Point of Sale

A point of sale (PoS) is the place where sales are made. On a macro level, a PoS may be a mall, a market or a city. On a micro level, retailers consider a PoS to be the area where a customer completes a transaction, such as a checkout counter. It is also known as a point of purchase.

Different PoS option

Physical PoS- Android Based/Bank owned

Necessary conditions for service initiation:

- Handheld Device with card and /or bio-metric reader
- Merchant Bank a/c
- Internet connectivity GPRS/ Landline
- Tentative Set up cost @ Average 7500/-
- Monthly rental ranges from 300-750/- per month, depending on set up cost and commitment

Service Activation:

- Paper work with Bank for merchant bank a/c
- Deposit certain amount
- Collect device
- Configuration and training to operator

What is required for Transaction?

- Any Card
- Assisted Mode

Mailing Address:

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Noida, UP 201301

E Mail: **care@paypik.in**

24x7 Helpline: **92668 56666**

Registered Office

B-24, Okhala Industrial Area, Phase 2

New Delhi- 110020

Web: **www.paypik.in**

<u>Funds Transfer limit:</u>

- No limit for regulator
- Merchant's Bank and payee Bank may set limit based on its own discretion

Mobile PoS

<u>Necessary conditions for service initiation:</u>

- Smartphone
- App from bank
- Integrated or external card and /or bio-metric reader
- Connected Card Reader - using jack or Bluetooth
- Internet connectivity 2G/3G/4G, or Wi-Fi
- Tentative Set up cost @ Average 4500/-
- Monthly rental ranges from 300-750/- per month, depending on set up cost and commitment

<u>Service Activation:</u>

- Merchant Bank a/c
- Download App
- Register device and/or mobile with merchant bank a/c and bank
- Training or readable instructions

<u>What is required for Transaction?</u>

- Any Card

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- Resident for bio-metric auth (AEPS) for registered devices
- Assisted mode

<u>Funds Transfer limit:</u>

- No limit for regulator
- Merchant's Bank and payee Bank may set limit based on its own discretion

Digital PoS- QR Code/SMS/Email Link based Payment collection

'Paypik'

<u>Necessary conditions for service initiation:</u>

- Smartphone and /or Web browser
- Internet connectivity 2G/3G/4G, or Wi-Fi
- QR code
- Average Set up cost @ INR 600/- One time
- Average Rental @ INR 50/- Per Month

<u>Service Activation:</u>

- Merchant KYC
- Merchant Bank a/c details- Savings/Current

<u>What is required for Transaction?</u>

- Any Card
- Wallet Account
- Internet Banking

<u>Funds Transfer limit:</u>

- No limit for regulator
- Merchant's Bank and payee Bank may set limit based on its own discretion

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Benefits of Digital POS systems - It's a win-win situation

Digital POS solution offer an incredibly simple way to convert a Smartphone (or any other Internet-connected device) into a POS terminal. Transforming a Net-connected Device into a payment-processing tool enables speedier and more reliable transactions, as also cost-saving and better return on investment (RoI).

Here's a broad outlook at some of the benefits that can accrue with the widespread adoption of Digital POS devices:

Sales boost for merchants: A Digital POS platform, such as **Paypik**, can help businesses boost sales, by eliminating the dependence on check-out counters, queues and geographical location as it enables merchant to accept payments online securely and efficiently.

It suits businesses of all sizes, particularly small businesses, as it provides a fully equipped Digital terminal with the value-add features every merchant needs. A digital POS product converts the Smartphone of merchants into e-payment-collecting devices, without them having to invest in any additional infrastructure, including a POS machine. This kind of a payment platform can, thus, become a 'Super Wallet', spurring the activation of debit, credit and prepaid cards.

Multiple User access: Another advantage of a virtual POS system is that it enables multiple users to have access at the same time. Also, allows remote login for management. Besides, it enables merchants to generate receipts, capture previously authorized transactions, store tool specific payment information for easy checkout on future transactions, and in app confirmation on transaction status.

Merchants, particularly SMEs, benefit greatly as there is less cash and cheque handling in

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the system. Digital POS systems provide them with a low-cost solution for collecting payments that make credit/debit card acceptance feasible where previously it was not. At the same time, this kind of a payment platform provides opportunities to larger retailers to create efficiencies and enhance the in-store shopping experience of consumers. A whole host of problems, burdens and risks associated with cash simply disappear, to be replaced by a convenient, secure e-payment method.

Security and flexibility for consumers: A digital POS system encourages consumers to opt for electronic payments more often, thus weaning them away from cash. It also frees them from geographical constraints while making purchases, opening up an entire world of shopping, where transactions can be made at the click of a key, and yet, payment can be made conveniently and securely, after the delivery has been made. It has been observed that Consumers are more comfortable with the Cash-on-Delivery payment mode. With a virtual POS device, they can easily e-pay, without having to use cash. Moreover, consumers no longer need to go through the hassle of creating a separate pre-paid wallet and load cash each time.

A Digital POS device, thus, fits varied needs - more so in a growing economy. A next generation mobile-first virtual payment platform, such as **Paypik,** provides small and medium-sized merchants an opportunity to access low-cost payment solutions, which were previously unavailable to them. It can store all payment details securely and can be used by invoking second-factor authentication. It also converts regular text messages and email reminders into actionable payment links, allowing merchants to e-collect from consumers.

Overall, the future of making and collecting payments lies in Digital POS platforms. According to Ken Research, the Indian payments market is expected to touch Rs 8,172 billion by 2019. Understandably, the market is highly competitive, with a number of payment solutions floating around. The differentiators, in the long run, are going to be Cost of POS, user experience and security.

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What are the benefits?

- The Digital POS is accessible from ANY computer/Phone, with an Internet connection

- NO extra hardware is required

- NO integration is necessary

- Multiple staff can utilize the Virtual Terminal at once

- You will not be required to purchase an SSL Certificate

- You will pass on your major PCI responsibilities to Paypik

How does it work?

- **1** Customer points his Phone camera onto QR Code or, Merchant sends an email or text link to customer

- **2** URL link redirects customer to checkout page- Credit Card | Debit Card | Net Banking | Wallets, as payment tool, appears onto checkout page

- **3** After reviewing the payment information and clicking "Submit" the transaction is processed by Paypik.

- **4** The outcome of the transaction (whether it be approved or declined) is displayed to you on the Paypik Web Terminal and Mobile App.

The benefits of using QR codes for payments

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- **Ease of use**- QR codes can be used for payments anywhere. This versatility makes it useful for the service providers, Merchant with Cash on Delivery option, as well as consumers.
- **Security-** QR codes eliminate the need of physical machines, helping the customers to complete payments just with the help of their smart devices and digital wallets.
- **Instantly informative** – QR codes require the consumers to scan them to find an information destination
- **Cost-effective**- QR Code based payment collection systems accosts almost 6-10% of physical/Mobile POS.
- **Traceable**- By using unique codes and web analytics, the retailers can gain some valuable information about consumer behavior- what works and what doesn't.
- **They appeal to the customer's curiosity**- This may change, following the novelty wears-off and QR codes become ubiquitous, but in today's time a consumer has an urge to scan a QR code on seeing it, just to find out where it leads.

Conclusion

QR code-based payments make it easier for the consumers to pay using their Smartphone. With no requirement of any additional infrastructure, paying with QR codes has definitely overtaken NFC payments and has become a great means for in-store contactless payments.

Sales FAQ

What is Paypik?
Paypik is a payment acceptance service provider, backed by MAS Callnet India Pvt Ltd. It is an omni-channel Payment Processing Platform. By using Paypik, Merchants can accept payments through any payment mode like debit card, credit card, BHIM, UPI and various mobile wallets etc.

What is the website link for Paypik?
You can check our website at www.Paypik.in

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paypik

Registration and activation

How can I start using Paypik?
You can download Paypik App from Play Store/App Store. Register yourself by filling required details and upload the necessary documents. Once entered information is verified positively, we will collect payment from you as per the selected plan. Post payment, you can start accepting payments, using your app and QR Code, within next 24-48 hours

What all documents are required to enroll for Services?
You need the following documents:

1. Address proof
2. Cancelled cheque or Passbook
3. PAN card

What all payment services does Paypik provide?
Paypik offers you all kinds of payment acceptance methods –
1. Payment through SMS & Email based link
2. Payment through wallets
3. UPI payments
4. QR code payments
5. Online payments on your app & website.

Is there any Transaction limit?
No, there are no Transaction limits, once Agreement and KYC hard copies are received by us (Document Verification).
Document Verification usually takes 8-10 Business days to complete. For this period, you can transact with daily limit of 3000 and monthly limit of 15000.
Limit is assigned only till the time that your Document verification Process is not complete (Self attested KYC documents and Agreement)

What all documents are to be attested, how do I get agreement and where it has to be submitted?
Once registered through Paypik Mobile Application, you would receive a welcome mail from Paypik, onto your registered mail ID. Mail would contain 1 PDF File, with all necessary documents.

You would need to Print→Sign→and seal (in *Document Courier packet-* Provided with Welcome Kit). We would arrange for pickup post confirmation from you.

How do I make payment to Paypik for opting their services?
Our representative will give send you a payment link through which you can make payment using your debit/credit card, net banking, UPI or wallets.

<div align="center">

Pricing Plans

</div>

Payment Services	Economy	Ecom/Web
Payment Link on SMS, EMAIL	√	√
QR Code , UPI Code	√	√
Payment on website	X	√
Charges		
Setup Charges	600	5000
Yearly Rental	600	3600
Renewal Charges PA	550	1500

I have very large volume of transactions. Can you offer a discount?
The discounts are available basis the rental plan that you choose. You can opt for a higher duration plan and get discount on your initial payment.

Accepting Payments

What all currencies are currently supported?
Currently, we only support INR as the final payment currency.

Are international credit cards supported?
No

In how much time will I receive QR code and start accepting payments?
You can start accepting payment using QR code| SMS Link | Email Link within 24 hours of making the payment to Paypik and start accepting payments through it. On successful completion of Document Verification process, you can start transacting without limit

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I have multiple outlets, do I need to give documents multiple times?
If all the outlets are on the same legal name then you do not have to share multiple docs. All your outlets can be tracked through a single login making accounts and reconciliation super easy

Do I have to give my login to my staff?
Multiple points can use allocated QR Code.

When is the money transferred to the merchant's account?

All the payments will be settled on T+2 days
 The settlements will not be processed on Saturday and Sunday/Public holiday/Bank Holidays.

Where can I check my daily transaction and settlement for daily basis?
You can check all the transactions on your Paypik app or dashboard. We update daily settlement onto dashboard, through which you can check the settlement status of your transactions.

Regarding Paypik

Where are you located?
New Delhi, India

When did the company started operations?
We started our operations in October 2017.

Regarding Support

How do I file a support ticket?
Send us a mail at care@Paypik.in

Do you offer live chat support?
No. But you can mail your concerns to us at care@Paypik.in

Where can I call you?
You can call and generate Ticket for your requests @ 9266856666. Resolution assurance would be taken care of by Paypik Team.

Get 'Paypik'

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