

**No: 12/13/2017-DPD-MeitY**  
**Government of India**  
**Ministry of Electronics and Information Technology**

**Notification**

**Dated: 27<sup>th</sup> March 2018**

**Subject: Extension and modification of BHIM (Bharat Interface for Money) Cashback Scheme for Merchants**

WHEREAS, the Central Government vide notification of Government of India, Ministry of Electronics and Information Technology No. 12(84)/2017-DPD dated 05<sup>th</sup> June 2017, has notified a Scheme namely 'BHIM (Bharat Interface for Money) Cashback Scheme for Merchants', with the objective to promote usage of BHIM-UPI amongst merchants by incentivizing its adoptions and also to encourage transactions via BHIM-UPI platform.

WHEREAS, the Central Government vide notification of Government of India, Ministry of Electronics and Information Technology No 12/13/2017-DPD dated 14<sup>th</sup> August 2017, modified and extended the operation of the scheme till 31<sup>st</sup> March 2018.

AND WHEREAS, the Central Government has reviewed the scheme.

Now, the Central Government hereby makes the following amendments in the notification of Government of India, Ministry of Electronics and Information Technology No. 12(84)/2017-DPD dated 5<sup>th</sup> June 2017, notified under the subject namely 'BHIM (Bharat Interface for Money) Cashback Scheme for Merchants':-

For provisions in paragraph 2 & 3, the following provisions in the said paragraphs are substituted namely:-

1.1 Paragraph 2.1: The scope of the scheme shall be limited to BHIM App users who have declared themselves as "I am a merchant" or have MCC "0000" and Merchants on-boarded by any bank receiving payment through BHIM-UPI and have MCC other than "0000". The duration of the scheme is 12 months i.e. 1<sup>st</sup> April 2018 to 31<sup>st</sup> March 2019 and can be reviewed anytime based on the Government directions.

1.2 Paragraph 2.3: The cashback incentive slabs for merchants are:

a. **BHIM Merchant** : BHIM App User who has declared himself as "I am a merchant" or have MCC "0000" will be eligible for following incentive:

<i>No. of credit transactions (per month)</i>	<i>Cashback to the merchant (at the end of the month)</i>	<i>Conditions</i>
Minimum credit transactions to be done to start earning the incentive =>10	10% of the transaction value with an upper cap of incentive of Rs 50 per transaction	Minimum transaction value eligible for cashback is Rs. 25; Maximum cashback is Rs. 1000 per merchant per month. Calendar month will be used for calculation of "month"

**b) BHIM-UPI merchants:** Merchant of any bank receiving payment through UPI and have MCC other than "0000"

<i>No. of credit transactions (per month)</i>	<i>Cashback to the merchant (at the end of the month)</i>	<i>Conditions</i>
Minimum transactions to be done to start earning the incentive =>5	10% of the transaction value with an upper cap of incentive of Rs 50 per transaction	Minimum transaction value eligible for cashback is Rs. 25 Maximum cashback is Rs. 1000 per merchant per month. Calendar month will be used for calculation of "month"

1.3 Paragraph 3.1: Defined transactions criteria for merchants to qualify for the cashback are:

a) Minimum of 10 credit transactions per month for BHIM App User who has declared himself as "I am a merchant" or have MCC "0000" and minimum of 5 credit transactions per month for the merchant of any bank receiving payment through UPI and have MCC other than "0000".

b) The minimum transaction value for the transactions eligible for cashback is Rs 25.

1.4 Paragraph 3.2: Other criteria:

i. Merchant could be a BHIM app user or receiving payment through BHIM-UPI from any valid BHIM-UPI customer.

ii. BHIM cashback for merchant scheme is a monthly scheme and calendar month will be used for calculation of "month" under the scheme.

iii. Incentive will be credited to linked accounts of the eligible customers on or before 10<sup>th</sup> day of the subsequent calendar month.

iv. Merchant can earn incentive under BHIM cashback scheme for merchants as well as BHIM referral scheme for individuals. (The overlap of merchant and individual is acceptable).

Annexure 1- To be deleted

Annexure 2 – To be deleted

  
(Gopalakrishnan S)

Joint Secretary