Claims

1. A payment network server for processing a card-not-present transaction associated with a purchaser, the server comprising at least a computer processor and a data storage device, the data storage device comprising instructions operative by the computer processor to:

(i) receive, from a merchant server, a payment request for a transaction associated with the purchaser, comprising a payment amount for a product, a plurality of contact mechanisms associated with cardholders eligible for a reward associated with the transaction, and details of the reward;

(ii) send a selection request using the plurality of contact mechanisms to the cardholders, the selection request comprising the details of the reward, the payment amount and a list of payment cards eligible for the reward;

(iii) receive, from at least two cardholders of the cardholders eligible for the reward, a selection response collectively comprising at least two card numbers corresponding to at least two payment cards eligible for the reward, and an amount specified by each of the at least two cardholders;

(iv) request one or more issuer servers to block the amount specified by each of the at least two cardholders using the at least two card numbers;

(v) dynamically track a cumulative amount by collating the amount specified by each card cardholder of the at least two cardholders;

(vi) determine that the cumulative amount is equal to or greater than the payment amount;

(vii) upon determining that the cumulative amount is equal to or greater than the payment amount, generate a virtual card number for one time use based on the at least two card numbers;

(viii) set, by the payment network server, a spending limit associated with the virtual card number to the payment amount;

(ix) send a payment response to the merchant server including the virtual card number for the purchaser to use to complete the transaction; and

(x) debit the payment amount from a repayment mechanism of the purchaser and credit respective payment amounts to the at least two card numbers received from the at least two cardholders.

2. The payment network server for processing a card-not-present transaction as claimed in claim 1, wherein the data storage device comprises further instructions operative by the computer processor to cause the purchaser to select the repayment mechanism of the purchaser for repayment of the payment amount to the cardholders.

3. The payment network server for processing a card-not-present transaction as claimed in claim 1, wherein debiting the payment amount from the repayment mechanism of the purchaser and crediting respective payment amounts includes crediting the respective payment amounts to the at least two card numbers on specific dates as selected by the at least two cardholders.

4. The payment network server as claimed in claim 1, further configured to receive the payment request based on a selection by the purchaser of the payment cards and the contact mechanisms of the cardholders on a merchant screen, the selection by the purchaser of the payment cards being made by selecting an option available in a drop-down menu on the merchant screen.

5. The payment network server as claimed in claim 4, wherein the merchant screen is one of a merchant application and a merchant website.

6. The payment network server as claimed in claim 1, wherein the reward associated with the transaction depends on the payment cards, issuer banks associated with the payment cards, a nature of a product or service being purchased, the payment amount, and a time of the transaction.

7. The payment network server as claimed in claim 1, wherein the contact mechanisms for the cardholders comprise at least one of contact numbers and usernames for one or more social network platforms.

8. The payment network server as claimed in claim 1, wherein the payment request received from the merchant server comprises an API (Application Programming Interface) call.

9. The payment network server as claimed in claim 1, further configured for verifying credentials of cards of the two cardholders and corresponding authentication inputs against pre-registered information of the two cardholders with the corresponding one or more issuer servers.

10. The payment network server as claimed in claim 1, wherein the data storage device comprises further instructions operative by the computer processor to receive, by the payment network server, a request from the cardholders to register the payment cards for participating in a payment service configured to allow the cardholders to lend the payment amount to the purchaser without disclosing sensitive information of the cardholders, and to register the cardholders in the payment service.

11. The payment network server as claimed in claim 1, wherein the virtual card number corresponds to a non-physical card having a validity period.

12. A computer implemented method for processing a card-not-present transaction associated with a purchaser, the method comprising:

(i) receiving, from a merchant server, a payment request for a transaction associated with the purchaser, comprising a payment amount for a product, a plurality of contact mechanisms associated with cardholders eligible for a reward associated with the transaction, and details of the reward;

(ii) sending a selection request using the plurality of contact mechanisms to the cardholders, the selection request comprising the details of the reward, the payment amount and a list of payment cards eligible for the reward;

(iii) receiving from at least two cardholders of the cardholders eligible for the reward, a selection response collectively comprising at least two card numbers corresponding to at least two payment cards eligible for the reward, and an amount specified by each of the at least two cardholders;

(iv) requesting one or more issuer servers to block the amount specified by each of the at least two cardholders using the at least two card numbers;

(v) dynamically tracking a cumulative amount by collating the amount specified by each card cardholder of the at least two cardholders;

(vi) determining that the cumulative amount is equal to or greater than the payment amount;

(vii) upon determining that the cumulative amount is equal to or greater than the payment amount, generating a virtual card number for one time use based on the at least two card numbers;

(viii) set a spending limit associated with the generated virtual card number to the payment amount;

(ix) sending a payment response to the merchant server including the virtual card number for the purchaser to use to complete the transaction; and

(x) debiting the payment amount from a repayment mechanism of the purchaser and crediting respective payment amounts to the at least two card numbers received from the at least two cardholders.

13. The computer implemented method as claimed in claim 12, further comprising causing the purchaser to select the repayment mechanism of the purchaser for repayment of the payment amount to the at least two cardholders.

14. The computer implemented method as claimed in claim 12, wherein debiting the payment amount from the repayment mechanism of the purchaser and crediting respective payment amounts includes crediting the respective payment amounts to the at least two card numbers on specific dates as selected by the at least two cardholders.

15. The computer implemented method as claimed in claim 12, further comprising receiving the payment request based on a selection by the purchaser of the payment cards and the contact mechanisms of the cardholders on a merchant screen, the selection by the purchaser of the payment cards being made by selecting an option available in a drop-down menu on the merchant screen.

16. The computer implemented method as claimed in claim 12, wherein the payment request received from the merchant server comprises an API (Application Programming Interface) call.

17. The computer implemented method as claimed in claim 12, further comprising verifying credentials of cards of the two cardholders and corresponding authentication inputs against pre-registered information of the at least two cardholders with the corresponding one or more issuer servers.

18. The computer implemented method as claimed in claim 12, wherein the virtual card number corresponds to a non-physical card having a validity period.

19. The computer implemented method as claimed in claim 12, the method further comprising: receiving, by a payment network server, a request from the cardholders to register the cardholders for participating in a payment service configured to allow the cardholders to lend the payment amount to the purchaser without disclosing sensitive information of the cardholders, and to register the cardholders in the payment service.

20. The computer implemented method as claimed in claim 12, wherein the contact mechanisms for the cardholders comprise at least one of contact numbers and usernames for one or more social network platforms.