

## BHIM INCENTIVE SCHEMES

In order to promote the digital payments and encourage customers to adopt digital channels, incentive schemes for individuals and merchants have been modified and extended from 1<sup>st</sup> April, 2018 to 31<sup>st</sup> March, 2019.

### a. BHIM Referral Bonus Scheme:

This scheme has been designed to encourage the onboarding of new users on the BHIM App and increase the usage of UPI based transactions.

**This scheme has two segments mentioned as under:**

1. Incentive for onboarding over BHIM App will be valid for **BHIM App** only (hosted by NPCI) **users**.

Incentive will be paid to the **only new users** of the BHIM app who successfully download the BHIM app, link the BHIM app with their bank account/s and undertake one successful financial transaction through BHIM app.

Table I

S. No.	Incentive for on boarding	Total amount (in Rs) per BHIM app user
1	<b>New BHIM app user</b> on downloading, installing and successfully completing one financial transaction	51

2. Incentive on transactions:

Incentives will be given to customers who perform financial transactions on the BHIM PNB app or BHIM app.

Table II

S. No.	Incentive on Transactions	Amount (in Rs) per BHIM PNB or BHIM app user		Conditions
1	BHIM PNB and BHIM app users for making unique financial transactions.	25		Minimum transaction value should be Rs.100. The incentive will be paid for maximum 20 unique transactions performed to different 20 users per calendar month. Only unique transactions will be eligible for incentive.
2	BHIM and BHIM-UPI app users of banks for financial transaction.	Number of transactions per month	Incentive per month (Rs)	Minimum transaction value should be Rs.10. Calendar month will be used for calculation of "month"
		>=25 but less than 50	100	
		>=50 but less than 100	200	
		>100	250	

3. Eligibility criteria for earning incentives:

- i. **"Incentive for on-boarding on BHIM app"**, the user has to download, install and link BHIM app with the bank account/s and successfully complete one financial transaction of any value. The incentive will be paid only one time and for the new users only.
- ii. **"Incentive for transactions over BHIM-UPI"** will be paid separately for both unique transactions as well as total financial transactions as per the conditions mentioned in Table-II.
- iii. For incentive on unique transactions the users undertaking financial transactions on the BHIM app and / or BHIM-UPI apps of the banks shall be entitled to receive incentive on maximum 20 unique transactions in each calendar month. Minimum transaction value should be Rs 100. (Table II, S. No. 1)
- iv. All user transactions of value equal to or above Rs 10. (Table II, S. No. 2)

b. **BHIM Merchant Cashback Scheme:**

This scheme has been designed to attract merchants to adapt digital channels for making or receiving payments. This scope of the scheme will be valid for:

- i. BHIM App users who have declared themselves as "I am a merchant".
- ii. Merchants on boarded by bank receiving payment through BHIM-PNB.

1. Cash back incentive slabs for merchants are:

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

No. of credit transactions (per month)	Cashback to the merchant (at the end of the month)	Conditions
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"

**BHIM-PNB merchants:** Merchant receiving payment through BHIM PNB app.

No. of credit transactions (per month)	Cashback to the merchant (at the end of the month)	Conditions
Minimum credit 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"

2. Eligibility criteria for earning cash back:

- i. Minimum of 10 credit transactions per month for BHIM App User who has declared himself as "I am a merchant" and minimum of 5 credit transactions per month for the merchant of any bank receiving payment through BHIM PNB
- ii. Minimum transaction value for the transactions eligible for cashback is Rs. 25.

3. Other Conditions:

- 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 10th 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).

For any issues, please contact us at [care@pnb.co.in](mailto:care@pnb.co.in)