

Annexure-A
Branding Guidelines (for QR Codes Displayed at Merchant Locations)

Payment QR codes printed and displayed at merchant locations shall comply with following Branding criteria:

- a) The QR code should be clearly visible and readable to the customers;
- b) The acquirer shall clearly display the following information at QR code acceptance locations:
 - I. Procedure for customers to make payments by using QR code.
 - II. Helpline Number of acquiring institution to facilitate the customers in obtaining any information, raising query or for lodging complaint(s) related to the payment transaction.

The Acquiring institution shall also comply with the following template:

