

Union Bank of India's SPARSH — India's First Braille-Embossed Credit Card for Blind and Visually Impaired Customers

Digital Inclusion · Good practice · India

Quality score: 56/100

Evidence strength: Descriptive / self-reported

Summary

In October 2025 Union Bank of India launched Union SPARSH, marketed as India's first Braille-embossed credit card: Braille lettering, a tactile orientation notch and an optional cardholder photo, issued on the RuPay network for blind and visually impaired customers.

Key dimensions

Dimension	Score
Innovation level	4/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	0/1
Documented learning	0/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-22

[Union Bank of India](#) — accessed 2026-09-22

[Union Bank of India — Sparsh Braille Card](#) — accessed 2026-09-22

[SKOCH Ratings — Union Bank of India BFSI Award case study](#) — accessed 2026-09-22

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