

USE IT! ACCEPT IT!  
& WIN IT for INDIA!



IN PARTNERSHIP WITH



CONFEDERATION of  
ALL INDIA TRADERS

## Benefit of Electronic Payments

India benefits when consumers, businesses, and the government cooperate to increase adoption of digital payments. Consumers have more security and flexibility to spend without being limited to only the cash in their possession. Merchants enjoy increased sales, lower costs, and access to more customers. So when you use or accept a digital form of payment, you don't just do it for you or your business. You do it to build a better India

### PURPOSE OF CAIT CAMPAIGN

**Accept it and Use it.**

Adopt technology. Accept payments. Advance business.

Win it for the PM's vision of Less-cash India

CAIT and Mastercard are coming to your town and cities. Our Digital Rath is coming to merchants/ traders to empower you to accept digital payments and to consumers to pay digitally.

CAIT and Mastercard will teach you steps to accept digital payments. More ways for your customers to pay. An easy step-by-step start-up for digital payments acceptance and business growth for India's merchants.

**10 lakh merchants and traders to accept digital payments in this campaign pan India.**

# CAIT Campaign Overview

In continuation to the previous “Cashless Bano India” campaign, this initiative is targeted at promoting digital payments usage through the merchants by incentivizing the merchants and consumers, building awareness, and helping them find a value proposition of digital payments over cash. CAIT aims to reach out to 10 lakh merchants and consumers across country with the help of CAIT local Trade Associations between November 8, 2017 and January 26, 2018.

Mastercard has been working closely over the past three years with CAIT in India to train the merchants to use digital acceptance infrastructure and this campaign is meant to help drive further usage and acceptance of the various modes of digital payments such as Credit/Debit card and Bharat QR.

**Enabling electronic payments to elevate business and a win-win for India.**

More on: [www.winitforindia.in](http://www.winitforindia.in)

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## CAMPAIGN TIMELINE: PAN INDIA

| **START: 8th November, 2017**

**END: 26th January, 2018** |

Winners to be announced by CAIT on Republic Day, 26th January, 2018

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## USE OR ACCEPT MASTERCARD BY 26<sup>TH</sup> JANUARY FOR A CHANCE TO WIN THE FOLLOWING PRIZES



**LEVEL 1:** *Up to 100 transactions:* 50 prizes worth INR 5000 for both qualifying merchants and associated cardholder for the transaction.



**LEVEL 2:** *Between 100-200 transactions:* 10 worth INR 10,000 for both qualifying merchants and associated cardholder for the transaction.



**LEVEL 3:** *Between 200-500 transactions:* 10 gold coins for both qualifying merchants and associated cardholder for the transaction.



**2 MEGA PRIZES:** Holiday for 4D/3N to Singapore worth INR 50,000 each for both qualifying merchants and associated cardholder for the transaction.

## Let's build a cashless India together!

Use or Accept a Mastercard to dip, scan, tap, swipe, and click the way to **2500 CRORE DIGITAL TRANSACTIONS BY MARCH 2018**



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#CASHLESSBANO INDIA  
[winitforindia.in](http://winitforindia.in)