Boleto – A Payment Method from Brazil
CIP
Boleto
Credit Card – Monthly Installments
CIP – Interbank Payment Clearing House

Brazilian Clearing

41 Banks

Shareholders

CIP volume x Brazil GDP

2012 0,92
2013 1,09
2014 1,33

Regulated By

Brazilian Central Bank

Organization

Non Profit
What is Boleto?

The most popular solution for invoicing and payments. It is used for B2B and B2C bills.

Used by banked and unbanked people.

More than 3,1 billion Boletos issued in 2014.

A Boleto may be paid at any bank, lottery agents, supermarkets and post offices up to due date.
What is Boleto?

**Postal Data**
- **Payee**
- **Due Date**
- **Amount**
- **Instructions**
- **Payer Data**

**Bar Code Representation**
- **Numeric representation of the barcode**

**Example Boleto Details**
- **Payee**
- **Due Date**
- **Amount**
- **Instructions**
- **Payer Data**

**Bar Code**
- Represents the unique identification of the transaction.
Scenario 1: The use of Boleto by unbanked people

1. Farmer wants to buy a television;
2. He logs on the e-commerce and chooses the TV;
3. He selects Boleto as Payment Method;
4. At the same moment the e-commerce generates the Boleto;
5. The farmer prints the document;
6. He takes the Boleto and goes to the nearest branch, lotto or supermarket in order to pay that by using cash;
7. Bank credits the e-commerce’s account and sends the response file;
8. E-commerce confirms the payment and delivers the television;
Scenario 2: The use of Boleto by banked people

1. Farmer wants to buy a television;
2. He logs on the e-commerce and chooses the TV;
3. He selects Boleto as Payment Method;
4. At the same moment the e-commerce generates the Boleto;
5. The farmer can:
   5.1 print the document;
   5.2 save it as file;
   5.3 keep it on the screen;
6. He logs on the internet banking and selects “payments” > ”boleto”;
7. He types the numeric representation of the barcode;
8. Bank debits farmer’s account and credits the e-commerce’s account. The response file is sent;
9. E-commerce confirms the payment and delivers the television;
Why do e-commerces offer Boleto as payment method?

- Boleto is a national standard instrument by Brazilian Banks Associations
- The merchant will receive the amount paid, from D+1 up to D+n, and the operating cash flow will be improved
- The merchant will not be deducted by fees such as MDR (Merchant Deduction Rate → applied for all credit card transactions)
- Boleto is a way to attract people who do not like to inform/type the credit card data on web
- Lower interest rate
Credit Card Payments – Easy monthly installments

“EMI 10x Without Interest Rate”

R$ 10,999.00
10x de R$ 564,90 sem juros
Adicionar ao carrinho

Fornecido por em estoque

- TV LED LG 42”-42LB5600 FULL HD,
  Por R$ 1.399,00
  10x de R$ 139,90 sem juros

- Home Theater Philips HTB5580/78 5.1
  Por R$ 1.698,00
  10x de R$ 169,80 sem juros

- Notebook Acer Aspire E5-571-33ZU
  Por R$ 1.389,00
  10x de R$ 138,90 sem juros

- Notebook Acer Intel Core i7 HD 1TB 8GB
  Por R$ 2.379,00
  10x de R$ 237,90 sem juros

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Leandro Minniti
leandro.minniti@cip-bancos.org.br