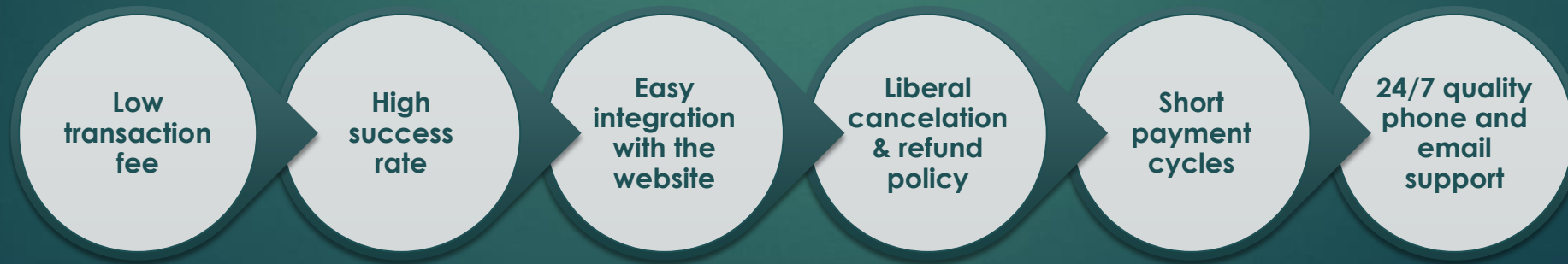


CC Avenue®

A red arrow pointing to the right, positioned between the 'CC' and 'Avenue' parts of the logo.

Payment Gateway in its most innovative & advanced form ever!

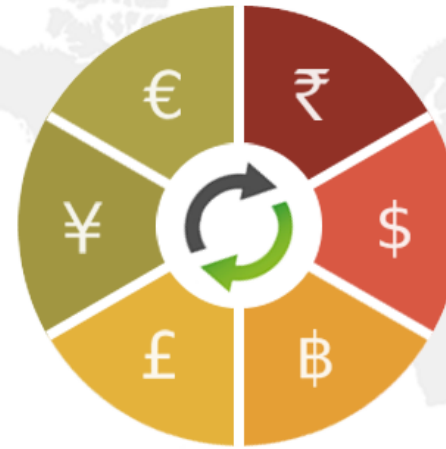
“ To provide quick, secure, affordable and complete e-commerce solutions to Indian merchants wanting to transact on-line business, and cost effectively enter the digital economy. ”



About CCAvenue

- ✓ Founded in **2001**.
- ✓ **Largest** Payment Gateway in India
- ✓ Powers more than **85%** of the e-commerce merchants.
- ✓ **Tried and Tested** payment gateway.
- ✓ Renowned for its world class technology
- ✓ Assures highly optimized success rates and quality after-sales support.
- ✓ Always strived to evolve to the merchant's requirement
- ✓ Developed cutting edge features and facilities that enhance the overall business of the merchant.

CCAvenue Payment Options



Multiple Currency Processing

Go Global, deliver localized buying experience and avoid conversion disputes.

Collect payments in 27 major foreign currencies and allow your customer to pay in the currency they know best.

- Indian Rupee
- Singapore Dollar
- Pound Sterling
- American Dollar
- Omani Riyal
- Bahrain Dinar
- UAE Dirham
- Euro
- Canadian Dollar
- Swiss Franc
- Baht
- Sri Lanka Rupee
- Malaysian Ringgit
- Qatari Riyal
- Hong Kong Dollar
- Kuwaiti Dinar
- Bangladesh Taka
- New Zealand Dollar
- Australian Dollar
- Nepalese Rupee
- Chinese Yuan Renminbi
- Japanese Yen
- Kenyan Shilling
- Maritius Rupee
- Philippine Peso
- Saudi Riyal
- South African Rand

- ❖ CCAvenue offers the widest payment options in the entire payment gateway industry & Multi-currency processing in 27 foreign currencies which are directly responsible for fostering your sales.
- ❖ No more compromise on sales due to missing payment options and currency

Invoice Payment



Email / SMS Payments - Send speedy email / SMS invoices with your logo, information & click-to-pay button



Recurring Invoices - Schedule invoices to automatically generate and send out weekly, monthly, annually or as per your specification

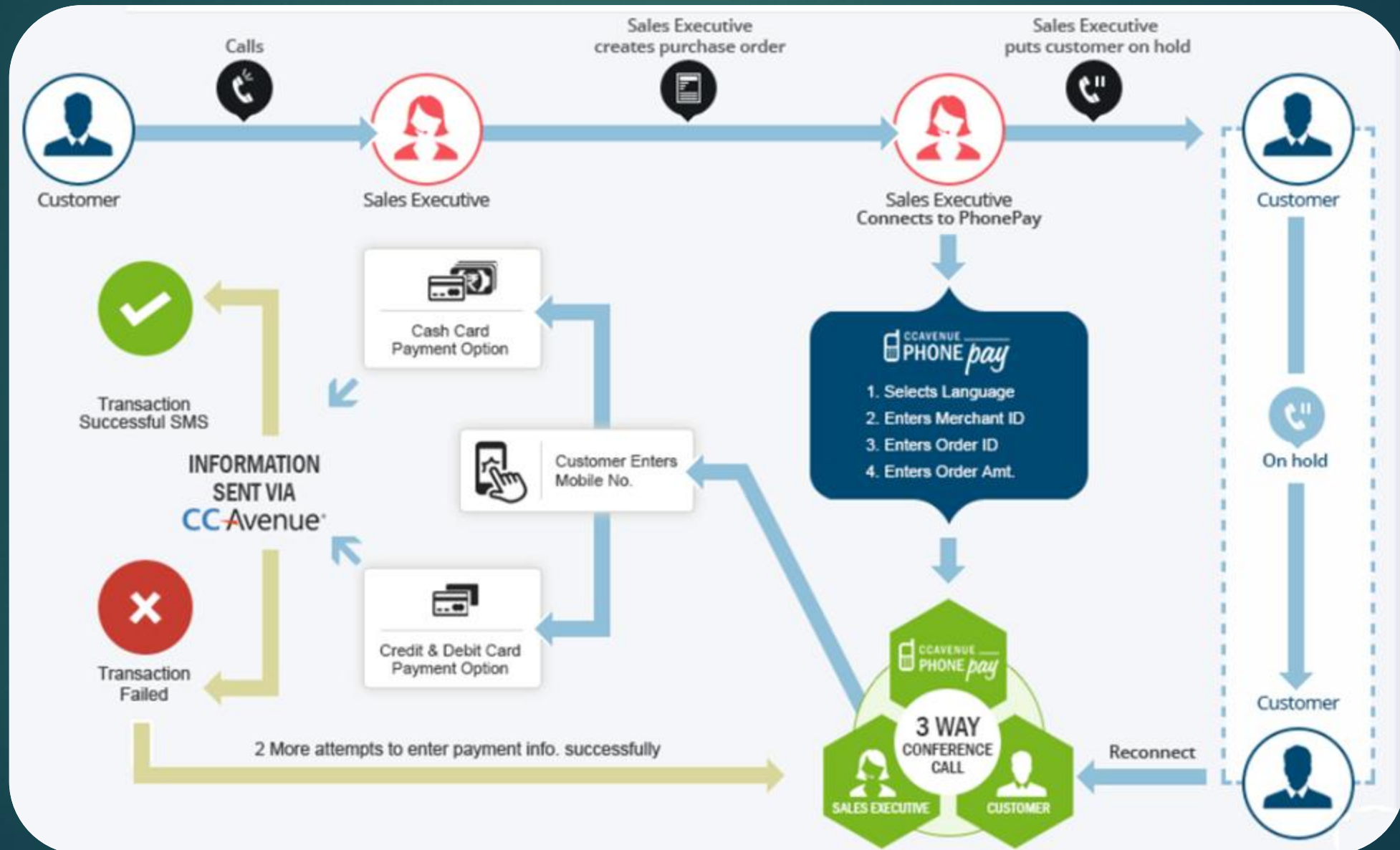


Bulk Invoices - Reach out to mass audiences using mailers through bulk invoices



Multi-currency Support - Receive payment through invoices across the globe in 27 different currencies

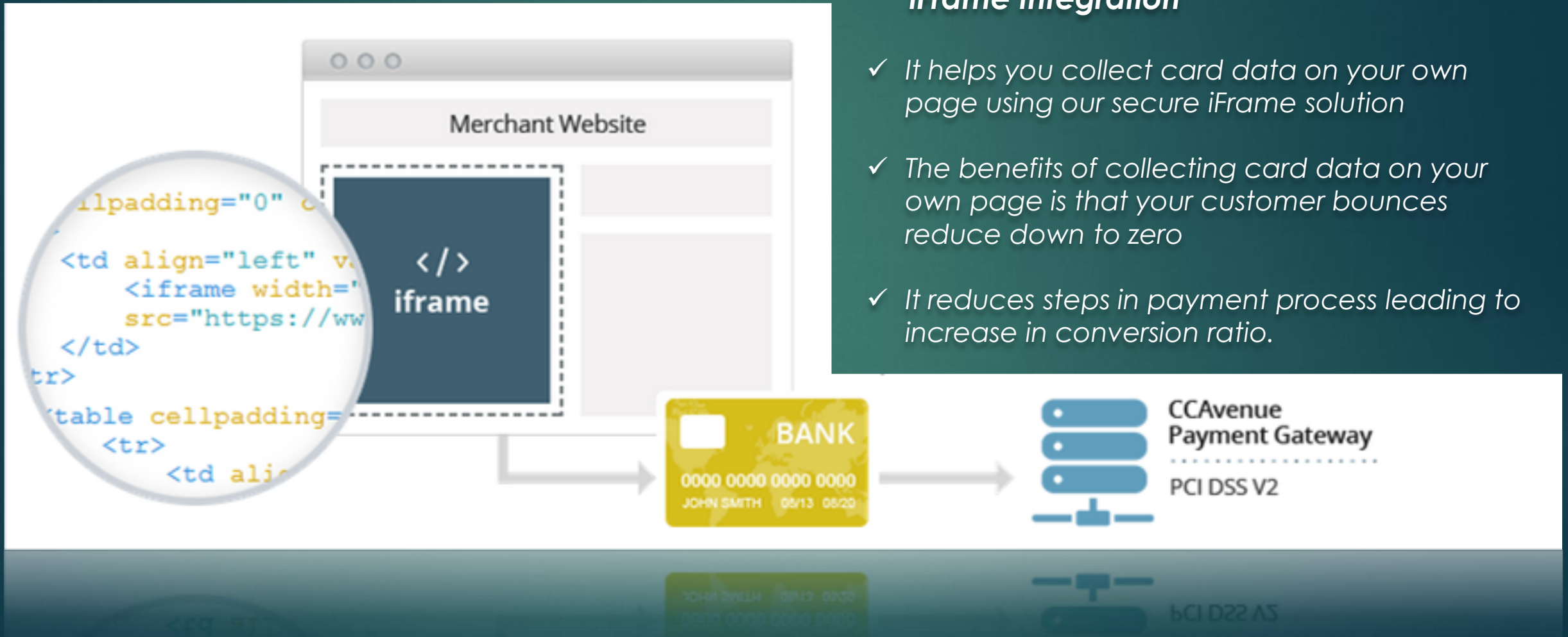
CCAvenue PhonePay (IVRS)



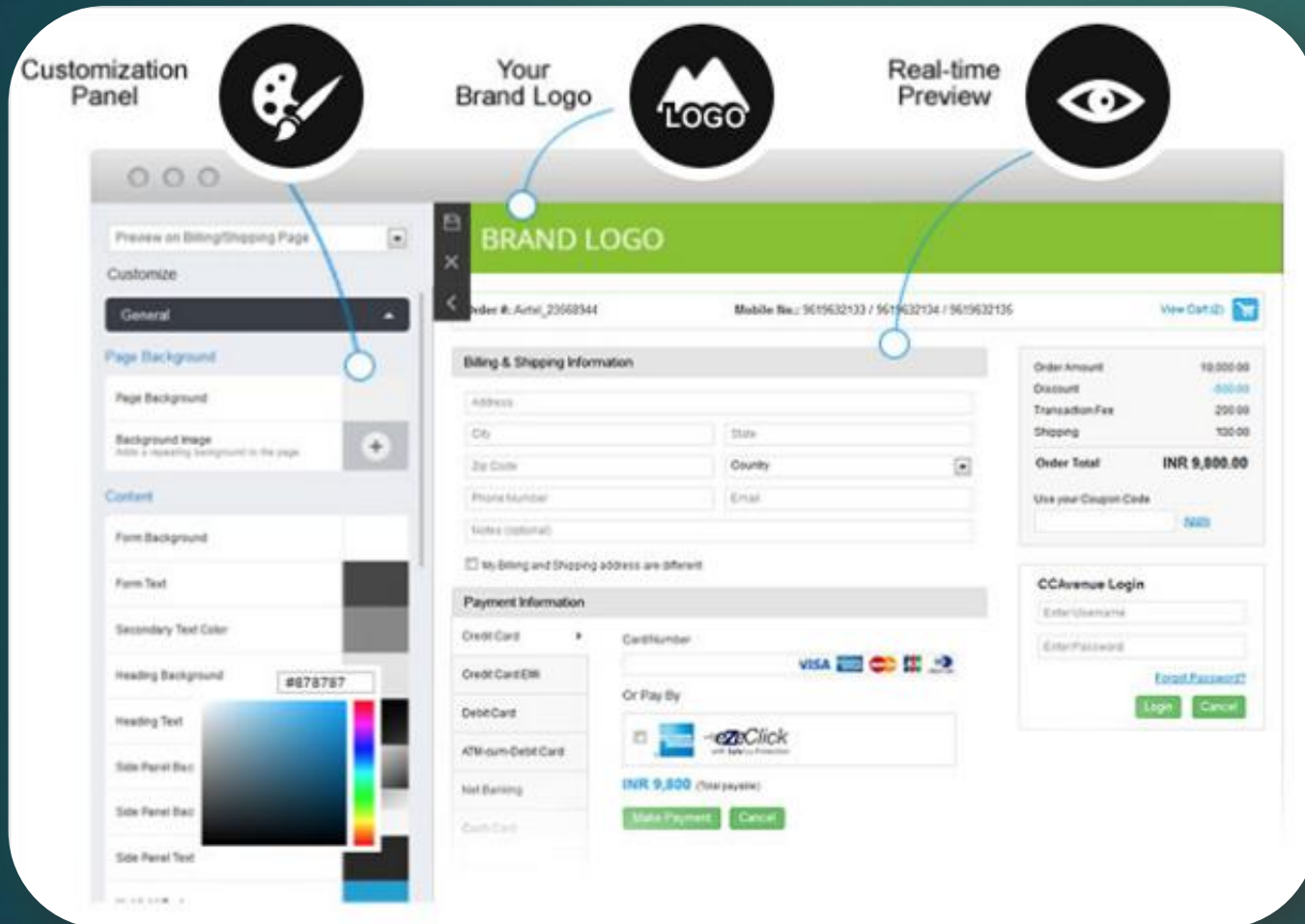
iFrame Integration

iFrame Integration

- ✓ It helps you collect card data on your own page using our secure iFrame solution
- ✓ The benefits of collecting card data on your own page is that your customer bounces reduce down to zero
- ✓ It reduces steps in payment process leading to increase in conversion ratio.



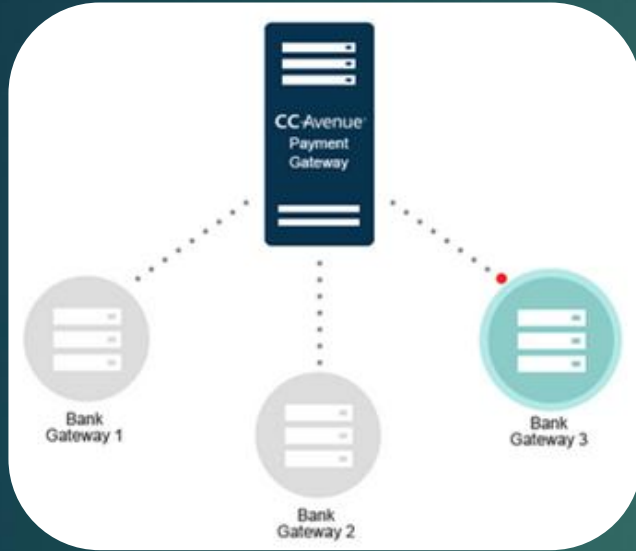
Easy Customization



Easy customization

- ✓ Customize every aspect of CCAvenue payment page to the look & feel of your website
- ✓ Upload your logo & modify color schemes for eye catching seamless customer experience
- ✓ Preview while you edit

Smart Dynamic Routing & Retry option



Smart Dynamic Routing

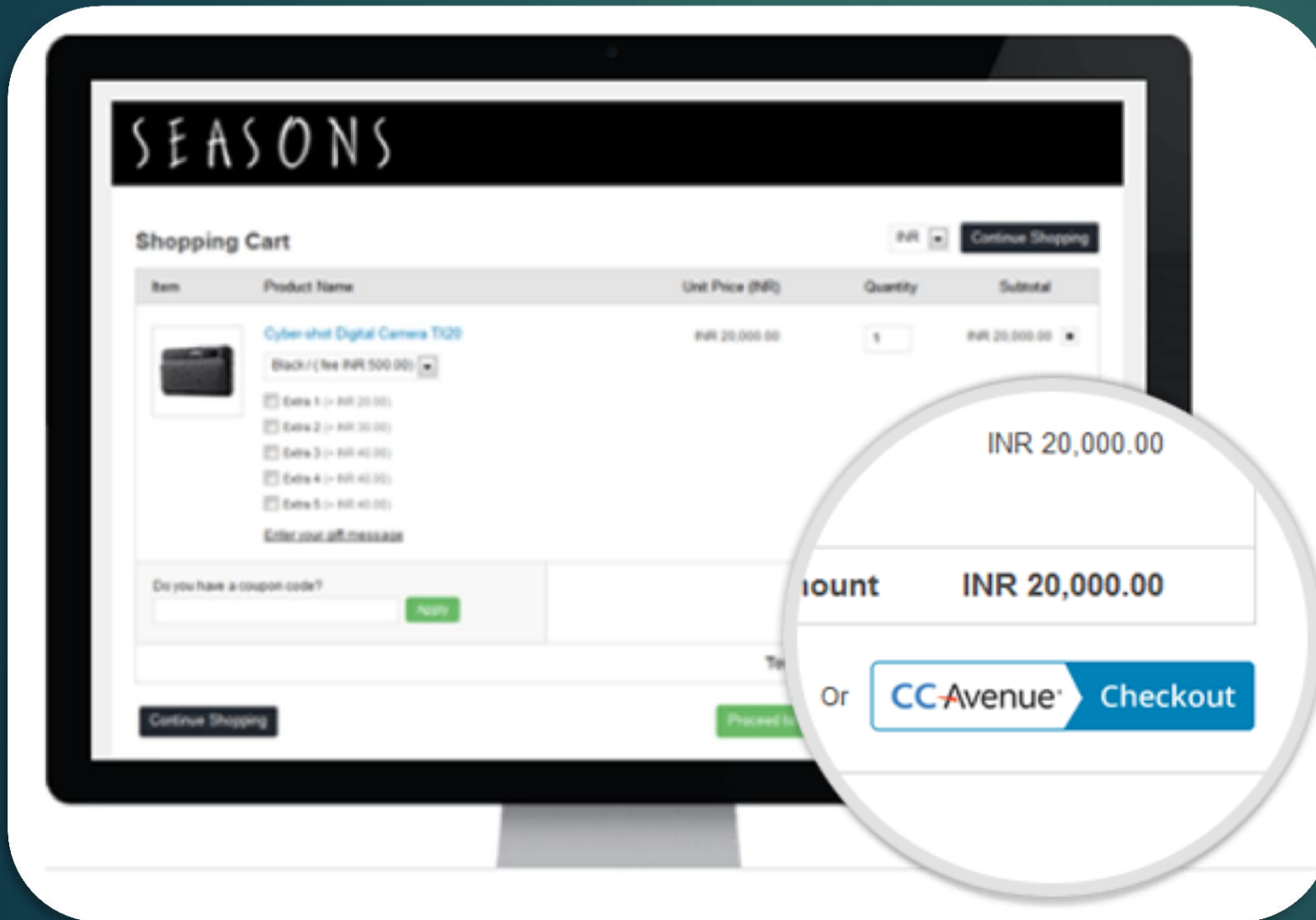
- ✓ Switch transaction dynamically depending on bank's performance to ensure consistently high success rates



Retry Option

- ✓ When an authentication fails from Bank's end customer is redirected on a intermediary page where he gets 3 attempts to use same payment options or another payment option to purchase successfully
- ✓ Reduce Abandoned transactions
- ✓ Boost success rate more than 15%

CCAvenue Checkout



CCAvenue Checkout

- ✓ Your customer can perform hassle free transactions by storing multiple card details and choose preferred payment options

Mobile Checkout Page



Mobile Checkout Page

- ✓ *It automatically optimizes the page for any device, be it smartphones, tablets, desktops or laptops.*
- ✓ *Enables easy reading and navigation with minimum resizing, panning, and scrolling, providing an optimal transacting experience for your customers on-the-go.*

Marketing Tools



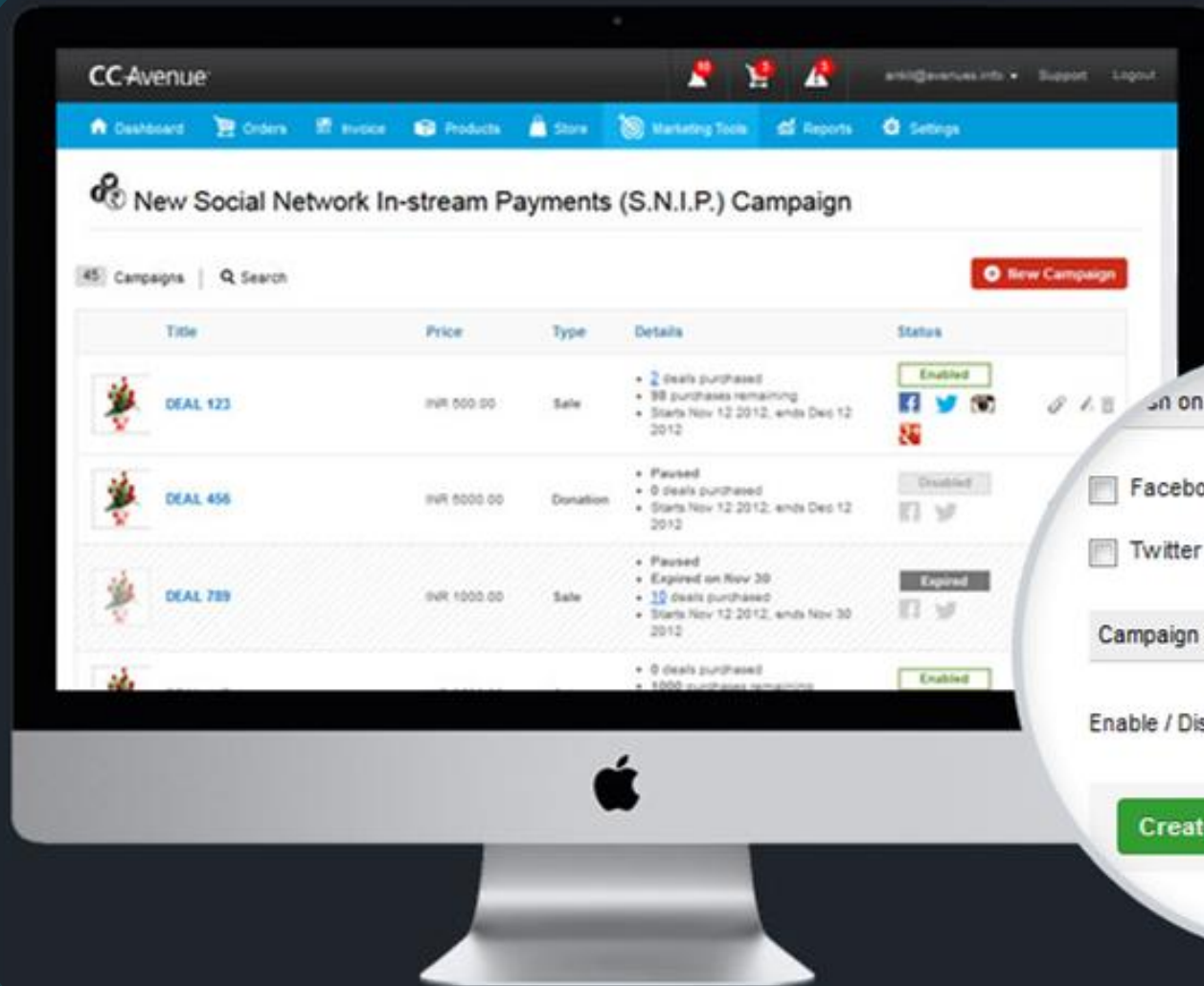
Enhance your marketing and sales efforts, attract more customers and earn more, with our range of Marketing Tools. Create, manage and showcase your offers and promotions to your customers.

- ✓ *Discounts: Create discount coupons & offer flat or percentage discount on your product price.*
- ✓ *Promotions: Strategize bank alliance to run BIN based promotional campaigns.*

CCAvenue S.N.I.P

CREATE

Create your 'Social Network In-stream Payments' (S.N.I.P.) Campaign through the CCAvenue M.A.R.S. dashboard



Facebook

Twitter

Campaign Status

Enable / Disable Campaign: ☒ Yes ☐ No

[Create Campaign](#) or [Cancel](#)

CCAvenue S.N.I.P

PUBLISH

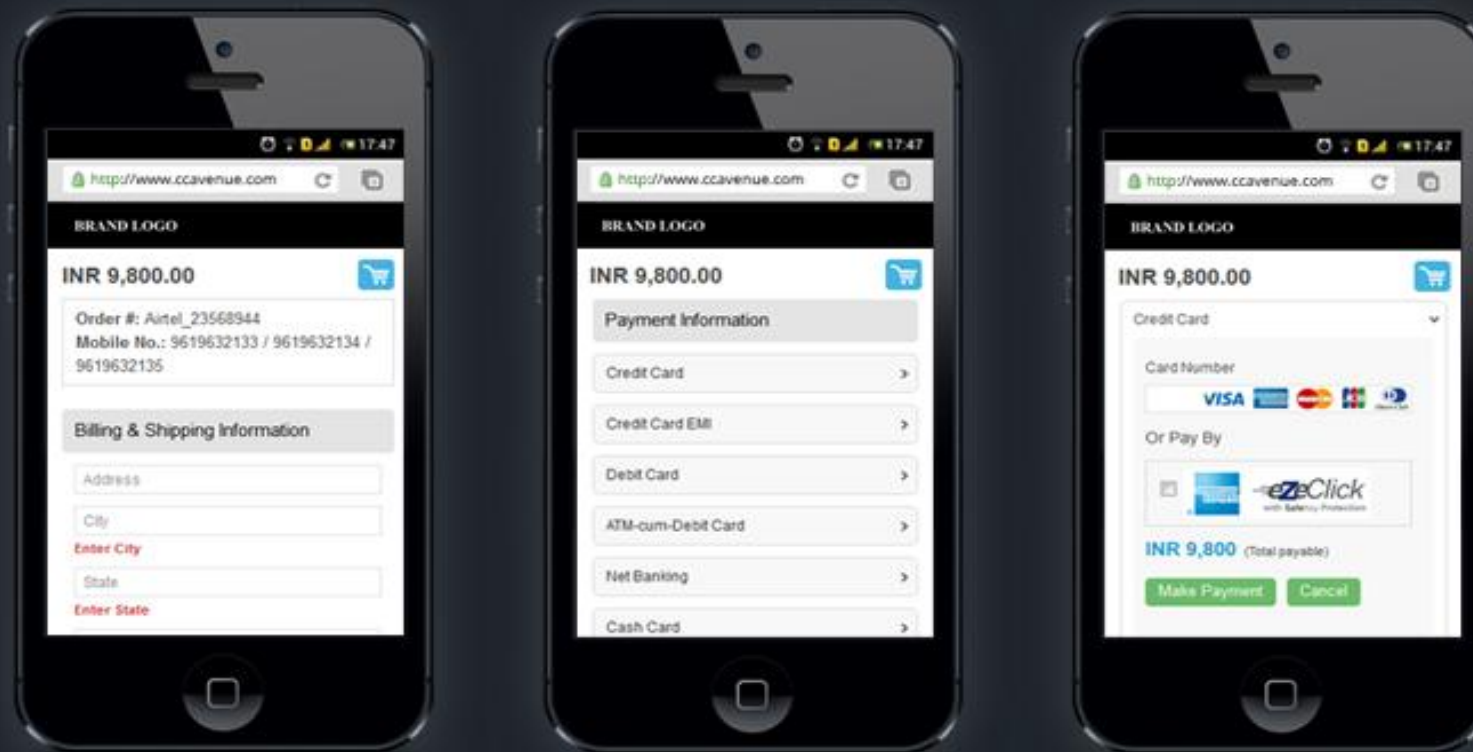
Choose your Social Media Channels and publish the S.N.I.P. Campaign with your product / service / offer details



CCAvenue S.N.I.P

COLLECT

Your customers get a single-click access to the CCAvenue mobile-friendly payments page



QR CODE

Not just Social Media CCAvenue S.N.I.P.™ works for offline media too!

Create the QR Code

Create and download the QR code from your CCAvenue M.A.R.S. account.

Publish the QR Code

Print the QR Code in newspapers, magazines, posters and other print communications.

Collect Payments Instantly

Your customers simply scan the QR code on their mobile phones and proceed to the CCAvenue mobile-friendly payments page.

















F.R.I.S.K & Velocity Checks



F.R.I.S.K (Fraud & Risk Identification System & Knowledge)

- ✓ CCAvenue maps your transaction over the 150 parameters & negative database we have collected over the span of 12yrs
- ✓ High-risk flagged transactions are scrutinized by our 18 member team.
- ✓ Fraudulent Transactions reduced more than 98%

Set your per transaction limits here:

Minimum amount per transaction (In Rs.):	-	 
Maximum amount per transaction (In Rs.):	-	 
Daily maximum number of transactions per user:	<input type="text" value="10"/>	 
Daily maximum number of transaction per card:	-	 
Daily maximum number of transaction per user per card:	-	 
Daily maximum number of transaction per user per IP:	-	 
Daily maximum total transaction amount per user:	-	 

Velocity Checks

- ✓ Give you the ability to set specific criteria to limit his risk exposure.
- ✓ Enables you to define a simple velocity filter which will reduce the possibility of large volumes of fraudulent transactions.
- ✓ Transactions will be passed through the velocity filter before being processed.

Dynamic Event Notification

Order Status

[View Details](#)

Occurs everytime a payment is completed by the customer.

URL:

Save

Order Refund Status

[View Details](#)

Occurs everytime a full or partial refund that has been requested is processed by the bank.

URL:

Save

Order Risk Status

[View Details](#)

Occurs everytime a risk flag is updated for a transaction.

URL:

Save

Invoice Payment Status

[View Details](#)

Occurs everytime a invoice payment is done by a customer.

URL:

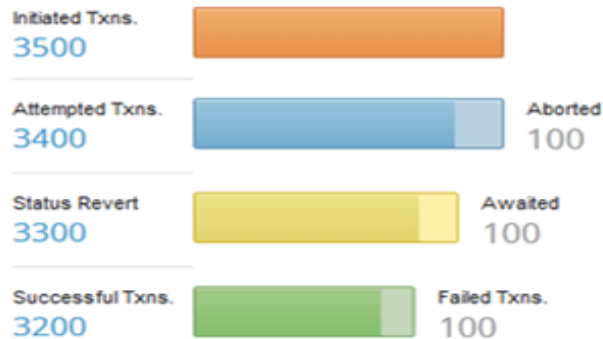
Save

- ✓ It notifies you about the events that happen in your CCAvenue account to take timely action towards it.
- ✓ Configure URL's for Order Status, Refund Status, Invoice Payment Status and many more to update your CRM/ERP/Booking Engines.

Smart Analytics

Success Rate
96.50%

Transaction Summary



- ✓ Real-time statistical reports with complete transparency to get a 360° view of your business performance in the competitive online industry.
- ✓ Insightful data analytics helps analyse performance and maximize your business potential

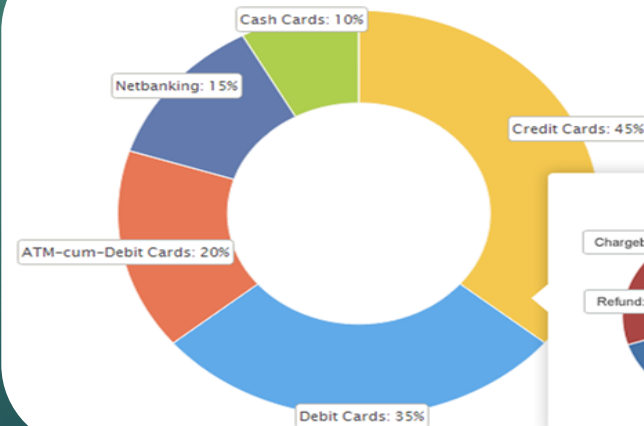
Hourly Transaction Report

Complete insight about hourly transaction numbers to understand your peak business hours and deploy strategies accordingly



Transactions by Payment Type Report

Know which banking options contribute the most to your business



CREDIT CARD: VISA



Txn. Type	# Txns.	Amount
Sales	25	INR 783816.00
Refund	5	INR - 95585.00
Chargeback	3	INR - 57351.00
Subtotal		INR 630880.00

CCAvenue Brand 360*



CCAvenue Brand 360*

A powerful and versatile platform for social engagement, online brand marketing & performance analytics

CCAvenue Brand 360*

Fan Acquisition

Total Likes
2720

Fans lost
+ 1 Viewers

Reach

Friends of Fans
0.1%

See the Page Posts
0.1%

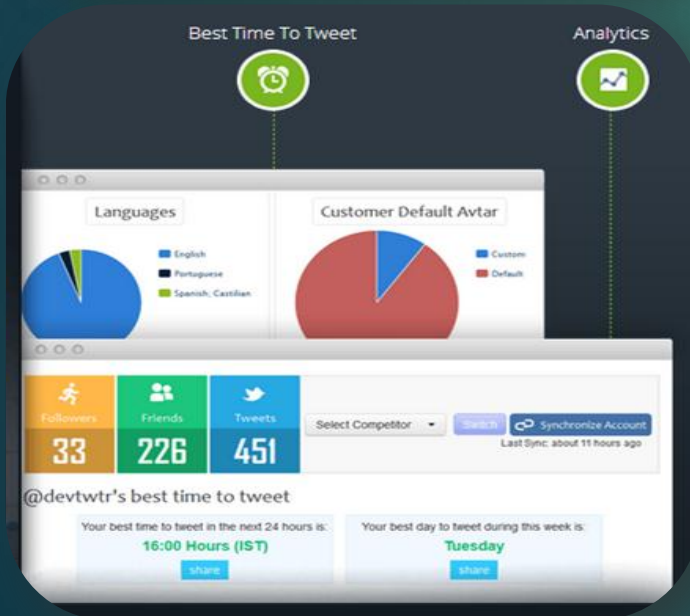
Demographics

Best Audience
Male

Best Age Group
25-34

Facebook Management

- ✓ Enhance the visibility of your Facebook page and posts
- ✓ Capture the social trend through detailed analysis of your social stream
- ✓ Listen to your Facebook fans, identify and resolve the issue internally in time



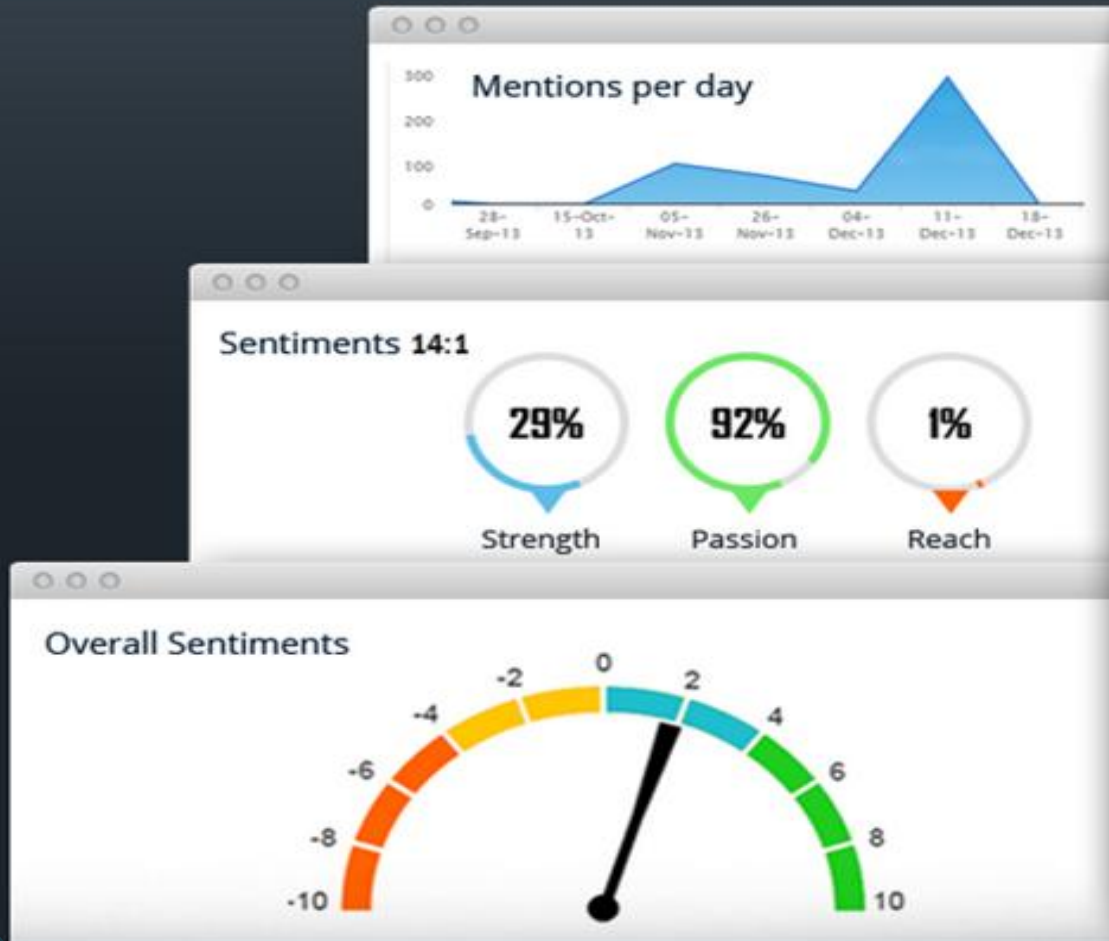
Twitter Management

- ✓ Generate more leads
- ✓ Get suggestions about the best time of day & best day of the week for publishing your tweets
- ✓ Analyze your followers, friends, competitors, tweets and interactions in your social stream

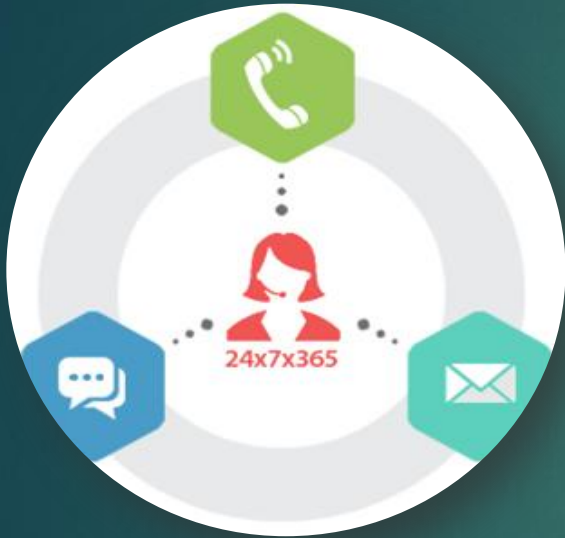
CCAvenue Brand 360*

Reputation Monitoring

- ✓ Receive alerts about the reviews by your customers, competitors & fans about your products & services.
- ✓ Graphically view the strength & passion of these comments; overall sentiments regarding your BRAND



Super Support & Fastest Activation



Super Support

- ✓ *Our experienced team of engineers are empowered to solve your queries using email, chat and telephone - whenever you need it, 24x7x365*
- ✓ *We also have dedicated relationship managers allotted to clients with huge volumes.*



Go Live in as less as 24 hours

- ✓ *On receipt of your documents CCAvenue team activates your account within 24 hours*

Contact Us



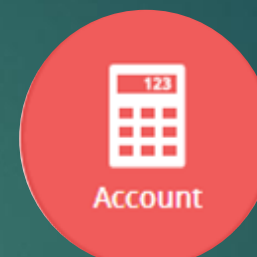
Marketing

contact@ccavenue.com



Technical

service@ccavenue.com



Account

accounts@ccavenue.com



Cardholder/
Risk

risk@ccavenue.com



MUMBAI

Avenues India Pvt. Ltd.

Level II, Plaza Asiad, S. V. Road, Santa Cruz (W),
Mumbai - 400054, INDIA.
+91 22 67425555 / 26000816
32913622 / 66920419+91 22 67425542 / 26480772



DELHI

Avenues India Pvt. Ltd.

Level - 12, Building No. 8,
Tower C, DLF Cybercity Phase II,
Gurgaon - 122002, Haryana, INDIA.
Contact Person: Deepak Gakhar



BANGALORE

Avenues India Pvt. Ltd.

Level 9, Raheja Tower,
27-37, MG Road,
Bangalore - 560001, INDIA.
Contact Person: Nitin Sharma