

NPCI /UPI/OC No.52

17th July, 2018

To,

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

Dear Sir/Madam,

Subject: Modification of BHIM incentive scheme for individuals and withdrawal of BHIM incentive scheme for merchants

This is with reference to the notifications shared on 28th March 2018 by Government of India (No-12/13/2017-DPD-MeitY) regarding the extension and modification of BHIM Cashback Scheme for individuals and NPCI circular OC 47 dated 24th April 2018. The revised BHIM Scheme has been implemented by Government of India from 1st April 2018 onwards, for BHIM & BHIM UPI Apps users (customers & merchants) and for a period of 12 months i.e. from 1st April 2018 till 31st March 2019. Post completion of three months of scheme, the government has done its performance review. Based on the review, the government has now modified the BHIM Scheme further through notification No. 12/13/2017-DPD-MeitY dated 4th July 2018 and brought following changes in the operation of the scheme:

- The revised scheme provides incentive only to the new BHIM app users and no other incentive shall be applicable.
- Under the “BHIM cashback scheme of Individuals” the incentive shall be paid ONLY to the new users of BHIM app as per the below mentioned details.

Incentive for onboarding BHIM App	Total Amount (in Rs.) per BHIM App user	Conditions
New BHIM App User on downloading , installing and successfully completing ten unique financial transactions during the scheme duration i.e till 31 st March 2019	Rs. 150	Minimum transaction value should be Rs. 50 The incentive will be paid only once per new BHIM app user who completes the ten unique transaction. Only unique transaction will be eligible for the incentive

- Modified BHIM incentive scheme will not be applicable for existing customers/users of BHIM / BHIM-UPI App/s of the bank/s.
- “BHIM incentive scheme of Merchants” will be discontinued from 1st July 2018.

The distribution of scheme amount shall be done in line with the existing process of BHIM scheme and shall be done directly into the customer’s accounts.

For further details, please refer to the attached notification from MeitY for modified BHIM incentive scheme 2018.

Members are requested to make a note of above and circulate the same to their relevant teams.

Thanking you,
Yours faithfully,

Vishal Kanvaty
SVP - Products & Innovation

