

MPAI

MERCHANT PAYMENTS ALLIANCE OF INDIA



MPAI

The Merchant Payments Alliance of India (MPAI) a group of like-minded merchants accepting digital payments in an ever-growing digital market.

Our members include digital business that serve lakhs of consumers in India.

MEMBERS*



*This is a non-exhaustive set of member logos

— WHY WE EXIST

Our fundamental goal is to safeguard and represent the interests of merchants in consonance with consumer welfare. We focus on reducing frictions in digital payments through focused advocacy and capacity building. We organise our efforts around the following foundational pillars:

PILLAR 1

TO BECOME A GO TO RESOURCE FOR MERCHANTS TO CONTRIBUTE TO INFORMED POLICY DISCOURSE

We are a forum for merchants to share information and practical insights in order to enhance consumer welfare. We channel this wealth of knowledge to engage constructively with the regulatory ecosystem and policymakers and trigger progressive policy change.

PILLAR 2

TO ENHANCE THE EFFICIENCY, INCLUSION, SELF-RELIANCE AND VALUE OF INDIA'S DIGITAL MARKETS

We promote the use of digital payments to help India achieve key national goals such as universal access to utilities and basic services. We engage in creating innovative solutions to improve efficiency and reduce transaction-related frictions, while ensuring data protection and fraud prevention.

PILLAR 3

TO BOLSTER DIGITAL INDIA THROUGH PUBLIC INTEREST RESEARCH AND THOUGHT LEADERSHIP ON THE MERCHANTS ECOSYSTEM

We apply multidisciplinary and multidimensional lenses to facilitate knowledge development in the digital economy. We tap into the experiences of a wide set of stakeholders to produce cutting-edge public interest research.

PILLAR 4

TO BUILD CITIZEN AND CONSUMER AWARENESS AND LEVERAGE PUBLIC-PRIVATE PARTNERSHIPS, TO FOSTER TRUST IN DIGITAL MARKETS.

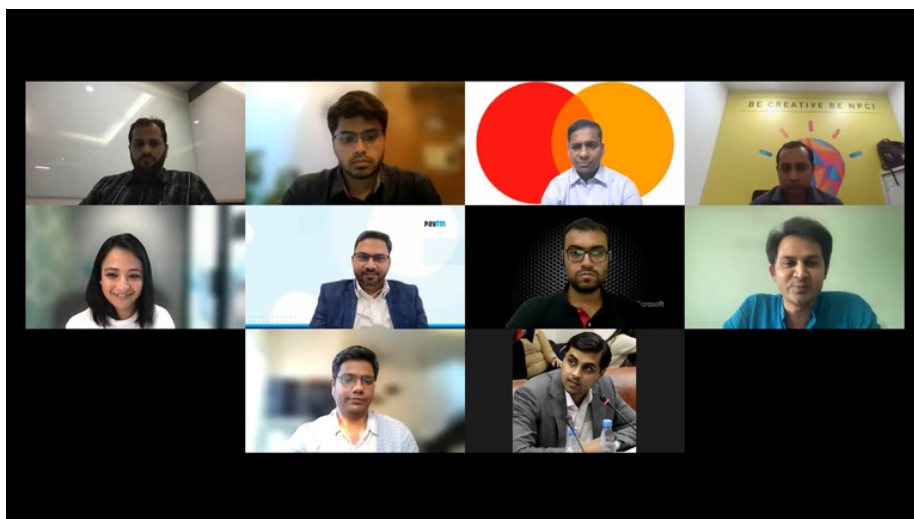
We solicit ground-level understanding to address lacunae in digital market regulation. With this insight, we conceptualise and advocate legal-regulatory and policy reforms to engender public trust in digital markets

WHY NOW

Payment methods and processes in India stand at the cusp of a great digital revolution.

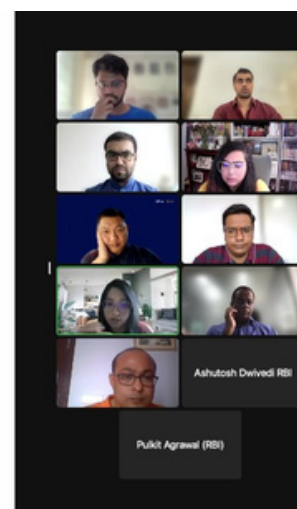
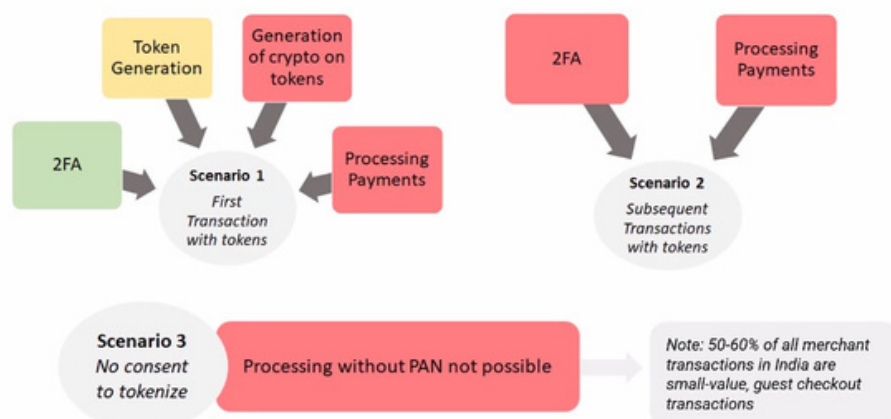
As new payment solutions become ubiquitous, the unique opportunities and challenges they throw up need to be addressed with precision. We also recognise the importance of online transactions for India to achieve its trillion-dollar digital economy target. This is particularly since digital payments regulation is in its foundational stages, and its evolution will determine the efficiency, inclusiveness and productivity of India's digital economy.

EVENTS AND OUTREACH



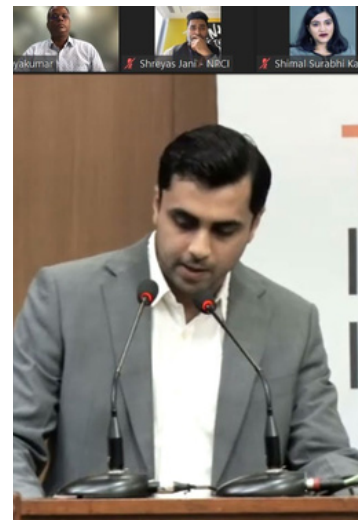
Merchant's Day - MPAA Capacity Building event

Readiness with CoF tokenization: Where we are



MPAA presentation before the RBI on readiness with card-on-file tokenization solutions

Towards Payments Vision 2025: Inclusion and Innovation in India's Digital Market
Indian Habitat Centre, New Delhi



Knowledge Series 2023: Inclusion and Innovation in the Retail Payments Ecosystem
Grand Blossom Banquet, Mumbai.



MPAI IN THE NEWS

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NEWS

Microsoft, Facebook, Netflix Form Merchants Alliance To Address Financial Regulation Disparity In India

Laxitha Mundhra
Inc42 Staff
08 Oct '21 • 3 min read

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Merchants hit by revision in payment norms form an alliance

The alliance is open for memberships to merchants that use digital payments

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Startups, merchants face disruptions due to RBI guidelines on auto-debit rule

With the RBI framework for processing recurring online transactions kicking in from October 1, startups and merchants are facing some teething troubles.

ETBFSI.com
From The Economic Times

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MPAI bats for quality of service in digital payments

As India move to Rs 20 lakh crore worth of digital payments by 2023, the Merchant Payments Alliance of India has suggested pursuing four key policy objectives: adopting a risk-weighted approach, reconciling regulatory overlaps over financial data, conducting inclusive and effective stakeholder consultations and deepening digital payments by encouraging competition and innovation.

ETBFSI • February 26, 2022, 08:00 IST

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MPAI, ADIF urge RBI to extend card-on-file tokenisation deadline

Citing several operational challenges that will hinder the transition to the token-based payments ecosystem, the industry bodies voiced their concerns over industry readiness on the RBI directive on card-on-file tokenization.

ETGovernment • December 23, 2021, 11:46 IST

Business Standard
Wednesday, March 2, 2022 | 04:25 pm IST English | Hindi

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ar cheques of Rs 10 lakh & above only after customer confirmation

» Finance » News » Banks

MPAI, ADIF write to RBI for an extension of tokenisation deadline

MPAI and ADIF have in their letter highlighted several operational challenges that will hinder the transition to the token-based payments ecosystem

Topics
Reserve Bank of India | Digital Payments | debit card payment

BS Reporter | Mumbai
Last Updated at December 22, 2021 12:06 IST

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Companies

Leading companies come together to set up Merchants Payments Alliance of India

Our Bureau | Mumbai | Updated on October 06, 2021

mint

Tech cos form payments alliance

MPAI looks to highlight and constructively engage with the RBI on issues arising due to the unpreparedness of the Indian banking and payment ecosystem with respect to newer regulations. (REUTERS)

2 min read . Updated: 05 Oct 2021, 08:59 PM IST

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RBI's recurring payments regulation can derail India's digital economy engine

The Watal Committee and the Nandan Nilekani Committee, formed to study the digital payments ecosystem, have highlighted the importance of recurring transactions.

PRAN SHARMA and ANISH SONI 8 October, 2021 9:30 am IST

Most Popular

The MPAI is built on the cooperation and collaboration of its vibrant group of members. For membership related queries please write to us at
secretariat@merchantpaymentsalliance.in

www.merchantpaymentsalliance.in