

Smart Hub Product Suite

The unique features of HDFC Bank's Smart Hub Product suite include:

- Comprehensive suite of offline, digital and online product form factors
- Reliable uptime and best transaction success rate
- An integrated, flexible, rule-based, proactive risk management system that supports evaluation of every transaction
- Supports payments in multiple currencies
- Complete Internet-based payment processing and management solutions for all cards issued in India and abroad
- Scalable to process millions of transactions per month on a real time basis
- 3 D secure -VBV (Verified by Visa)/ Master Secure / DCI Protect buy compliant
- Dedicated in-house service team for query / complaint resolution

Product Technical Details:

I. Point of Sale (POS)

HDFC Bank POS enables merchants to accept cards at the outlet across VISA, MASTERCARD, RUPAY and DINER platforms, with value added features:

- EDC: Offer both GPRS and telephone line connected (PSTN) terminals
- MULTI-BANK EMI: Using this facility, the Merchant can offer EMI facility to HDFC Bank credit card holders as well as 11 other major banks
- Flexi Currency DCC (Direct Currency Conversion): Allows a foreign national to pay by card for their goods/services in their home currency on HDFC Bank POS Terminal
- Cash @POS: Allows cash withdrawal at POS terminals as per RBI norms

II. MPOS

Mobile Point of Sale is a paradigm shift in world of payment solutions that empowers merchants to accept and process card transactions using a smartphone and miniature card reading device.

- Process transactions everywhere: Collect money from cards with ease of cashless transactions
- Connectivity: Works through bluetooth as well as audio cable connection
- Paperless / Green solution: The transaction is paperless with no need to maintain and reconcile charge-slips.
- Ideal Enterprise solution for Insurance Agents, Logistics firms, Direct Sales Companies, or even retailers as an alternate to GPRS

III. **PayZapp- All Payments, One App, One Click**

- Comprehensive Payment Solution, in one App
- Link multiple Credit and Debit cards - No need to remember multiple passwords
- Mobile Optimized Payment pages
- One click payment on SmartBuy and other partner E-Comm sites
- No need to load money to pay
- No Pre-paid card value restrictions

IV. **SMS / Email to Pay**

A revolutionary invoicing solution, which enables merchants to request and receive payment electronically. Merchant can request payment by sending a text message/email with link for payment. It works across all PC, Laptop and smartphone (Android, iOS, Windows), with no need to download any app or register for service. Customer can pay through mobile, anywhere and anytime.

Benefits to Merchant

- Bill-on-the go through mobile / desktop.
- Collect card based payments, without need for EDC machine or Website
- Lesser hassles of cash handling / lower cost of cash deposition in bank
- Cash-on-delivery becomes card on delivery

Benefits to Customer

- Pay-on-the-go through mobile
- Highly convenient mode of payment – no need to download any app or register
- Pay wherever you are, no need to walk into store

V. **Scan & Pay**

QR code based payment is the most convenient way to receive payments without the need for cash or cards and uses QR code as a form factor for payments

Benefits to Merchant

- Collect card based payments without EDC or physical card
- Direct payments in the account
- Beneficial for in-store and home delivery option
- Push payment, hence reduced chargebacks

Benefits to Customer

- Pay-on-the-go through mobile

- Higher security with card information not divulged to store personnel

VI. **Payment Gateway**

HDFC Bank payment gateway enables organizations to accept secure online card payments over the Internet. It makes electronic commerce more convenient & offers ease and security of accepting payments on the Internet.

- Multiple Payment instrument options on a single page : Debit Cards | Credit Cards | Multi-bank Net-Banking 40+ banks
- Multiple-gateway integration for a single front-end: Dynamic routing between gateways for 100% system uptime. "Plug-n-play" integration for merchants
- Real-time, on-demand intelligent online analytics
- Retry of failed transactions: Higher business volume and success rate
- Risk Management Engine: Transaction level risk monitoring with velocity checks and IP tracking

Benefits to Merchant:

Improved transaction success rates: Smart Routing, Auto Retry and Auto Refund.

Managing your gateway your way: Single Admin Interface, Multiple User Access.

Enhanced Customer Experience: Responsive Checkout Page, Turbo Checkout.

Advantages of VAS offering:

- E2E solution to offer multiple payment modes on a single platform.
- Better success rates with availability of Re-try Option and smart routing.
- Support to host an intermediate page.
- Better handling inquiry transactions, automated refunds for broken transactions, customer success / failure message, SMS / Email alerts for every transaction.
- Real-time console for Call Centre to view & download transactions status for attending to customer queries landing on service desk.

VII. **UPI**

Unified Payments Interface is an innovative mobile payment solution, which simplifies the way both online/offline payments are made

Benefits to Merchant

- Higher success rate due to lesser hops during transaction
- Cost per transaction lower than the debit card

- Replacement for cash on delivery transactions as customer can approve the transaction after the delivery of goods

Benefits to Customers

- Easy to remember virtual handle 'username@hdfcbank' can be created by the customer
- Multiple accounts with different banks can be registered with the same Payment Service Provider (interoperability)
- No need to remember multiple user id/ password for various bank accounts.

Charges:

	Payment Gateway	POS
Debit Card MDR	Txn< 2K @ 0.75% , > 2 K @ 1%	Txn< 2K @ 0.75% , > 2 K @ 1%
Credit Card MDR	1.75%	1.50%
Net Banking MDR	1.75%	
Amex/ Diners/ Commercial Cards	2.50%	
Integration Fee	50% Discount	50% Discount
Annual Fee	50% Discount	50% Discount

Key TnC :

- Current Account/ Banking relationship mandatory, with healthy floats.
- Pricing & Schedule of Changes are open for review at Bank's discretion.
- Above Pricing applicable till 31st March, 2018 post that rates are subject to revision

