





Barcode

MERCHANT APPLICATION FORM

1 PRODUCTS (✓) wherever applicable

<input type="checkbox"/> Wired PoS (PSTN) 	<input type="checkbox"/> Wireless PoS (GPRS)	<input type="checkbox"/> QR Code (mVISA)  Insta QR Code (MID) <input type="text"/>	<input type="checkbox"/> Internet Payment Gateway (IPG) 	<input type="checkbox"/> Mobile PoS  IMEI Number <input type="text"/>
<input type="checkbox"/> PC PoS		<input type="checkbox"/> Others Please specify _____		

2 RELATIONSHIP WITH AXIS BANK

Existing Axis Bank Customer Yes No If yes, Customer ID

3 MERCHANT PROFILE

Business Entity Government HUF Individual Private Company Trust Public Company
 Society Sole Proprietor Partnership Others (Please specify) _____

Nature of Business Airlines Clothing Stores Clock/ Watch Store/ Jewellery Department Stores Electronics Grocery/ Supermarket
 Hospitals Travel Agents Health & Beauty Spas Limousine/ Taxicab Petrol Pumps Restaurant
 Hotels Telecommunication Hardware Others (Please specify) _____

4 MERCHANT ESTABLISHMENT DETAILS

Legal Name

Marketing Name

Installation Address Location

Landmark

City **State** **Pin Code**

Registered Address Same as installation address Yes No

If No, please provide

Landmark **Location**

City **State** **Pin Code**

Contact Details

Contact Person Name

Official Email ID

Primary Mob. No. Secondary Mob. No. Landline No.

5 MERCHANT OWNER DETAILS

Name of the Owner/ Proprietor/ Partner/ Director

Residential Address

City State

Pin Code Mobile No. PAN

ID Proof Same as PAN Yes No If Not, ID Proof No.

Owner Photo (NEFT Merchants - sign across)

6 INTERNET PAYMENT GATEWAY

Payment Website Address

Return URL

Transaction Mode Authorisation/ Capture Purchase

Application Development Customer Third Party Others (please specify) _____

Interface Language PHP ASP ASPX Java Others (please specify) _____

7 VALUE ADDED SERVICES

Fuel Merchant Fuel Association Fuel Dealer Code Fuel Reimbursement (%) Call Charges (₹)

DCC DCC Reimbursement (%) EMI Standing Instructions

Cash@POS Incentive (₹) MOTO Others (Please specify) _____

8 PAYMENT DETAILS

Payment Mode Axis Bank Current/ Savings Account NEFT/ RTGS PO Branch Sol ID _____

Establishment PAN (Please fill form 60 in case you do not have a PAN card) (In case of proprietorship/ individuals, owners PAN to be mentioned)

Axis Bank Current/ Savings Account New Existing

Application Barcode Label Account No.

NEFT RTGS (Please provide cancelled cheque)

Beneficiary Account Name

Beneficiary Bank Name

Beneficiary Account Number Beneficiary IFSC Code

FIRC Yes No Preferred Statement Mode Email Mail Both Preferred Statement Frequency Daily Weekly Monthly

9 MERCHANT DISCOUNT RATE (MDR)

Domestic Cards	Axis Bank	Other Banks	International Cards	(Issued outside India)
Debit Cards (transactions upto ₹2000/-)	%	%	INR transaction	%
Debit Cards (transactions above ₹2000/-)	%	%	Dynamic Currency Conversion (DCC) transaction	%
Credit & Prepaid Cards - Premium	%	%	JCB & UPI	%
Credit & Prepaid Cards - Non Premium	%	%	*Discount rate applicable for Diners Club cards is same as discount rate for international cards.	

10 MERCHANT FEES

Merchant Fees (Per terminal)	Wired PoS (PSTN)	Wireless PoS (GPRS)	PC PoS	QR Code (mVISA)	Mobile PoS	IPG	Others
No. of products							
Setup / Integration Fee (₹)							
Joining Fee (₹)							
Monthly Service Fee (₹)	Year 1						
	Year 2 Onward						
Per Transaction Fee (₹)							

11 FOR OFFICE USE ONLY

Branch Sol ID MCC Code Date of Birth / Incorporation

Merchant Segment Retail Platinum Corporate

Post Facto Yes No Please (✓) if charges not applicable LTC NTC AMC

Activate Domestic Debit Card acceptance only Yes No IPG Surcharge Model Yes No

Activate International Card acceptance Yes No M-Visa notification on multiple mobile no.'s Yes No

If terminal required for sales period From To Remarks _____

SE Code BM Code ASM Code

Lead Generator Code

Signature of SE Signature of BM Signature of ASM

12 MERCHANT DECLARATION

I/We request to accept MDR/Commission as levied under Merchant Application Form. I/We agree to pay any charges/fees stipulated by the Bank from time to time.

I/We hereby confirm that all information given to Axis Bank Limited, in this form is correct and accurate and want to have an exclusive acquiring relationship with Axis Bank Limited. If at any stage it is brought to the notice of the Bank that any information submitted herein is suppressed / incorrect / false, or that it has been given with a view to wilfully mislead the Bank, the Application is liable to be rejected and the Terms and Conditions shall also be terminated forthwith, without revoking the Bank's rights to proceed legally against the Merchant Establishment and / or the business owners. I / We agree and accept that Axis Bank shall at its sole discretion, may reject/accept the merchant application format at any processing stage. I/We understand that Axis Bank reserves the right to provide me with the EDC type / variant based on certain parameters and eligibility criteria as per their internal policies.

I/We hereby understand and agree that it is my/our responsibility to obtain, read and understand the Terms and Conditions related to Axis Bank EDC and hereby undertake to abide by the Terms and Conditions as may be in force from time to time. Further I/We understand and agree that use of Axis Bank EDC shall be deemed to be an unconditional and irrevocable acceptance of the said Terms and Conditions. Axis Bank reserves the rights to directly/indirectly verify all the information stated in this Application and to seek credit references.

I / We further agree to accept information about new products, services and features introduced or offered by the bank from time to time via phone / email / SMS / direct communication from a bank official.

Preferred delivery mode for T&C Mail E-Mail Both

Individual Merchant

I hereby represent that I do not possess any Registration Document for business activity which is carried in name of _____ over and above the KYC documentation submitted by me to Axis Bank for opening a Bank Account. Notwithstanding any change in the constitution of my Firm or disposal of my interest in the said business or change in the name and nature of my firm, I undertake to intimate to Axis Bank about such change and agree to submit the relevant documents to Axis Bank in terms of applicable RBI guidelines / circular (as amended from time to time) and shall continue to be liable to discharge all my obligations to you at all times and also reconstitute and close accounts as may be required.

PoS linked to FCRA

We, _____ (Name of parent entity etc.) registered under _____ (ACT) is holding an FCRA account with Axis Bank in the name of _____ which is approved by MHA under the registration no. _____ dated _____. We wish to avail POS services at our premises for collecting donation from foreign source and further request you to link such POS facility to our FCR account No. _____ held with _____ Branch. The services will only be used for the purpose of receiving foreign contribution as defined under FCR Act 2010 as amended from time to time. We shall ensure that all credits are and shall come from foreign source only and shall keep the details of all foreign donors with their passport copy as required and shall produce such details to Axis Bank/Regulators as and when the same is called for. We shall comply with applicable regulatory guidelines, laws and regulation ;including but not limited to Foreign Contribution (Regulation) Act, 2010 and Foreign Contribution (Regulation) Rules, 2011 as applicable and amended from time to time in operating the FCRA Account and the POS facility linked to it. We confirm that all the transactions in the said FCRA account through the POS facility so availed shall be foreign contributions due to our Trust/Society and further shall hold Axis Bank harmless and shall indemnify Axis Bank, at all times, against all claims, losses, damages incurred by the Bank; arising due to non-compliance or breach of any law or regulation by us."

Name: _____ Place: _____ Date: _____

Signature of Proprietor/Partners/Director/Authorised Signatory * (with rubber stamp of the firm)

MERCHANT COPY

1 ACKNOWLEDGEMENT FOR RECEIPT OF APPLICATION FORM

Date

D	D	M	M	Y	Y	Y	Y
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Barcode

To _____

Axis bank has received your application for _____. The bank would require a processing time of approximately _____ working days from the date of completed application. This is subject to submission of all documents, as required by the bank.

For any queries, please reach out to:

Sales Manager Name	Mobile / Landline Number	E-mail ID

2 MERCHANT FEES

Merchant Fees (Per terminal)	Wired PoS (PSTN)	Wireless PoS (GPRS)	PC PoS	QR Code (mVISA)	Mobile PoS	IPG	Others
No. of products							
Setup / Integration Fee (₹)							
Joining Fee (₹)							
Monthly Service Fee (₹)	Year 1						
	Year 2 Onward						
Per Transaction Fee (₹)							

AXIS BANK

MERCHANT COPY

3 MERCHANT DISCOUNT RATE (MDR)

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Credit & Prepaid Cards - Premium	%	%	JCB & UPI
Credit & Prepaid Cards - Non Premium	%	%	

*Discount rate applicable for Diners Club cards is same as discount rate for international cards.

4 SCHEDULE OF CHARGES

Other applicable charges*

Non-transacting Charges (for the month)	₹275 per terminal
Low Transacting Charges (for the month with volumes below ₹25,000)	₹195 per terminal
Late Settlement Charges (for delay over 5 days)	0.95% of the batch value OR ₹750 whichever is higher
Lost Terminal Charges (per terminal)	₹9,500 for PSTN terminal ₹15,000 for GPRS terminal
Paper Statement Charges (per month)	Daily Statements: ₹200 Weekly Statements: ₹50 Monthly Statements: ₹25
Backdated / Duplicate Statement (including international transactions statement)	₹500 per MID
Annual Maintenance Charges	₹750 per terminal

*Service tax additional at applicable rates