

NPCI/2018-19/NACH/004

April 24, 2018

To,
All NACH member banks

BHIM Scheme Customer and Merchant cash back process

Refer to our circular no. 221 on "BHIM customer referral bonus & merchant cash back scheme" dated April 11, 2017, the Government of India has extended the BHIM promotion scheme till March 2019 with new features to promote the digital payments through Bharat Interface for Money (BHIM). The pay-out for the scheme shall be computed as below:

Customer/ Individual cashback Scheme: Daily for new user (for BHIM App) and monthly for exiting user basis based on satisfying the eligibility criteria (for BHIM App and BHIM UPI App)
Merchant Cashback: Monthly basis based on satisfying the eligibility criteria (for BHIM app and BHIM UPI App)

The customer cash back scheme will be on the daily basis and merchant scheme will be run on monthly basis and the related transactions will be routed through NACH system in ACH Credit format for crediting the funds to end beneficiary account. Post the credit, the customer bank has to upload success response file back to NPCI confirming that the fund is credited. The above change is likely to bring more volume to the system. The session timings for this scheme is given below.

Session	Type	Presentation	Returns (same day)
ACH CR5	BHIM Scheme Customer/ Merchant	07:00 hours to 12.00 hours	12:30 hours to 17.30 hours


Government of India has directed that the incentive amount to be credited to the beneficiary on the day of receipt of inward through NACH system. All the banks are advised to ensure the following:

1. Beneficiary accounts to be credited on the same day of the receipt of the inward file.
2. Automation of response file generation as per the specifications issued by NPCI.
3. Capacitate the system to handle higher volume.
4. Submit response file on the same day to NPCI so that Government can get to know the status.

All the member banks should strictly comply with the process detailed above.

For any clarifications you may reach out to the following officials.

With warm regards,


Giridhar G.M.
SVP - NACH & CTS Operations