



Ministry of Finance



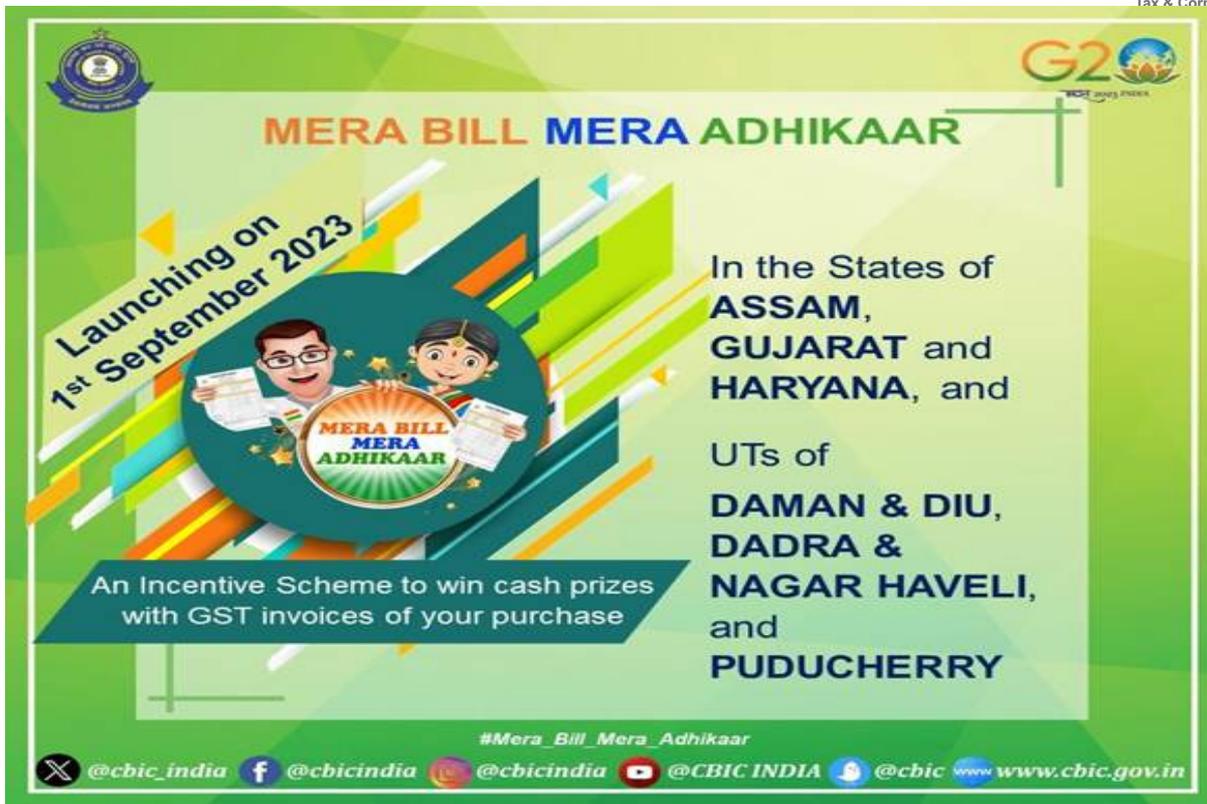
Launch of Invoice Incentive Scheme “Mera Bill Mera Adhikaar” from 1st September, 2023

‘Mera Bill Mera Adhikaar’ initiative to encourage culture of customers asking for invoices/bills for all purchases

Posted On: 24 AUG 2023 7:58PM by PIB Delhi

The Government of India, in association with State Governments, is launching an ‘Invoice incentive Scheme’ by the name ‘*Mera Bill Mera Adhikaar*’ to encourage the culture of customers asking for invoices/bills for all purchases.

The poster features a yellow background with a sunburst effect. At the top, there are logos for the Government of India and G20 India 2023. In the center, a banner reads 'Launching on 1st September, 2023'. Below this, it lists the states and union territories where the scheme is being launched: Assam, Gujarat, Haryana, Daman & Diu, Dadra & Nagar Haveli, and Puducherry. A red box highlights the key message: 'You may upload your GST purchase Invoices from 1st of September, 2023'. To the left, a red gift box is overflowing with money, with text indicating a 'CHANCE TO WIN 1 CRORE 10 LAKH 10 THOUSAND'. At the bottom, there are social media handles for @cbic_india, @cbicindia, @cbicindia, @CBICINDIA, @cbic, and the website www.cbic.gov.in. A red button at the bottom right says 'STAY TUNED for More Details!' and includes links to the App Store and Google Play.



The objective of the scheme is to bring a cultural and behavioural change in the general public to 'Ask for a Bill' as their right and entitlement.



The details of the Scheme are as under:

- The Scheme will be launched on 1st September, 2023.
- This scheme will initially be launched as a pilot in the States of Assam, Gujarat & Haryana and UTs of Puducherry, Dadra Nagar Haveli and Daman & Diu.
- All B2C invoices issued by GST registered suppliers (registered in the States of Assam, Gujarat & Haryana and UTs of Puducherry, Dadra Nagar Haveli and Daman & Diu) to consumers will be eligible for the scheme. Minimum value for invoices to be considered for a lucky draw has been kept at Rs. 200.
- Invoices can be uploaded on Mobile Application 'Mera Bill Mera Adhikaar' available on IOS and Android as well as on web portal 'web.merabill.gst.gov.in'
- All residents of India will be eligible to participate in this Scheme irrespective of their State/UT. Maximum 25 invoices can be uploaded by an individual on App/web portal in a month to be considered for lucky draw.

- For each uploaded invoice an Acknowledgement Reference Number (ARN) will be generated which will be used for the draw of prizes.
- Winning invoices will be picked by a method of random draw at regular intervals (monthly/quarterly).
- Periodicity of draw and prize structure:



Frequency	No. of Prizes	Prize Money in Rs
Monthly	800	10,000
	10	10,00,000
Quarterly (Bumper Draw)	2	1,00,00,000

- All B2C invoices issued during the previous month which have been uploaded on the application by 5th of the next month will be eligible for the monthly draw.
- For Bumper prize, a quarterly draw will be conducted for all invoices uploaded in the last 03 months (till 5th of the month of the bumper draw) will be considered.
- At the time of uploading the invoice, the participants would be required to provide the following details:

S.No.	Particulars
1	GSTIN of supplier
2	Invoice Number
3	Invoice Date
4	Invoice Value
5	State/UT of the customer

- Duplicate uploads and invoices with inactive or fake GSTIN will be rejected by the system.
- Alert/Notification to the winners will be made through SMS/push Notification on the app/web portal only.
- Winning person will be requested to provide some additional information like PAN number, Aadhar Card, Bank Account Details, etc, through the app/web portal, within a period of 30

days from such date of informing them (date of SMS/App/Web Portal Notification), for enabling transfer of the winning prize to them through the said bank account.



- This Pilot Scheme will run for a period of 12 months.



PPG/KMN



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