

FAQs

1) Who can participate in Digital Vyaapari Yojana?

Response - All retail merchants of Axis Bank who accept payment through POS terminal or QR code, are eligible for the program. Retail merchants are defined as:

- a. Merchants who have done acquiring volume less than or equal to Rs. 5 lacs monthly / Rs. 1.25 lacs weekly during the program period and
- b. Individual, Sole Proprietorship, Partnership, HUF or Private limited companies (Trust, Public Limited Company, Club, Public sector enterprise are excluded).

2) What is the duration of the Digital Vyaapari Yojana?

Response: The campaign duration is 20th February 2017 to 20th April 2017

3) What is the prize that I can win?

Response:

Weekly Prize: Mobile Phone

Monthly Prize: Laptop

4) What is the eligibility criteria to be a winner?

Response:

Weekly Prize: Highest number of unique card transactions (card of any Bank) in a week on Axis Bank terminal / QR code.

Monthly Prize: Highest number of unique card transactions (card of any Bank) in a month on Axis Bank terminal / QR code.

5) What is the meaning of unique card transaction?

Response: Unique card transaction means, only one transaction per card, on eligible merchant terminal or QR code (merchant ID level) will be considered for calculating the highest number of transactions

6) Is there any minimum amount of transaction?

Response: Yes. Transaction value greater than Rs. 50/- will be considered for the campaign

7) Can I win more than once?

Response: The qualified merchant can win only once in the category of weekly award during the week. The qualified merchant winning a weekly award continues to be eligible to participate in the monthly Award.

8) How do I know I am a winner?

Response:

- a. The weekly winner list will be published within seven working day of the subsequent week on the bank's website. The monthly winner list will be published within the seven working days of the subsequent month on the bank's website. The winner list will be published on:

<https://www.axisbank.com/business-banking/vyapari-digi-unnati-yojana/winners-list>

- b. An SMS will be sent on winner's registered mobile number with Axis Bank.

9) By when will I get my prize?

Response: The prizes will be dispatched within 10 working days from publication of the list on the website.

10) Where the prizes will be delivered?

Response: The prizes will be dispatched to the winner's registered address With Axis Bank.

11) In the winners list, will my name be displayed?

Response: The legal name of the merchant registered with the bank will be displayed in the list.

12) Whether there will be any tax on the gift received?

Response: TDS at 30% u/s 194B of the Income Tax Act, 1961 of prize value will be deposited by the Bank, with the Income Tax department. The prize will be delivered only after furnishing the valid PAN or self-declaration in case PAN is not available with the winner.

13) How many merchants will win weekly and monthly?

Response: Top 50 merchants every week and top 5 merchants every month from all eligible merchants

14) In case of issue with the gift, whom to contact?

Response: The winner must send an e-mail to rushabh@ronakenterprise.biz

15) What are the specifications of the prizes that will be given to the winners?

Response: The weekly winner will win Samsung J700 mobile phone while the monthly winner will win HP Laptop

16) When will the winner list be declared?

The winners will be declared on the dates as shown below:

Weekly winner dates

Week	Dates	Winner Declaration Date
Week 1	20 th Feb (Mon) to 26 th Feb (Sun)	6th Mar'17
Week 2	27 th Feb (Mon) to 5 th Mar (Sun)	13th Mar'17
Week 3	6 th Mar (Mon) to 12 th Mar (Sun)	20th Mar'17
Week 4	13 th Mar (Mon) to 19 th Mar (Sun)	27th Mar'17
Week 5	20 th Mar (Mon) to 26 th Mar (Sun)	3rd Apr'17

Week 6	27 th Mar (Mon) to 2 nd April (Sun)	10th Apr'17
Week 7	3 rd April (Mon) to 9 th April (Sun)	17th Apr'17
Week 8	10 th April (Mon) to 16 th April (Sun)	24th Apr'17
Week 9	17 th April (Mon) to 20 th April (Thu)	27th Apr'17

Monthly winner dates

Month	Dates	Winner Declaration Date
Month – 1	20 th Feb (Mon) to 20 th March (Mon)	28th Mar'17
Month – 2	21 th March (Tue) to 20 th April (Thu)	28th Apr'17

17) Where I can get all the conditions applicable to the campaign?

Response: The entire terms and conditions of the campaign are available on the Banks website.

The link is as given below:

<https://www.axisbank.com/business-banking/vyapari-digi-unnati-yojana/terms-and-conditions>