



Groww Pay Services Private Limited

At Groww we believe in seamless conduct of business for which we ensure smooth onboarding and integration formalities alongwith full assistance to kickstart and uprun your business.

As an RBI authorized Payment Aggregator our focus is on simplifying your onboarding journey and managing payment life cycle thereafter.

Comprehensive steps involved in Merchant Onboarding are:

1. Merchant gets in touch with Groww Pay team and applies for seeking Payment related services along with necessary KYC documents in lines with the RBI KYC Master Direction and other documents, as the case may be.
2. Groww Pay team will conduct KYC due diligence, background check and security assessment of the Merchant, and on being satisfied will proceed to onboard the merchant in line with the companies Merchant Onboarding Policy.
3. Groww Pay and Merchant to execute service agreement.
4. Merchants to be assigned a unique code/ number and access to necessary merchant portals by Groww Pay.
5. Groww Pay team to provide ongoing support to the Merchant and also ensure continuous monitoring of the merchant account.

Negative list of merchants/ restricted merchants:

- Entities falling under the “Alert List” (published on the RBI website) which are neither authorized to deal in forex under the FEMA nor authorized to operate electronic trading platforms for forex transactions.
- Merchants banned under the Central or State laws and regulations as may be applicable
- Merchants operating in businesses which are not specifically permitted by the Regulator/Statutory/Competent authority (Eg: lotteries, casinos & gambling equipment, betting etc.)
- Merchants engaged in activities posing a high brand or reputation risk, like- pornography, adult themes, other obscene materials etc.
- Merchants operating in financial products/services/ asset classes that are not regulated like - cryptocurrency, money transfers etc.
- Drugs, pharmaceuticals and other products that make health claims that have not been approved or verified by the applicable local and/or national regulatory body.
- Stolen goods, unauthorized sale or resale of brand name or designer products, sale of goods or services that are illegally imported or exported
- Sale of banned products like Tobacco products & E-Cigarettes
- Copyright infringement



Groww

- Fireworks and related flammable goods
- Crowdfunding
- Pornography and other obscene materials (including literature, imagery and other media), sites offering any sexually related services such as prostitution, escorts, pay-per view, adult live chat or phone conversation features, massage parlors, sexual health products
- Businesses specified by GPSPL from time to time.