

Bharat QR / Axis bank (Merchant Services by India Transact)

What is BharatQR Code?

- BharatQR Code is a common Quick Response (QR) code standard supporting Visa, MasterCard and Rupay cards. BharatQR code enables merchants to accept electronic payments without the need for an EDC/ POS machine.
- The Bharat QR code app is India's very own QR Code – one code – across major interchange networks. Just display this code and receive payments from their customers instantly.

How will Bharat QR Code help both customers and merchants?

- Bharat QR code is more of an extension to UPI based payment methods. (Instead of having to scan different QR codes for services like Paytm, Freecharge, Mobikwik) .
- Scanning the Bharat QR Code, entering the amount thereafter hitting the Send button will directly transfer the money from your bank account to merchant's account.
- On the other hand, Merchant will have to worry less about all the complexities and limitations which e-wallets have been imposing up till now.
- Further, Bharat QR code also makes the BHIM app non-mandatory for the merchants. In other words, where you, as a customer, need to install either your bank's app service or BHIM app, the merchant just needs to generate his/her Bharat QR code and stick it at the store.

How to Acquire Bharat QR Code.

If you are a retailer or a shopkeeper, you can easily acquire Bharat QR code and start accepting payments using following steps:

- First, make sure that you have a bank account.
- Link your bank account with AXIS BANK QR App.
- Our Representative will provide you the unique Bharat QR Code from AXIS BANK.
- Stick the QR CODE on the wall of payment counter.
- That's it. Customers can easily pay money by scanning your QR code.

➤ **If you are a Consumer.**

- Download the Axis Bank app that has enabled Bharat QR.
- Scan the merchant's QR Code.
- Enter the amount you need to pay. Authenticate with MPin
- Your transaction is done!

This essentially eliminates the need to enter the merchant's phone number

➤ **Do we require any app to use this service?**

Yes, you need an app installed in your smartphone to use this service. However, there is no centralized app to do so. Every bank have their own app or add this feature in their existing apps. No matter, which bank you hold an account with, you will be able to use Bharat QR Code, if you have a card which belongs to one of these four networks viz, Mastercard, Visa, RuPay and American Express.

➤ **One App for all QR codes across all networks***

Now use your Visa / Master card Credit Card or Debit Card to make payments at merchant locations across the country that display a QR Code*

➤ **No Need to carry your Credit or Debit Card**

Register on the Axis Bank QR Payment App with your Debit or Credit Card details and you are set. At the time making a purchase, simply scan the QR code displayed at the merchant location and authenticate the transaction. No need to carry or swipe your Credit or Debit Card at POS machines

➤ **No Need to transfer / hold your money in e-wallets**

With the Axis Bank QR Payment you do not need transfer / hold your money in e-wallets to make payments using QR codes. Your money continues to remain in your Savings account / Credit Card account and will be used only at the time of making a purchase

➤ **Notifications**

On successful payment transactions, both you and the merchant will receive an instant notification informing the same

➤ **How to Register for Axis Bank QR Payment App**

- Download the Axis Bank QR Payment App from Google Playstore and install
- Enter your Debit Card, Expiry Date and ATM PIN on the screen
- You will receive a One Time Password on your registered mobile number. Enter the OTP on the screen.
- Set a 6 digit passcode.

➤ **How to Transact using Axis Bank QR Payment App**

- Log in to the app using the 6 digit passcode.
- Select Scan & Pay.
- Scan the QR Code displayed at Merchant location.
- Enter the amount and click on “Pay”.

➤ **Sales Team - Action Plan.**

- Target only Small Shops – Pan/ Kirana Shops. (Where they will not be able to invest in a terminal)
- Explain them about importance of digitalization & then Axis bank promoted Bharat QR Payment.
- Tell them it’s currently free no money to be charged by the merchant for sign up / No Rental
- Collect Adhar Card & Cancelled Chq.
- Once they agree help them download the Axis bank QR App on their Smart phone.

➤ **Commercials.**

- Signup Fee - Nil.
- Monthly Rental - Nil
- MDR - Debit Card (as per Govt Guidelines) / Credit Cards (1.9%)

➤ **Documentation.**

- Application Form
- Cancelled Chq
- Adhar Card / Voter ID Card.

➤ **Mandatory Field in Application Form.**

- Name of the Person.
- Company Name
- Contact Details
- Postal Address
- Type Of Business

➤ **Merchant Payment Details.**

- Name of the Person.
- Beneficiary Name
- Bank Name
- Branch Name

➤ **Form Entry will be done firstly at local level, after that forms will be couriered to the Office .**

➤ **Bharat QR / Physical QR Codes would be directly sent to the Merchants..**