

NPCI/UPI/OC No. 22 / 2017-18

June 14, 2017

To,

All Member Banks, Unified Payments Interface (UPI) and BHIM App

Dear Sir / Madam,

Subject: Launch of Referral and Merchant Cashback scheme for BHIM users.

The Government of India (GOI) has launched two schemes to promote the usage of digital payments through BHIM and *99#. The schemes launched are –

- (a) Referral Bonus Scheme for individuals
- (b) Cashback Scheme for merchants

The scheme was launched on 14th April, 2017 by Hon'ble Prime Minister of India, to popularize usage of digital payment among masses. Excerpts of the scheme is given below –

A) Referral Bonus Scheme for Individuals:

The scheme is to incentivize an existing user of BHIM to bring new users on the BHIM platform. The bonus will be paid to both the referrer and the new user of BHIM (referee) and the referral will be considered successful on completion of minimum 3 unique successful financial transactions totaling to Rs. 50 (to any valid UPI user – “valid receiver”) performed by the referee.

The bonus will be paid as follows:

<i>Referral Bonus Cashback amount</i>	<i>Total Amount (in INR) per BHIM user</i>
- New BHIM user (Referee) (per person)	₹ 25
- Referrer (per person)	₹ 10
Total referral bonus amount	₹ 35

B) Cashback Scheme for Merchants:

The scheme is to incentivize the users for receiving payments on BHIM App or *99# from their customers. The user will receive merchant cashback on completion of minimum 50 credit transactions of which at least 20 transactions is from valid UPI unique customers including that of BHIM users.

The cashback incentive slabs for merchants are:

No. of credit transactions (per month)	Cashback to the merchant (at the end of the month)	Conditions
50-100	Rs 100	From at least 20 unique customers; Minimum transaction value of Rs. 25 each; Maximum cashback Rs 300 per month
>100	50 paise per transaction maximum up to Rs. 200	

The detailed construct of both schemes are enclosed as Annexures.

Annexure 1 – Referral Bonus Scheme for Individuals

Annexure 2 – Cashback Scheme for Merchants

The duration of the scheme is 6 months from the launch date. The scheme is available to all the users from BHIM 1.3 version

NPCI takes the role of implementing agency for the scheme since the BHIM platform is owned and operated by NPCI and uses the transaction data to identify the eligibility and for computation of the cashback.

Yours faithfully,

Dilip Asbe
Chief Operating Officer