patnaik

Hon'ble Chief Minister of Odisha



My Odyssey Centre
SMART PAYMENTS

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Bhubaneswar - Smart City

9 October at 07:28 ·

The Common City Payment Card System (CPCS) with two main components of Odyssey City Card and My Odyssey Centre aims to help citizens avail a single payment option for their multi-purpose city-level use.

While several Odyssey centres will be established across #Bhubaneswar, the Odyssey city card is enabled for payment through various media including Point of Sale (PoS) machine at My Odyssey Centres or merchant outlets, Mobile wallet, Internet Banking, Micro ATMs and through QR code based transactions.



ICICI Bank

COMMON CITY PAYMENT CARD SYSTEM IN BHUBANESWAR



ODYSSEY CITY CARD



MY ODYSSEY CENTRE



Bhubaneswar Introduced ‘Odyssey Card’ For Common City Payment System – The Thing We Were Looking For!

ODISHA

OCTOBER 5, 2018

We call it “*Super se Upar*” step! BMC & BBSR Smart City Limited is taking every step to make Bhubaneswar a smart city in real and not on pen and paper. And the new **Odyssey Card** is the proof of that.



ODISHASHINES

Planning from smart city road to bio-toilets, every step that BMC is taking is creating buzz across the city and why not?



RELATED ITEMS

BHUBANESWAR

HOW TO GET AN ODYSSEY CARD?

ODISHA

ODYSSEY CARD

SMART CITIES

If Arvind Kejriwal can introduce home delivery of govt. services in Delhi why can't we introduced the system that will help our citizens for an easier and advanced life. The recent example is Bhubaneswar Smart City Card which will be known as “**Odyssey Card**”, which is going to be a reality very soon.

For a better access to city services, BMC, BBSR Smart City in association with ICICI bank introduced Odyssey Card for setting up common city payment system. Where a single cashless instrument can be used for all payment needs across the city Bhubaneswar. And it can be easily obtained from the **BMC office**.

HOW TO GET AN ODYSSEY CARD?

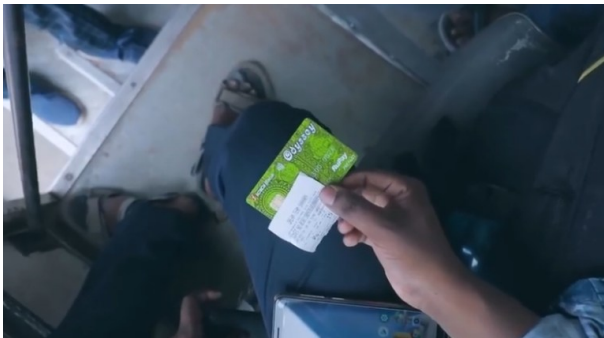
COMMON CITY PAYMENT SYSTEM



It's simple! A customer can fill an application with his/her details and can get it instantly. It can be used to give municipal payments like Water taxes, Property taxes, License fees, Solid waste management user fee and parking charges and many more. The beauty of this card is that you can use it at different **merchant outlets/shopping malls** and online payments just like your credit or debit card.

And very soon the card will also give them access to the citizens to travel in intercity and intracity bus travel in BBSR.

HOW TO TRACK YOUR EXPENSE?



A different customer portal is also made available to check the details such as balances, viewing statement and you can reload the card. You can access the customer portal by creating a unique login id and password with 24*7 helpline number.

Cashless Bhubaneswar: Odisha CM launches 'Odyssey' City Card

By **Odisha Sun Times Bureau** - October 5, 2018



Bhubaneswar: Odisha Chief Minister Naveen Patnaik today unveiled a Common City Payments System with two main components of Odyssey City Card and My Odyssey Centre to help denizens of Bhubaneswar use a single payment option for their multi-purpose city-level use.

'Odyssey' City Card, a prepaid multi-purpose card, is a first-of-its-kind offering in the city that has been designed to enable residents to make quick and easy payments for an array of services like property tax, water bills, and vehicle parking fees and trade license fee for traders and businesses among others, in a seamless manner.

The card can also be used for making payments at retail merchant outlets enabled with point of sale (POS) machines across the country, as well as on e-commerce websites.

The 'Odyssey' City card has also been launched to commemorate the Men's Hockey World Cup tournament that is scheduled to be held in Bhubaneswar from November 28. The initiative aims at enhancing the experience of thousands of tourists who will visit the city to witness the sporting extravaganza by enabling them to book tickets for fleet transport networks along with retail purchases.

With the 'Odyssey' City card, residents will be able to undertake the following activities:

- Retail and e-commerce transactions: Purchase goods from retail stores, pay for movie tickets, dine, shop and e-commerce websites across the country.
- Utility bills: Make payments towards BMC for water bills, property tax and trade license fees etc.
- Parking fee: Make fee payments at Pay and Park locations managed by the BMC
- City-based transport: Users will soon be able to make cashless payments for bus rides across all transit networks under the Central Region Urban Transport Services (CRUT).

The card is currently available at 25 My 'Odyssey' Centres that have been set up by the BMC along with Bhubaneswar Development Authority (BDA) and the Public Health Engineer Organisation (PHEO) at an issuance fee of Rs 50 and is valid for 5 years. The card does not levy any annual or renewal charge.

Users can recharge their card by either paying cash at the designated counters or digitally through the online customer portal. Shortly, ICICI Bank along with BMC will set up a distribution network of 300 additional counters across the city for facilitating the issuance and recharge of the Odyssey cards.

All the card users will be converted to full KYC customers within one year of issuance of the card which will further allow users to have a higher limit up-to Rs. 1 lakh per month. Currently, users can recharge their card up to Rs 10,000 per month.

In order to apply for or recharge the 'Odyssey' City Card online, customers can click on the following link:
<https://smartcity.icicibank.com/customer/customerportal?pagename=Odyssey>

Applying for Odyssey City Card

- Available immediately over the counter at all 25 **My Odyssey Centres** across Bhubaneswar with a mobile number, valid ID card number, and one-time fee of Rs 50.
- The maximum recharge amount per month is up to INR 10,000 (Ten Thousand Rupees), and a maximum annual recharge of INR 1,00,000 (One Lakh Rupees).
- Within a period of one year, the card has to be complied with full Know Your Customer (KYC) norms. Thereafter, the monthly recharge can be increased to Rs. One Lakh.
- The citizens can get a personalized card with their name on submission of ID proof along with photograph. The card will be available for self pick-up to the citizens at **My Odyssey Centres** after a period of 7 working days from the date of submission.
- Citizens can also apply for Odyssey City Card online at www.bhubaneswar.me. (This feature shall be available for citizens from 1st November, 2018.)

Odyssey City Card Top Up/Recharge Facility

- Offline Top up/Recharge Facility- Available at **My Odyssey Centres**.
- Online Top up/Recharge Facility through www.bhubaneswar.me

How Odyssey City Card is different from other cards

- No requirement of account opening
- Odyssey City Card can also be used for making payments for trips on Capital Region Urban Transport (CRUT) operated city buses.
- Various kinds of government and private linked incentives program.

Current Services Available on Odyssey City Card

- Payment of Holding Tax, Trade License and Water charges across all 25 **My Odyssey Centres**.
- Parking payments across all locations in Bhubaneswar.
- Retail shopping, malls and restaurants across the country.
- E-commerce transactions.

Next Phase

- Deployment of total of 325 dual interface POS machines across Bhubaneswar for citizens to avail payment services.
- Distribution of total of 5 Lakhs Odyssey City Prepaid Cards.
- Payments through Odyssey City Card for **Capital Region Urban Transport (CRUT)** bus tickets and Electricity Bills.

Helpline Number

1800 266 9849

www.bhubaneswar.me



ICICI Bank
Smart City Solutions

Common City Payment Card System



Common City Payment Card System

Bhubaneswar Smart City Limited (BSCL) is launching the city's first "Common City Payment Card System" - the **Odyssey City Card** - through a Public Private Partnership (PPP) with ICICI Bank.

The "Common City Payment Card System" has two components: **Odyssey City Card** and **My Odyssey Centre**.

The card is intended to facilitate payment transactions for citizen services across the city through **My Odyssey Centres**- micro-payment centres with dual interface machines.



Odyssey City Card



My Odyssey Centre



Shopping



City Bus



Recreation



Utility Payments



Parking

Odyssey City Card



Usage of the Card

- The citizens can make payments related to Municipal services, utilities, parking, etc. using the Odyssey City Card.
- The card can be used for transactions for retail purchases in shops across the country wherever RuPay cards are accepted.
- The card can be utilized for the online transactions as well for purchases.
- In collaboration with the Capital Region Urban Transport (CRUT), the Odyssey City Card is under process will be integrated with the Intelligent Transit System (ITS) to be used as mobility card for ticket payments on the city buses.
- The card is enabled for payment through various media including Point of Sale (PoS) machines at My Odyssey Centres or merchant outlets, Mobile Wallet, Internet Banking, Micro ATMs and through QR Code based transactions.

My Odyssey Centres



- Total of 325 **My Odyssey Centres** will be established across the city to facilitate payment services for citizens.
- In the first phase, 25 **My Odyssey Centres**, with the dual interface machines will be made operational. These centres will include: 16 Public Health Engineering Organisation (PHEO) offices, 4 BMC offices (head office and zonal office), BDA Office and 4 branches of ICICI bank (Janpath, Nayapalli, Patia and Khandagiri branches) within the city of Bhubaneswar.
- Citizens can also pay by cash at all **My Odyssey Centres**.

Key Benefits

- Cash free transactions
- Instant recharge
- Quick card activation
- Exclusive offers on card at select merchant outlets

**NEW SMART & CASHLESS
WAY TO PAY**



CM Naveen Patnaik Launches 'Odyssey City Card' For Bhubaneswar

Edited By Odishatv Bureau | By IANS

On Oct 6, 2018 - 11:26:18



Pic Credit- Twitter/@CMO_Odisha

Bhubaneswar: Chief Minister Naveen Patnaik on Friday launched a common city payment card system "Odyssey City Card" for Bhubaneswar.

As a joint initiative of the Bhubaneswar Municipal Corporation, Bhubaneswar Smart City Ltd and the ICICI Bank, the card will facilitate payment transactions for citizen services across the city.

The services include shopping, city bus, recreation, parking and utility services like properties tax payments.

The Chief Minister also launched “My Odyssey Centres” that will facilitate payment services for citizens. A total of 325 Odyssey Centres will be opened out of which 25 was opened in the first phase.

The Chief Minister said that this card system reflects the journey of the heritage city of Bhubaneswar into a modern urban centre and endeavor of government to transform it into a Smart City through technology.

The Chief Minister further said this initiative would help in positioning Bhubaneswar as a premier sports city during the upcoming Men’s Hockey World Cup.

Anup Bagchi, Executive Director, ICICI Bank said “ICICI Bank has always been at the forefront of introducing path breaking digital solutions which aims to offer simplicity and convenience to our customers. We are delighted to associate with Bhubaneswar Municipal Corporation and Bhubaneswar Smart City Ltd to bring forth the ‘Odyssey City Card’.”

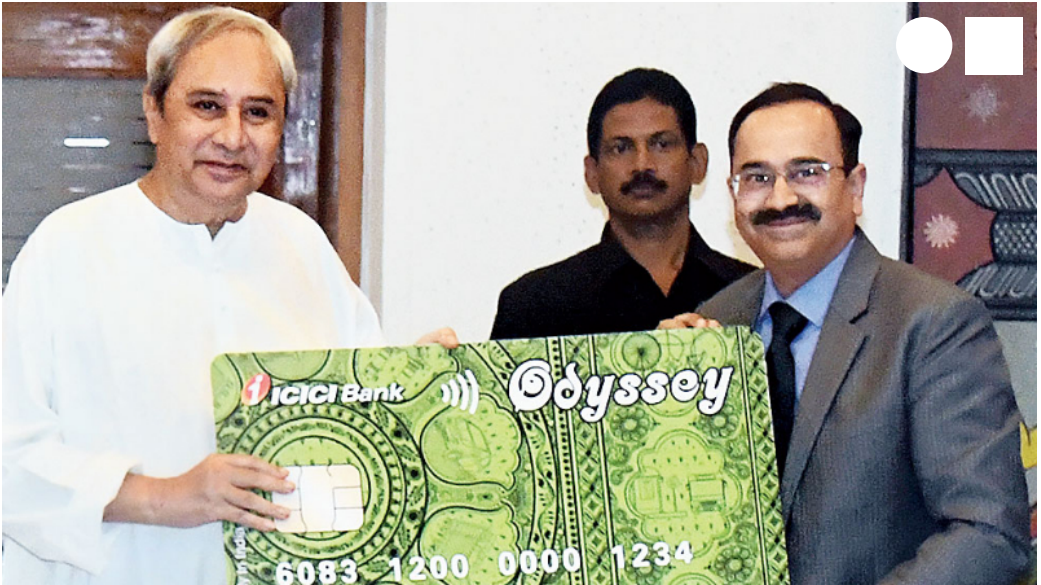
‘Game-changer’ card for utility services in Bhubaneswar

Smart payments from bus fares and movie tickets to civic taxes and fees

By Sandeep Mishra in Bhubaneswar

Published 6.10.18, 2:19 AM • Updated 6.10.18, 2:19 AM

a min read •



Chief minister Naveen Patnaik launches Odysseey City Card in Bhubaneswar.

Picture by Ashwinee Pati

The special purpose vehicle executing the smart city projects here introduced the much-awaited smart common payment card, using which people can be able to make payments for various utility and other related services.

Chief minister Naveen Patnaik on Friday launched the smart card at the secretariat. It aims to boost the digital payment and help people migrate to a hassle-free cashless society. Naveen also inaugurated a centre under the common city payment system that will help people get and understand about the card from the service provider.

The ATM-like card, which is named Odysseey City Card, could be used for making payments at the Central Electricity Supply Utility for electricity bills, public health engineering organisation for water tax, Bhubaneswar Municipal Corporation for holding, advertisement and other taxes and Bhubaneswar Development Authority for other fees and more.

The card can also be used for payment of city bus fares, amusement and recreational places, purchase of items from stores, movie tickets, restaurants and so on.

“The ICICI has designed and fixed other modalities for the card. It is going to change the digital payment scenario of the city,” said a smart city official.

Authorities hope to distribute the cards to about 2.5 lakh persons and are expecting an annual transaction of more than 30 millions every year. “People can hold this single card instead of multiple ones. Cash could be filled in the card using various methods, which could be used while making the payments,” said the official.

Mayor Ananta Narayan Jena said the card would be a game-changer for the smart city. “The card can be used for various purposes. A user need not to hold a number of cards in their wallet since this one will serve multiple purposes. We hope to provide the cards to more people here,” said Jena.

Officials said the ICICI, which is the executor of the project, would charge a certain amount for issuing the card to the users. “This will be more like ATM-cards. A user will have to pay a certain fee to get the card. The card will be secured and can be used at the point of sale machines, but not for any online transaction,” said another smart city official.

ICICI Bank partners with Bhubaneswar Municipal Corporation & Bhubaneswar Smart City Limited to unveil 'Odyssey City Card'

October 5, 2018



Bhubaneswar, Odisha: ICICI Bank Ltd. today announced a multi-year partnership with the Bhubaneswar Municipal Corporation (BMC) and Bhubaneswar Smart City Limited (BSCL) to launch a Common Payment Card System (CPCS) which will help citizens use a single payment option for their multi-purpose city-level usage. Christened 'Odyssey City Card', this pre-paid multi-purpose card is a first-of-its-kind offering in the city that has been designed to enable residents to make quick and easy payments for an array of services like property tax, water bills, vehicle parking fees and trade license fee for traders and businesses among others, in a seamless manner. The card can also be used for making payments at retail merchant outlets enabled with POS machines across the country, as well as on e-commerce websites.

The 'Odyssey City Card' was unveiled by Shri Naveen Patnaik, Hon'ble Chief Minister of Odisha along with Mr. Anup Bagchi, Executive Director, ICICI Bank at the State Secretariat. The occasion was also graced by Mr. Ananta Narayan Jena, Hon'ble Mayor of Bhubaneswar, Mr. Bijaya Kumar Mohanty, Hon'ble MLA, Bhubaneswar Central and Mr. Priyadarshi Mishra, Hon'ble MLA, Bhubaneswar North.

The Hon'ble Chief Minister also launched 25 'My Odyssey Centres', where the 'Odyssey City Card' will be available for issuance.

Talking about the new proposition, Shri Naveen Patnaik, Hon'ble Chief Minister, Government of Odisha said, "The 'Odyssey City Card' has been launched with the objective of creating a common city payment mechanism which will facilitate cashless transactions for several citizen based services across Bhubaneswar. We are happy to note that ICICI Bank has partnered with the State Government to introduce the card that will offer significant convenience to the residents of the city. The card is a step towards leveraging technology by forging stronger partnerships which will help us in the creation of a digital payment system." Also added, Mr. Anup Bagchi, Executive Director, ICICI Bank, "ICICI Bank has always been at the forefront of introducing path breaking digital solutions which aims to offer simplicity and convenience to our customers. We are delighted to associate with Bhubaneswar Municipal Corporation and Bhubaneswar Smart City Limited to bring forth the 'Odyssey City Card'. This new proposition aims at offering unparalleled convenience to nearly 1 million residents of Bhubaneswar and is a significant step towards transforming it into a Smart City. This is a testament to our constant efforts at creating a less cash

ecosystem across the country, thereby encouraging our customers to adopt to digital modes of making payments. We look forward to more such collaborations with the Odisha Government to co-create solutions that offer flexibility and convenience to our valued customers.” The 'Odyssey City Card' has been launched ahead of the '2018 Men's Hockey World Cup' tournament that is scheduled in Bhubaneswar next month. The initiative aims at enhancing the experience of thousands of tourists who will visit the city to witness the sporting extravaganza by enabling them to book tickets for fleet transport networks along with retail purchases.

This new initiative will propel Bhubaneswar to join a list of elite international cities that offer a Common Payment Card platform to its residents and tourists for making seamless payments for an array of services within the city. Moreover, the 'Odyssey City Card' stands out in comparison to the international propositions, as it can not only be used to make payments within Bhubaneswar but also at retail stores with POS machines across the country as well as on e-commerce websites. With the 'Odyssey City Card', residents will be able to undertake the following activities:

- Taxes & utility bills: Make payments towards BMC for water bills, property tax and trade license fees etc
- Retail & e-commerce transactions: Purchase goods from retail stores, pay for movie tickets, dine, shop and e-commerce websites across the country
- Parking fee: Make fee payments at Pay & Park locations managed by the BMC
- City-based transport: Users will soon be able to make cashless payments for bus rides across all transit networks under the Central Region Urban Transport Services (CRUT)

The card is currently available across the counter at 25 'My Odyssey Centres' that have been set up by the BMC along with Bhubaneswar Development Authority (BDA) and the Public Health Engineer Organisation (PHEO) at an issuance fee of Rs.50 and is valid for 5 years. The card does not levy any annual or renewal charge. Customers can apply for the 'Odyssey City Card' by filling an application form comprising details like name, DOB, mobile no., address etc. On submitting the form, the customer receives an OTP on his/her registered mobile number. Post authentication of the OTP, the card is instantly issued to the customer.

In line with the Government's efforts at encouraging the creation of a digital ecosystem, customers will soon be able to apply for the card, online. They will be able to do so by logging in to an integrated customer portal developed by the Bank. Once applied, customers will receive a unique reference number which can then be used to collect the card from the issuance counters. The customer portal will also enable users to avail facilities such as viewing card balance, account related details, statement of spends among others.

Users can recharge their card by either paying cash at the designated counters or digitally through the customer portal. Shortly, ICICI Bank along with the BMC will set up a distribution network of 300 additional counters across the city for facilitating the issuance and recharge of the 'Odyssey City Card'.

All card users will be converted to full KYC customers within one year of issuance of the card which will further allow them to have a higher recharge limit of up-to Rs.1 lakh per month. To know more about the 'Odyssey City Card' and issuance locations, please visit – <https://www.icicibank.com/Personal-Banking/cards/prepaid/Odyssey-card/index.page> To view balances, download card statement & view account information, please visit –

<https://smartcity.icicibank.com/customer/customerportal?pagename=Odyssey> ICICI Bank services its large customer base through a multi-channel delivery network of 4,867 branches, 14,394 ATMs, phone banking, internet banking (www.icicibank.com), mobile banking, banking on Facebook & Twitter and 'PocketsbyICICIBank' the country's first digital bank on mobile (as at June 30, 2018). It has 141 branches and 283 ATMs in Odisha creating a large retail network of over 420 touch points.

Odyssey Card For City

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Chief Minister Naveen Patnaik today said that the Odyssey City Card system reflects the journey of the heritage city of Bhubaneswar into a modern urban centre and endeavor of Government to transform it into a Smart City through technology.

Launching the card, the Chief Minister further said that this initiative would help in positioning Bhubaneswar as a premier Sports City during the upcoming Men's Hockey World Cup.

The 'Odyssey City Card' is a joint initiative of Bhubaneswar Municipal Corporation, Bhubaneswar Smart City Limited and ICICI Bank.

It will facilitate payment transactions for citizen services across the city, including shopping, city bus, recreation, parking and utility payments like properties tax.

The Chief Minister also launched My Odyssey Centers that will facilitate Payment Services for citizens.

A total of 325 Odyssey Centers will be opened out of which 25 was opened in the first phase.

The first City Card was presented to the Chief Minister at the function.

The meeting was attended by MLAs Bijoy Mohanty, Priyadarshi Mishra, BMC Mayor Anant Narayan Jena, Development Commissioner R Balakrishnan, Executive Director of the ICICI Bank and senior officers of the Government and BMC.