



SALES PARTNER PROGRAM

Build. Sell. Integrate. Earn.

Turn Your Customer Network Into a New Business Opportunity. Partner with PayG to help businesses accept, collect, and manage digital payments.

Why Partner with PayG?

Make Payments Part of Your Business

Your merchants already need payment solutions. With PayG, you can seamlessly add digital payments to your existing products and services.

- ✓ **Access Products:** Multiple payment products.
- ✓ **New Revenue:** Unlock fresh business opportunities.
- ✓ **Strengthen Ties:** Deepen existing merchant relationships.
- ✓ **Offer Variety:** Payment solutions alongside core services.
- ✓ **Build Portfolio:** Grow an active merchant base.
- ✓ **Full Support:** Onboarding and technical assistance.



Who Can Become a Sales Partner?



Digital & Web Agencies

Website developers, e-commerce agencies, and digital marketing companies. Add payment solutions to websites and online businesses.



IT & Tech Companies

System integrators, software companies, and SaaS providers. Integrate PayG APIs into robust technology platforms.



ERP & Business Software

ERP providers, billing software, and management platforms. Embed payment collection directly into software workflows.



Education Providers

School/College ERPs and EdTech platforms. Integrate PayG Gateway to enable institutions to easily collect fees digitally.



Consultants & Channels

Business advisors, merchant networks, and local partners. Refer and onboard businesses leveraging your existing relationships.

Product Portfolio

One Partnership. Multiple Payment Solutions. Empower your merchants to manage end-to-end payment flows.



Accept Payments Payment Gateways, Payment Buttons, and QR Code collections for offline and online businesses.



Collect Payments Easy Payment Links, Invoice collections, and customizable digital Pay Profiles.



Grow the Business Subscriptions for recurring requirements and G-Store for businesses looking to sell online rapidly.



Target Merchant Segments



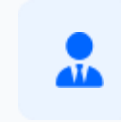
E-Commerce & D2C

Online brands, retailers, and marketplaces.
Opportunities in Payment Gateways, Links, and G-Store.



Education

Schools, colleges, coaching institutes.
Opportunities in Payment Gateways, Links, and Subscriptions.



Professional Services

Consultants, agencies, and freelancers.
Opportunities in Payment Links, Invoices, and Pay Profiles.



Retail & Local Business

Retailers, restaurants, clinics. Opportunities in QR payments, Payment Links, and invoicing solutions.



SaaS & Technology

Apps, SaaS platforms, and digital businesses.
Opportunities in Payment Gateways, APIs, and Subscriptions.



B2B Businesses

Distributors, agencies, and enterprises.
Opportunities in B2B Invoices, Payment Links, and Gateways.

Two Ways to Partner

Model 1: Networks

Perfect for digital agencies, consultants, channel partners, and large merchant networks.

- ✓ **Find Merchant:** Identify business needs.
- ✓ **Recommend:** Suggest the right PayG product.
- ✓ **Refer:** Send merchant details to PayG.
- ✓ **Onboarding:** PayG handles KYC.
- ✓ **Activation:** Merchant goes live.

Model 2: Integrate

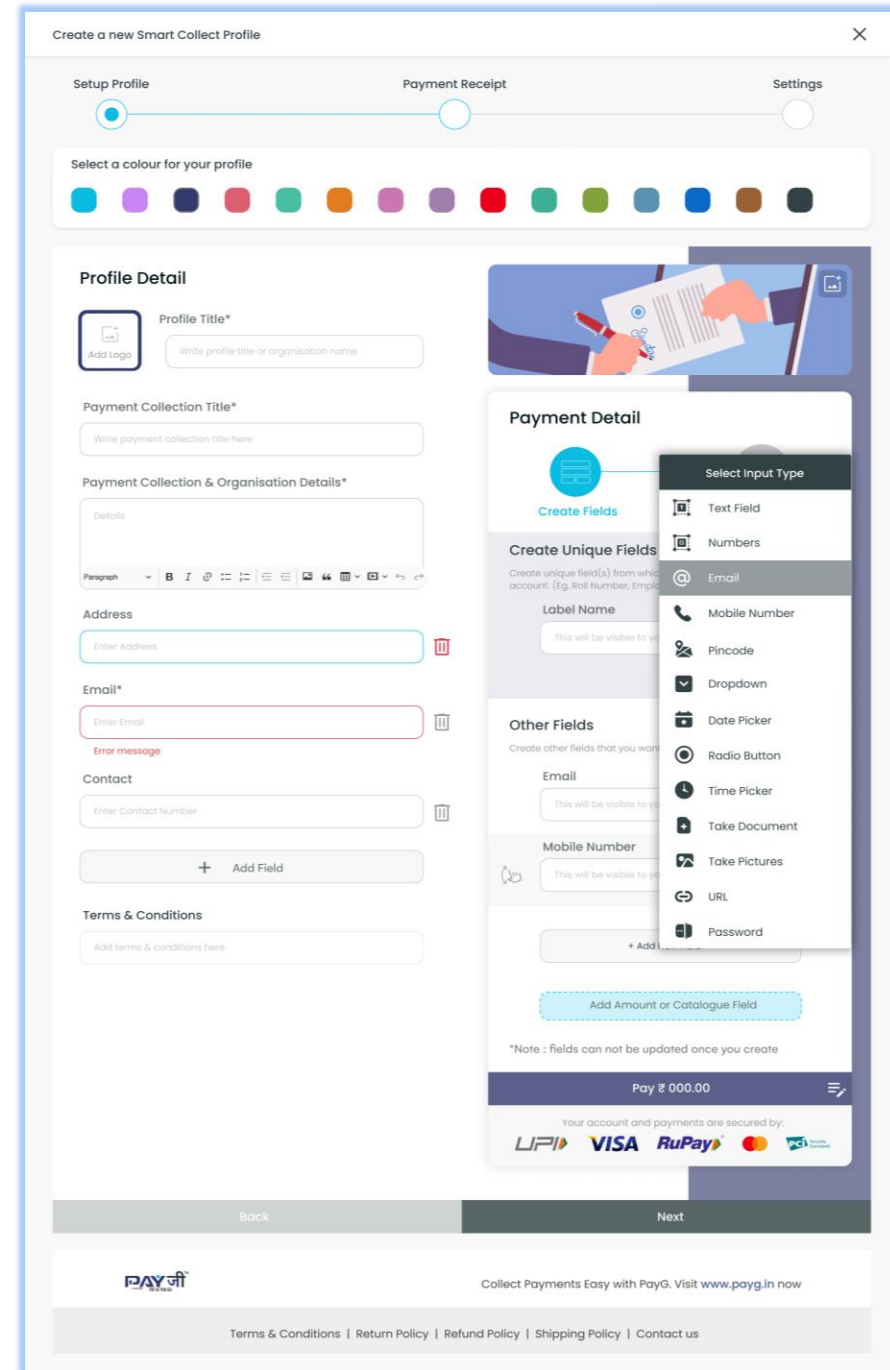
Best for SaaS companies, ERP providers, IT companies, and powerful technology platforms.

- ✓ **Your Platform:** Merchant uses your ERP/SaaS.
- ✓ **Integration:** PayG API seamlessly connected.
- ✓ **Initiation:** Payment started in your UI.
- ✓ **Processing:** PayG handles the secure transaction.
- ✓ **Confirmation:** Real-time status synced back.

Merchant Onboarding

A streamlined process taking your prospects from initial lead to a live, transacting merchant.

-  **1. Lead & Qualify** Identify the potential merchant and understand their unique business model and payment requirements.
-  **2. Select & Register** Match the merchant with the perfect PayG solution and initiate the straightforward onboarding process.
-  **3. KYC & Activate** Required business and KYC documentation is submitted. PayG completes verification and activates the account.
-  **4. Integrate & Go Live** Gateway, links, or QR codes are configured. The merchant officially starts collecting payments.



Create a new Smart Collect Profile

Setup Profile Payment Receipt Settings

Select a colour for your profile

Profile Detail

Profile Title*

Add Logo Write profile title or organisation name

Payment Collection Title*

Write payment collection title here

Payment Collection & Organisation Details*

Details

Paragraph B I [Rich Text Editor Icons] Enter Address

Address

Enter Address

Email*

Enter Email Error message

Contact

Enter Contact Number

+ Add Field

Terms & Conditions

Add terms & conditions here

Payment Detail

Create Fields

Create Unique Fields

Create unique field(s) from which account. (Eg. Roll Number, Employee ID, etc.)

Select Input Type

- Text Field
- Numbers
- Email
- Mobile Number
- Pincode
- Dropdown
- Date Picker
- Radio Button
- Time Picker
- Take Document
- Take Pictures
- URL
- Password

Label Name

This will be visible to you

Other Fields

Create other fields that you want

Email

This will be visible to you

Mobile Number

This will be visible to you

+ Add

Add Amount or Catalogue Field

*Note : fields can not be updated once you create

Pay ₹ 000.00

Your account and payments are secured by:

UPI VISA RuPay Mastercard Prepaid

Back Next

PAYG

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Terms & Conditions | Return Policy | Refund Policy | Shipping Policy | Contact us

Payment Modes & Features

Give Merchants More Ways to Collect

One platform supporting an extensive array of payment methods to ensure customers can always pay their way.

- ✓ **Multiple Modes:** UPI, Cards, Net Banking, and Wallets.
- ✓ **Scan & Pay:** Quick QR code payments for offline spots.
- ✓ **Payment Links:** Share via WhatsApp, SMS, or email.
- ✓ **Subscriptions:** Automated recurring collections.
- ✓ **Invoices:** Payment requests directly linked to billing.

Smart features include partial payments, payment buttons for websites, and an easy-to-use merchant dashboard.

make the biggest impact



At checkout

Faster lines, more customers served



On the go

Take payments anywhere



On invoices

Let customers pay instantly



Online

Reduce friction at checkout

Lifecycle Payment Management

Track

Monitor payment status and transaction activity in real-time.

Refund

Initiate refunds effortlessly for eligible transactions.

PayG provides merchants with capabilities and support across the complete payment journey.



Collect

Flexibility to pay using preferred methods seamlessly.



Settle

Automated settlement to the registered bank account.



Support

Dedicated technical, product, and integration assistance.

A Win-Win Ecosystem



The Partner

Leverage your customer relationships, market reach, and technology services to build a new revenue stream and solidify client retention.



PayG Platform

Provides the secure payment infrastructure, multiple product options, streamlined onboarding, and dedicated technical support.



The Merchant

Gains reliable digital payment acceptance, easy collection tools, and multiple payment options, driving direct business growth.

Let's Build Together

Turn Networks Into Opportunities

Become a PayG Sales Partner and start capitalizing on your existing relationships.

- ✓ **Find:** Identify businesses within your network.
- ✓ **Sell:** Recommend the right PayG solution.
- ✓ **Integrate:** Embed PayG into your SaaS or ERP.
- ✓ **Onboard:** Bring customers onto the platform.
- ✓ **Grow:** Build an active, thriving merchant portfolio.
- ✓ **Earn:** Create a lucrative additional business line.



Ready to become a Partner?

Powering Payments. Enabling Partners.



channel.partners@payg.in



www.payg.in

