

## E-commerce Merchant Application Form

Merchant Legal Name : \_\_\_\_\_

Name on Customer Card Statement : \_\_\_\_\_

Official Website : \_\_\_\_\_

PG Website : \_\_\_\_\_

Contact Person Name : \_\_\_\_\_

Contact Person E-mail Id : \_\_\_\_\_

Contact Person Mobile No : \_\_\_\_\_

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### Business Details

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Business Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ PIN \_\_\_\_\_ E-mail: \_\_\_\_\_  
Tel No. \_\_\_\_\_ Fax No. \_\_\_\_\_ Telex No.: \_\_\_\_\_

ME profile / Background:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Brief Description about the products / services you intend to sell online:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Average Product Value: \_\_\_\_\_

Office Strength: \_\_\_\_\_

Expected Online Turnover: \_\_\_\_\_

Additional Business Activities: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Group Companies: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Year of Incorporation: \_\_\_\_\_

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### Ownership Details

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Business Filing Status:  Individual  Sole Proprietor  
 Private Ltd Company  Public Ltd Company  
 Partnership  Corporation  
 Religious Organization  School  
 Registered Charity  Government Agency  
 Others \_\_\_\_\_

**Promoters' details:**

1. Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Residence Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Residence phone # \_\_\_\_\_ Mobile # \_\_\_\_\_

2. Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Residence Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Residence phone # \_\_\_\_\_ Mobile # \_\_\_\_\_

3. Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Residence Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Residence phone # \_\_\_\_\_ Mobile # \_\_\_\_\_

4. Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Residence Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Residence phone # \_\_\_\_\_ Mobile # \_\_\_\_\_

**Existing Bank & Branch Details**  
(Specify type of A/C)

Other Banker1 : \_\_\_\_\_  
 Other Banker2 : \_\_\_\_\_  
 Other Banker3 : \_\_\_\_\_

**Financial Performance**  
(Last two years - In INR)

Year	Turnover	Profit
_____	_____	_____
_____	_____	_____

**Business Volume**  
(Last 6 months In INR)

Month	Non Card Business	Card Business
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Existing Acquirer / Payment Gateway Details**

Currently Using Payment Gateway:  Yes  No

If yes please provide below details:

1. Payment Gateway Name: \_\_\_\_\_

No. of months / years it is being used: \_\_\_\_\_

Annual Online turnover through current payment gateway: \_\_\_\_\_ (In INR)

Credit Cards already accepted: Visa/ MasterCard/ American Express / Diners / JCB / Discover

Average per Transaction Value: \_\_\_\_\_ (Rs.)

2. Payment Gateway Name: \_\_\_\_\_

No. of months / years it is being used: \_\_\_\_\_

Annual Online turnover through current payment gateway: \_\_\_\_\_ (In INR)

Credit Cards already accepted: Visa/ MasterCard/ American Express / Diners / JCB / Discover

Average per Transaction Value: \_\_\_\_\_ (Rs.)

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**Other Information**

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Website hosted by:  Self \_\_\_\_\_  Third party.  
Website designed by:  Self \_\_\_\_\_  Third party.  
Website maintained by:  Self \_\_\_\_\_  Third party.

If by third party, Name & address of the service provider with contact details:

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- Is inventory management done in-house or through third party service provider?  
 Self \_\_\_\_\_  Third party.

If by third party, Name & address of the service provider with contact details

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- Is logistics of delivery of goods managed by in house staff or by courier service?  
 Self \_\_\_\_\_  Third party.

- What delivery method you use?  
 Courier  VPP  Other Method \_\_\_\_\_

If by Courier/ VPP/ Other Method service, Name & address of the service provider with contact details

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**Pricing**

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One Time non refundable Set up Fees : \_\_\_\_\_

Transaction Discount Rate for Credit Cards (TDR) : \_\_\_\_\_

Transaction Discount Rate for Net Banking (TDR) : \_\_\_\_\_

Transaction Discount Rate for Cash Cards (TDR) : \_\_\_\_\_

Annual Maintenance Charges : \_\_\_\_\_

Security / Fixed Deposit : \_\_\_\_\_

Current Account No with Bank name & Branch IFSC Code: \_\_\_\_\_

Branch Addr.: \_\_\_\_\_

\_\_\_\_\_  
(Funds will be transferred to above mentioned current account)

Name of your authorized contact person: \_\_\_\_\_

Home Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Residence Tel. No. \_\_\_\_\_

**Authorized Signatory/ Stamp**

Name : \_\_\_\_\_

Signature : \_\_\_\_\_

Designation : \_\_\_\_\_

**Processing Details – For internal use only**

Form Received Date: \_\_\_\_\_

Form Received From: \_\_\_\_\_

Form Processed Date: \_\_\_\_\_

Form Processed by: \_\_\_\_\_

Merchant ID: \_\_\_\_\_

Bank Branch Name: \_\_\_\_\_

MCC Code: \_\_\_\_\_

Test ID issued Date: \_\_\_\_\_

## Instructions to Fill E-commerce Application form

**Application Form** (Filled, Stamped (company stamp) & duly signed by authorized signatory on all pages.)

### **Page 1**

- **E-commerce Merchant Application Form**
  - Merchant Legal Name ( Specify your Company name as appearing in Registration Certificate)
  - Name on Customer Card Statement (Specify Name desired to appear on customer's Credit Card statement to recognize charge relates to product/service for which his card was charged)
  - Official Website ( Insert your Company's official website URL: )
  - PG Website ( Mention address of website where payment gateway is to be integrated )
  - Contact Person Name – Name of Company representative to be contacted for the gateway
  - Contact Person E-mail Id – Email address of Company representative to be contacted for gateway
  - Contact Person Mobile No. - – Contact Number of Company representative
- **Business Details**
  - Business Address (Specify your operation office address with city, state, Pin code no, email ID, Telephone no, Fax no & Telex no.)
  - ME profile / Background ( Mention company profile )
  - Brief Description about the products / services you intend to sell online (Specify what products and services which you intend to sell online)
  - Average Product Value (Specify Minimum / Maximum ticket or product value. E.g. 500 – 50,000)
  - Office Strength ( Mention number of employees working in your office)
  - Expected Online Turnover ( Mention expected Online Turnover)
  - Additional Business Activities ( Mention associated business activities, if any )
  - Group Companies ( Mention names of other group companies, if any)
  - Year of Incorporation ( Mention Month & Year of company incorporation)

### **Page 2**

- **Ownership Details**
  - Business Filing Status : (Tick respective filing status applicable)
  - Promoters' details:
    - If **Individual** mention relevant details of the **individual**;
    - If **Sole Proprietor** mention relevant details of the **Sole Proprietor**;
    - If **Pvt Ltd or Public Ltd** mention relevant details of **all Directors**;
    - If **Partnership** mention relevant details of **all Partners**;
    - If **Religious Organizations or School or Registered Charity** mention relevant details of all current **Trustees or all current Members details**

### **Page 3**

- Existing Bank & Branch details ( Specify your Bank account type with Bank and branch name)
- Financial Performance (mention last 2 years turnover and profits in INR)
- Business Volume (Mention last 6 months non card business and card business in INR, if applicable)
- Existing Acquirer / Payment Gateway Details (If using other payment gateway services, please fill all details pertaining to that payment gateway account(s) in the respective fields)

### **Page 4**

- **Other Information**
  - Specify if Website hosted, designed, maintained by whom, If inventory and delivery/logistics management by self or outsourced. If by third party specify name, address of service provider.
- **Pricing**
  - Specify Set-up fees, TDR, Annual Maintenance Charges as per package finalized with Bank name with Current Account No., Branch and IFSC Code details where you desire credit of online funds

### **Page 5**

- Authorized contact person details for payment gateway(Name, Residence Address, Residence Tel No: & Authorized Signatory/ Stamp (Mention Name and designation of Authorized signatory with signature)