



Merchant Accounting & Reporting System (M.A.R.S.)

MERCHANT ACCOUNTING & REPORTING SYSTEM(M.A.R.S.)

MANUAL VERSION 1.0

6/27/2014

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Disclaimer: Request you to kindly spend some time and visit this detailed document. In case you still wish to have a training scheduled, please call us on our support nos. mentioned in Pages 65 and fix up your tele-training. We will be glad to take you through our systems.

Merchant Accounting and Reporting System (M.A.R.S) Manual

MANAGING YOUR CCAVENUE ACCOUNT:

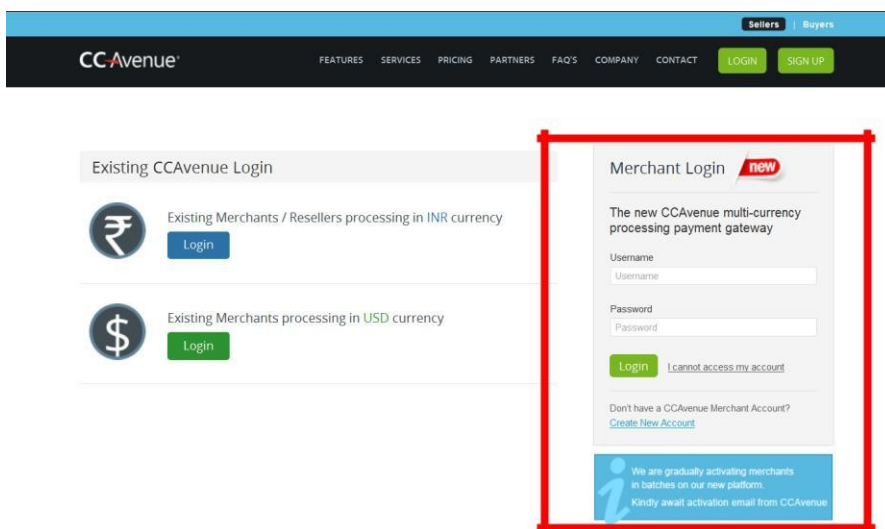
CC Avenue provides a “Merchant Accounting & Reporting System” M.A.R.S to all activated merchants. This panel allows the merchant to manage his account and transactions.

To log into the CC Avenue M.A.R.S panel you may use the link:

<https://login.ccavenue.com/jsp/merchant/merchantLogin.jsp>

OR on www.ccavenue.com click on “Login” button.

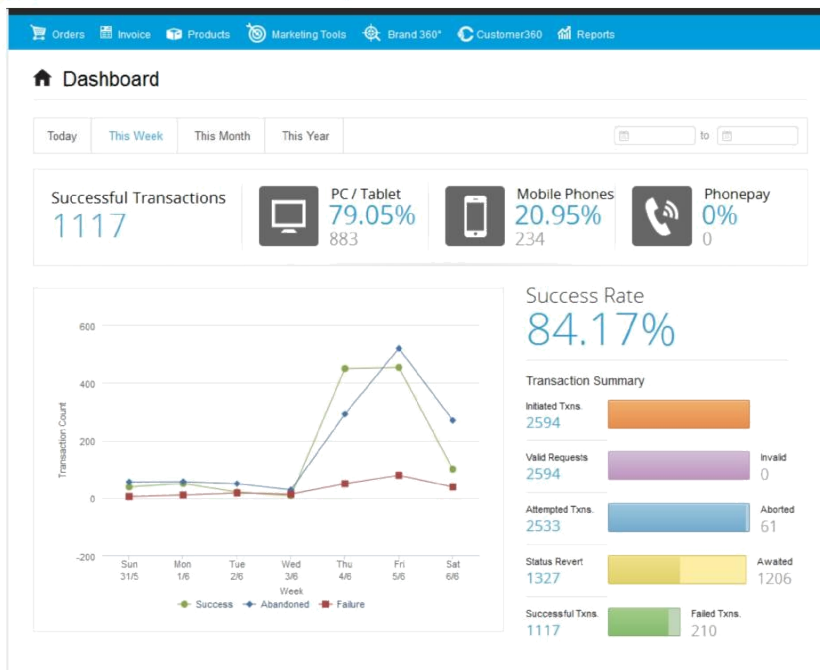
The Login id and Password would be provided to you at the time of account activation. The details are emailed to your registered email id. The client id or username assigned to you cannot be changed. However, to ensure the security of your account we recommend that you change your password regularly. In case you forget your password we allow you to reset your password by clicking on “I cannot access my account”.



A WALK THROUGH YOUR CCAVENUE ACCOUNT

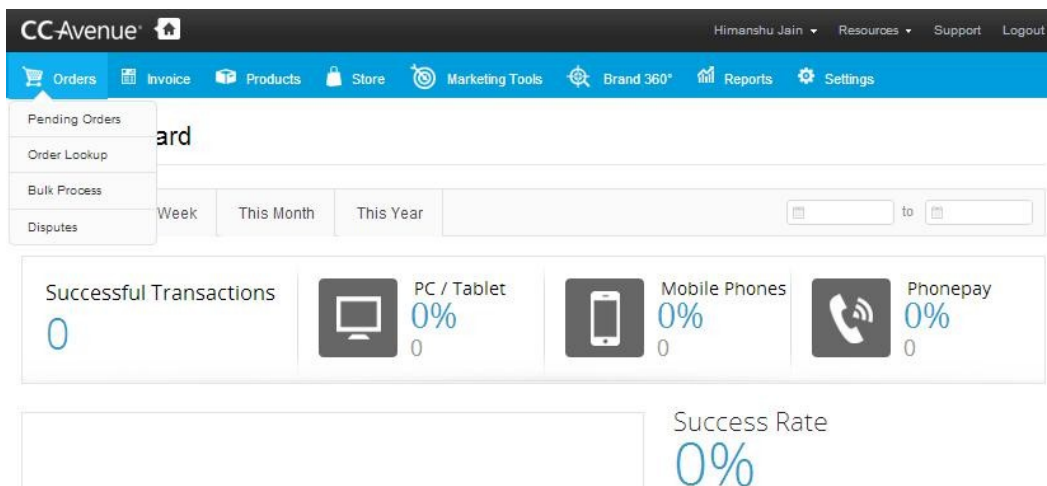
Upon logging in to your account you will be taken to the **Dashboard**. Here you will find a number of features provided for your convenience.

This section gives the performance of the PG for the current day/the entire week/month and year at a glance in graphical and analytic format. You can search for statistical reports and data by choosing a particular span of days using the calendar provided on the dashboard.



ORDERS

Manage your orders easily and effectively from your CCAvenue account. You can locate, confirm or cancel orders, issue refunds, manage disputes and process orders in bulk using **Orders** in your M.A.R.S account.



PENDING ORDERS

Once a transaction has been authorized, you can confirm the order fully or partially. By default, the order is kept on 'Pending' mode for **12 days**; you can confirm or cancel an order during this period. If you fail to use any of these options, then the order is automatically cancelled by the system and funds are released to the customer's account / card.

Pending Orders

12 Pending Orders
Search
Export

<input type="checkbox"/>	Order #	CCAvenue Ref. #	Order Type	Date	Order Amount	Risk Status
<input type="checkbox"/>	ORD7812	203000101425	Order	13-06-2014	INR 1.00	NA
<input type="checkbox"/>	QRS892	203000101484	Order	16-06-2014	INR 1.00	NA
<input type="checkbox"/>	QRS902	203000101487	Order	16-06-2014	INR 1.00	NA
<input type="checkbox"/>	ORD9910	203000101488	Order	16-06-2014	INR 1.00	NA
<input type="checkbox"/>	ORD01010	203000101513	Order	16-06-2014	INR 1.00	NA
<input type="checkbox"/>	ORD171	203000101514	Order	16-06-2014	INR 1.00	NA
<input type="checkbox"/>	test01	203000101527	Order	16-06-2014	INR 1.00	NA
<input type="checkbox"/>	bluered011734	203000102146	Order	20-06-2014	INR 30.00	NA
<input type="checkbox"/>	88497212	203000102461	Order	23-06-2014	INR 1.00	NA
<input type="checkbox"/>	75297827	203000102462	Order	23-06-2014	INR 1.00	NA
<input type="checkbox"/>	01814582	203000102528	Order	23-06-2014	INR 1.00	NA
<input type="checkbox"/>	13904098	203000102533	Order	23-06-2014	INR 1.00	NA

1. From the **Orders>Pending Orders page** in your M.A.R.S. account, you can view the details and status of all orders which you have not confirmed yet. The list of pending orders is displayed in chronological order.
2. You can view Order Number, CCAvenue Reference No., Order Type, Date, Order Amount, Risk Status, Confirm in (no. of days left to confirm the order).
3. You can use the **Export** functionality to download details in an .xls format onto your local computer.

Confirmation or Cancellation of Orders

You need to confirm or cancel a pending order within 12 days after authorization.

1. These tasks can be executed from the **Orders>Pending Orders page** in your M.A.R.S. account, which displays a list of pending orders.
2. To confirm or cancel an order:
 - (a) Click on the order number to view its entire details in a pop-up window.
 - (b) Click on **Confirm Or Cancel button** on the pop-up window to confirm or cancel the order.
3. If you wish to confirm or cancel a batch of orders:
 - (a) Select the check boxes of the corresponding orders displayed on the Pending Orders page
 - (b) Click the appropriate button (Confirm All/Cancel All) at the bottom of the page.

ORDER LOOKUP

We provide an advanced search functionality to track specific orders and you can view their details from the **Orders>Order Lookup page** in your M.A.R.S. account. Simply **enter the search criteria e.g. Mobile no # , email id, order id, CCAvenue ref no. etc.**

Search for your orders

>

Select

▼

Select

Order #

CCAvenue Ref. #

Email ID

Mobile #

Country

>

to

>

Amount

to

>

Order Status:

Order Status ▼

>

Fraud Status:

Fraud Status ▼

>

Currency:

Currency ▼

>

Order Type:

Order Type ▼

>

Payment Type:

Payment Type ▼

Search

Granting Full or Partial Refund

You can grant full or partial refunds of shipped orders with our Order Lookup functionality.

Order Lookup

Orders | Search | Export

Order #	CCAvenue Ref. #	Order Type	Date	Amount	Status	Refund
87963216	103000215498	Order	22-05-2014	INR 1.00	Shipped	Refund

Billing Details

Shipping Details

Send Mail | Print Order

Customer: Shashi | chandrakant.pati@avenues.info | 9595226054

Address: Room no 1101, near Railway station Ambad Indore -425001, MP, India

Customer IP: 203.115.125.148

Play Mode: Debit Card-State Bank of India

Bank Ref #: 153223

Instructions: I like you so shipping

Gross Amount: INR 1.00

Discount: INR -0.00

Order Amount: INR 1.00

Confirm Amount: INR 1.00

Fee (1.25 % + 0.00): INR -0.01

Tax on Fees (12.36 %): INR -0.00

Net Payable: INR 0.99

Refund Payment for Tracking ID: 10300249028

☐ Full Refund
Refund full amount (INR 1.00)

☒ Partial Refund
Refund a partial amount

Refund Amount: INR 1.00

[Refund](#) [Cancel](#)

Order #	CCAvenue Ref. #	Order Type	Date	Amount	Status	Refund
87963216	103000215498	Order	22-05-2014	INR 1.00	Shipped	Refund
87963216	103000249628	Order	02-06-2014	INR 1.00	Shipped	Refund
87963216	103000263728	Order	02-06-2014	INR 1.00	Shipped	Refund

1. In your M.A.R.S account, click on the Orders > Order Lookup, to open the Order Lookup pop up.
2. Choose the date range from the option available on the pop up window.
3. You need to select the 'Shipped' option from the list on the Order Lookup pop up and click the 'Search' button. Note:
You can refine your search by selecting any of the other filters such as the order number, the currency, the payment type, etc.
4. From the list of shipped orders, select the order(s) for which you wish to grant refund.
5. To view the details of the order against which you wish to grant refund, click the specific order number in the list of shipped orders. The order details are displayed in the pop-up.
6. Click the refund link in the pop-up to grant the refund. Note: You can also directly click the refund link against the specified order displayed in the list of shipped orders to access this refund option.
7. Select the "Full Refund" or "Partial Refund" option in the Refund Payment pop-up.
8. Specify the refund amount if you have selected the partial refund amount. Note: The amount cannot be greater than the amount of the order.
9. Click the Cancel button if you do want to abort the refund process.
10. Click the Refund button to complete the refund process.

Important Info for Refund:


1. Refunds will be initiated for **Confirmed orders** and orders of the gateway which is set to Auto-capture/ Sale Mode, netbanking, debit card etc. These orders will create a refund entry.
2. Refunds shall be initiated only against **Confirmed amount** (not order amount).
3. Multiple Refunds for the same order can be performed if the same is enabled for the merchant (*Please contact CCAvenue for the same*) . However multiple refunds are solely depends on the gateway that allows it. For the list of banks please contact service@ccavenue.com.
4. Refunds once initiated cannot be altered later by the merchant.
5. Chargeback, which is the outcome of disputes (when dispute ends in favour of customer), it is added under refunds.
6. Following are the various statuses displayed on the Refund column and their details, Refund - Order is ready to be refunded
Not allowed - Refund is blocked for the merchant. Fully refunded - Total amount of the order is refunded. Partially refunded- Partial amount of the order is refunded.

BULK UPDATE


You can process your orders in bulk from your CCAvenue M.A.R.S Account. We allow you to confirm/cancel orders, update IVRS orders or process refunds. For each of these tasks, you simply need to download the Excel sheet format provided in the MARS panel, make relevant changes as per instructions detailed below and upload it for processing.

Confirming or Cancelling Pending Orders in Bulk

Bulk Process

 Confirm or Cancel Pending Orders

1 Download File

Download the  [Excel](#) file containing new pending order information. (**Important:** Please retain the word 'Pending' while renaming the file.)

2 Information


Fill in the following information for all the records listed in the Excel file. Fields in **bold** are compulsory.

Order #	Order # will be pre-populated in the downloaded Excel file
DateTime	Date will be pre-populated in the downloaded Excel file
Name	Name will be pre-populated in the downloaded Excel file
Currency	Currency will be pre-populated in the downloaded Excel file
Order Amount	Order Amount will be pre-populated in the downloaded Excel file
Order Status	Select "Shipped" or "Cancelled". Shipped if you want to confirm the order and Cancelled if you want to cancel the order
Capture Amount	You can change the capture amount. Capture amount must be less than or equal to order amount
Delivery Details	Enter Delivery Details only if the Order Status is "Capture". Maximum length: 150, Characters allowed: Only letters, numbers and spaces

1. In your M.A.R.S account, click on the **Orders > Bulk Process**, to open the Bulk Process page.
2. Click the **Confirm or Cancel Pending Orders** section to expand the section and view the details.
3. Click on the **Excel link** to download the format for uploading you details.
4. Please **retain** the word "**Pending**" while you rename the excel file.
5. Edit the downloaded Excel file with the Pending order information.
6. Enter the relevant details in the fields provided in the Excel file and save the details. Mandatory fields include Order No, Currency and Order Amount.
7. Upload the Excel file with complete capture details to confirm or cancel the orders.
8. Maximum file size for Bulk uploads is 1 MB.


Updating IVRS Orders in Bulk

Bulk Process

 Confirm or Cancel Pending Orders

Update IVRS Orders

1 Download File

Download the  [Excel](#) file containing new IVRS order information. (**Important:** Please retain the word 'IVRS' while renaming the file.)

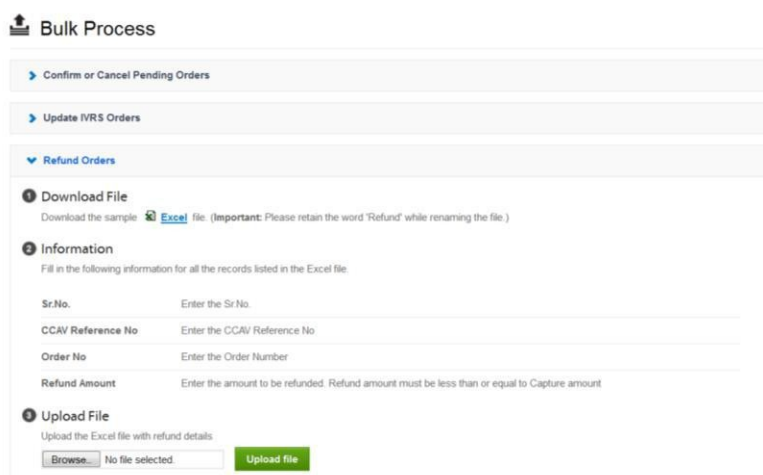
2 Information

Fill in the following information for all the records listed in the Excel file. Fields in **bold** are compulsory.

Order #	Order # will be pre-populated in the downloaded Excel file
Billing Name	Enter the name of the customer. Maximum length: 60, Characters allowed: Only letters and spaces
Billing Address	Enter the street address of the customer. Maximum length: 150, Characters allowed: Only letters, numbers and spaces
Billing City	Enter the city of the customer. Maximum length: 60, Characters allowed: Only letters and spaces
Billing State	Enter the state of the customer. Maximum length: 60, Characters allowed: Only letters and spaces
Billing Country	Enter the country of the customer. Maximum length: 60, Characters allowed: Only letters and spaces
Billing Zip	Enter the zip of the customer. Maximum length: 10, Characters allowed: Only letters and numbers
Mobile	Mobile Number will be pre-populated in the downloaded Excel file.

1. In your M.A.R.S account, click on the **Orders > Bulk Process**, to open the Bulk Process page.
2. Click the **Update IVRS Orders** section to expand the section and view the details.
3. Click on the **Excel link** to download the format for uploading you details.
4. Please **retain** the word “**IVRS**” while you rename the excel file.
5. Edit the downloaded Excel file with the IVRS order information.
6. Enter the relevant details in the fields provided in the Excel file and save the details. Mandatory fields include Order No, Billing Name and Mobile.
7. Upload the Excel file with complete billing details to update the IVRS orders.
8. Maximum file size for Bulk uploads is 1 MB.

Refunding Orders in Bulk



The screenshot shows the 'Bulk Process' page with the following sections:

- Bulk Process** (header)
- Confirm or Cancel Pending Orders** (link)
- Update IVRS Orders** (link)
- Refund Orders** (expanded section)
 - Download File**: Download the sample [Excel](#) file. (Important: Please retain the word 'Refund' while renaming the file.)
 - Information**: Fill in the following information for all the records listed in the Excel file.
 - Sr.No.**: Enter the Sr.No.
 - CCAV Reference No**: Enter the CCAV Reference No.
 - Order No**: Enter the Order Number
 - Refund Amount**: Enter the amount to be refunded. Refund amount must be less than or equal to Capture amount
 - Upload File**: Upload the Excel file with refund details.
 - Browse...**: No file selected.
 - Upload file** (button)

1. In your M.A.R.S account, click on the **Orders > Bulk Process**, to open the Bulk Process page.
2. Click the **Refund Orders** section to expand the section and view the details.
3. Click on the **Excel link** to download the format for uploading you details.
4. Please **retain** the word “**Refund**” while you rename the excel file.
5. Edit the downloaded Excel file with the refund order information.
6. Enter the relevant details in the fields provided in the Excel file and save the details. Mandatory fields include Order No, Capture Amount, Refunded Amount and Refund Amount. **Note:** While the **Refunded Amount field** denotes the amount already refunded till date, the **Refund Amount field** denotes the amount yet to be refunded. The Refund Amount must be less than or equal to the Capture Amount.
7. Upload the Excel file with all the refund details to complete the refund transaction.
8. Maximum file size for Bulk uploads is 1 MB.

Important Info for Refund:

1. All columns are mandatory.
2. Serial number is exclusive within the order – **refund cannot be initiated with same serial number for the same order more than once** (for multiple refunds).
3. After filling the data, upload the file. Except invalid rows all other rows will get processed. The error messages for the error entries will be displayed on your screen.
4. Following is the table of various invalid scenarios and their corresponding error messages:

Scenario	Error message
If Refund file name doesn't include the word 'Refund'	Invalid file name. File name should contain the word Refund'
If Refund is blocked for the merchant	Refund is blocked. Please contact CCAvenue for more details.
When a wrong file/file format is uploaded	Please upload valid .XLS file
When an empty file is uploaded	No Records updated
When order no/tracking id does not match or exists	Invalid tracking id/order no.
When Multiple refund is not allowed	Multiple refunds are not allowed
When the order is already fully refunded or Refund amount is greater than Confirmed amount	Either Order is fully refunded or Refund amount entered exceeds Capture amount.
When the order is not in a refundable status (apart from shipped/refunded)	Order not in refundable status

Following are the **two example result page** after uploading the file...

When invalid file is uploaded,

3 Upload File

Upload the Excel file with refund details

No file selected.

Please upload valid .XLS file.

When a row contains refund amount greater than captured amount,

All orders except the one listed below are updated successfully:

Order No	Reason
74012422	Either Order is fully refunded or Refund amount entered exceeds Capture amount.

DISPUTES

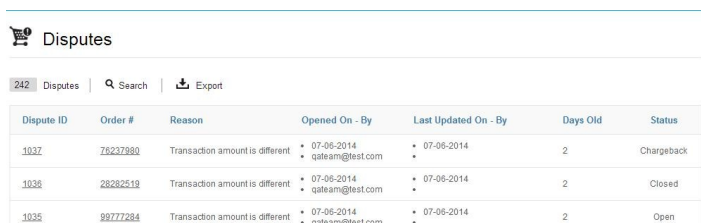
Manage and resolve disputes pertaining to your shipped orders conveniently from your CCAvenue account. Our Dispute Resolution process helps you deliver greater customer satisfaction, establishes the integrity of your brand and improves your online reputation.

Reasons for Dispute on shipped orders include:

Dispute raised by customer	Dispute raised by admin
<p>Merchandise defective or damaged. Multiple Charges for the same order. Merchandise not as advertised.</p> <p>Did not engage in or authorize this transaction . Merchandise not delivered.</p> <p>Cardholder is not in possession of the card. Order was cancelled. Merchant agreed to issue a refund.</p>	<p>Transaction amount is different. Request for copy of the Receipt. Alleged fraudulent transaction investigated by the acquiring bank. Merchandise returned, as merchant agreed to issue a refund. Service not received. Paid for order by other payment method. Merchant agreed to issue a refund. Credit not processed. Incorrect transaction amount/account no. and Retrieval Request.</p>

Manage Your Disputes:

Only the Customer or CCAvenue can raise disputes. However, merchants can view all disputes raised on their transactions in their **Disputes Listing** Page. They can also provide updates as well as submit required documents for the dispute via a 3-way messaging facility between CCAvenue, the merchant and the customer.



The screenshot shows the 'Disputes' page with a table listing three disputes. Each row includes the Dispute ID, Order #, Reason, Opened On - By, Last Updated On - By, Days Old, and Status.

Dispute ID	Order #	Reason	Opened On - By	Last Updated On - By	Days Old	Status
1037	76237880	Transaction amount is different	07-06-2014 gateam@test.com	07-06-2014	2	Chargeback
1038	28282519	Transaction amount is different	07-06-2014 gateam@test.com	07-06-2014	2	Closed
1035	99777284	Transaction amount is different	07-06-2014 gateam@test.com	07-06-2014	2	Open

From the **Orders>Disputes** page in your M.A.R.S. account, you can view the details and status of all disputes raised on your

transactions.

The list of disputes is displayed in chronological order of dates on which they were raised.

You can view the Dispute ID, Order No, Reason for Dispute, the dispute status and the number of days remaining for

resolution in the **Disputes Listing** Page.

This listing also displays the dates on which the dispute was first opened and last updated, the name of the party raising the

dispute and the party who provided the last update (via our messaging facility).

There is also the **Export** functionality at the top of the page, which allows you to download the details of all disputes raised against you onto your local computer in excel format.

View Order Details of Disputed Cases

Order Details 49206104

₹ Billing Details

Shipping Details

🔍 Risk Status

₹ Refunds

Send Mail

Customer: Shashi | chandrakant.patil@avenues.info | 9595226054

Address: Room no 1101, near Railway station Ambad, Indore, MP, 425001, India

Customer IP: 192.168.3.90

Pay Mode: Credit Card - MasterCard

Bank Ref #: 11111

Instructions: order will be shipped

Gross Amount:	INR	1000.00
Discount:	INR	-0.00
Order Amount:	INR	1000.00
Confirm Amount:	INR	1000.00
Fee (0.00 % + 5.00):	INR	-5.00
Tax on Fees (12.36 %):	INR	-0.62
Net Payable:	INR	994.38

Close

You can view the details of the order pertaining to a specific dispute by clicking the Order Number in the **Dispute Listing** page. The **Order Details** pop-up opens displaying the Billing Details, Shipping Details, Risk Status and Refund Details of that particular order.

Search for Specific Disputes

Disputes

243 Disputes | 🔍 Search | 📄 Export

Done

Close

Select


Date: 📅 From - 📅 To

Reasons

Status

CC Avenue provides you with an advanced search functionality to locate specific dispute(s) from the entire Dispute Listing. The search filters provided include Order No, Dispute ID, Date Range, Reasons and Status for the disputes.

View Details of Individual Disputes

 Disputes

Order Details

Order #: STG1148

Transaction Amount: INR 3.00

Transaction Date: 18-07-2013

Customer Name: Vishwas Patel

Customer Email ID: hemangizope@avenues.info

Customer Telephone: 9595226054

Customer Address: At post Sonwad Bk.

Case Details

Dispute ID: 993

Bank Case ID:

Reason: Request for copy of the Receipt

Bank Ref Number: 718153425

Dispute Amount: INR 1.00

Opened On | By: 04-06-2014 | qteam@test.com

Updated On | By: 04-06-2014 |

Status: Chargeback

Messages

#1

From: 04-06-2014 | 15:57 IST

hi

Documents Requested

- » Authorisation Letter from the customer
- » Cancellation / Refund Policy - terms and conditions
- » Customer's Acceptance Mail

To view details of individual disputes, the merchant needs to click the **Dispute ID** in the **Disputes Listing** page. The **Dispute Details** page opens displaying the details of the specific dispute. This page contains the Order Details, Case Details, Messages and Documents Requested sections.

□ The **Order Details** section displays the Order Number, Transaction Amount & Date and the Name, Email ID, Telephone & Address of the customer.

□ The **Case Details** section displays the Dispute ID, Bank Case ID, Reason for Dispute, Bank Reference Number, Dispute Amount and the dispute status. This section also displays the dates on which the dispute was first opened and last updated, the name of the party raising the dispute and the party who provided the last update (via our messaging facility).

Posting Messages

Messages

#1

From: 04-06-2014 | 15:57 IST

hi

Documents Requested

- » Authorisation Letter from the customer
- » Cancellation / Refund Policy - terms and conditions
- » Customer's Acceptance Mail

This information is required.

Upload File Authorisation Letter.doc (Only doc, pdf & jpeg files upto 500 KB allowed.)

Note: For security reasons, you'll automatically be logged out in 20 minutes, 0 seconds. To avoid losing your message, copy it to a separate document before you are logged out.

Avail our messaging facility to post updates about your disputes to CCAvenue as well as your customers. Important information on the dispute can be exchanged between the three parties (viz. CCAvenue, customer and the merchant) by posting messages on this bulletin board. You need to simply type your message and click the **Post Message** button.

CCAvenue may request you for a set of supporting documents for cases that need further investigation. These documents could include the Authorisation Letter from your customer, your Cancellation Policy, etc. You can attach the required documents with a message using our messaging facility. The attachment should be only in .doc, .pdf and .jpeg file format with a minimum size limit of 500 KB. You can view the list of required documents along with their receipt status in the **Document Requested** section.

Whenever you forward the requested documents to CCAvenue, it will reflect in the **Dispute Details** section for that case.

Dispute Resolution

CCAvenue team can either **close** the dispute in the merchant's favour or allow **chargeback** to the customer. The Dispute status can be: '**Open**', '**Chargeback**', '**Closed**' and '**Open and Hold**'.

After the dispute status has been set to '**Open**,' or '**Open and Hold**,' CCAvenue can update its status to '**Closed**' or '**Chargeback**'. If the open dispute is confirmed as chargeback, CCAvenue will debit the dispute amount in the customer's favour and set the status as '**Chargeback**'. Similarly, if the open dispute is closed in favour of the merchant, CCAvenue will update the dispute status as '**Closed**'.

Resolution of 'Open and Hold' Cases

CCAvenue designates the status as '**Open and Hold**' for dispute cases that need further investigation and sets the amount and end date for resolution. The amount set aside for resolution at this stage cannot be greater than the disputed amount.

Different Types of Resolution for 'Open and Hold' Cases

When the time limit set for the '**Open and Hold**' case is over and the dispute status has not changed, CCAvenue will release

the amount held against the dispute and close the dispute.

When CCAvenue, after further investigation, changes the status for the '**Open and Hold**' case to '**Chargeback**', the amount set aside for resolution (the balance amount payable) is treated as the chargeback amount and debited from the merchant's

account in favour of the customer.

When CCAvenue, after further investigation, changes the status for the '**Open and Hold**' case to '**Closed**', the amount set aside for resolution is ruled in the merchant's favour i.e. credited to their account.

Important Points on Dispute Resolution:

Disputes can be raised only by Customer or the CCAvenue team. Disputes can be raised on shipped orders only.

Disputes cannot be raised on fully refunded amount.

Disputes can be raised on partially refunded orders if customers are not satisfied about the payment of refund.

Just one dispute can be raised at a time for a particular order - Only once the dispute has been marked as '**Closed**' or

'**Chargeback**,' the customer can raise a subsequent dispute.

Amount of Dispute raised should never be greater than the total transaction amount.

Amount of Dispute should be less than or equal to the total transaction amount after deducting any refund payments or

subsequent chargebacks.

There is no limit to the number of disputes that can be raised.

Only the CCAvenue team is authorised to set/change the status of the dispute in the system.

If the status is set to '**Closed**' or '**Chargeback**' at the time of raising the dispute, then the status cannot be updated further for that order.

The merchant can collect payments easily and instantly using our Invoicing feature. You can send quick invoices and set up recurring invoice profiles from your CCAvenue Account. These invoices can be sent to customers via email or SMS, this would contain the payment link. The customer clicks on the link and completes the transaction.

It allows you to offer variable pricing to your customers and receive advances or partial settlements immediately. Multiple invoices can be sent to various customers simultaneously using the bulk upload functionality.

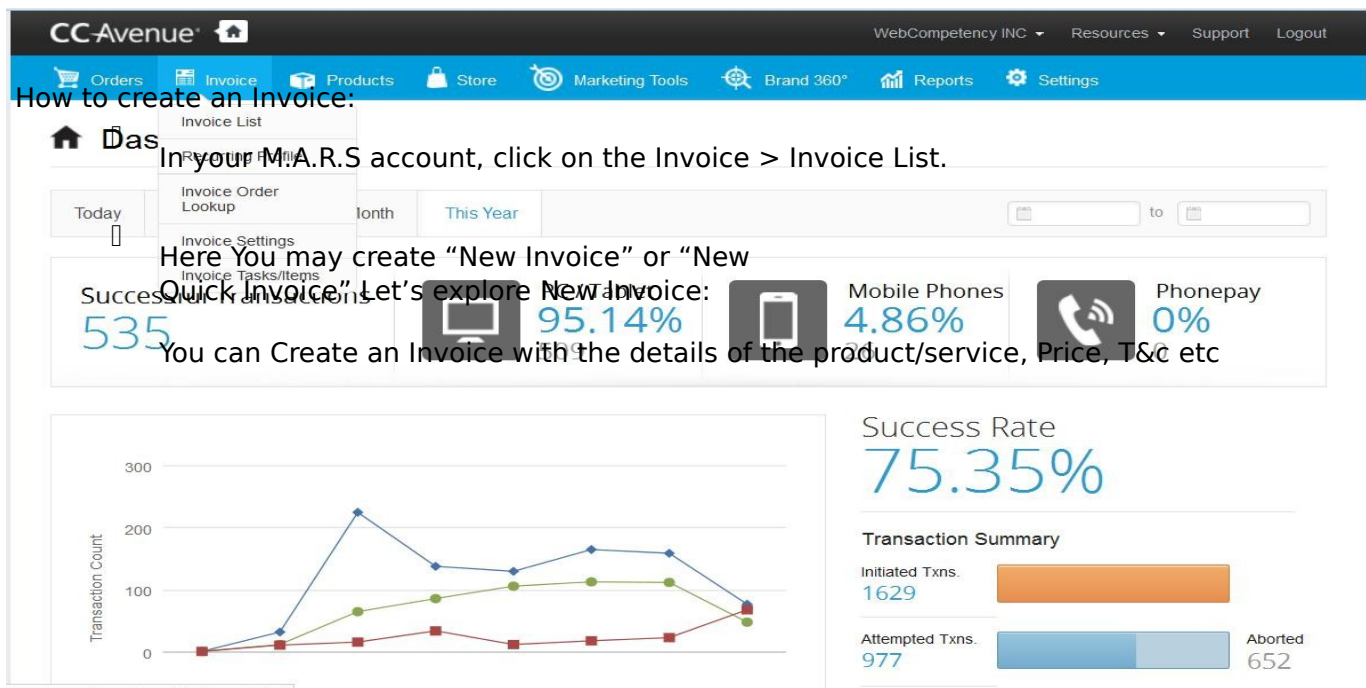
Ideal for all merchants as a means to confirm any telephonic or electronic negotiations Raise instant bills to shorten the transaction processing time.

Gives a professional touch to your invoicing process. Replace the paper form invoices with CCAvenue IPS.

Make payment processing a pleasant experience for your customer. Close sales instantly.

Track your Invoices.

Collect negotiated payments for bulk closures.



New Invoice

Fields in **bold** are mandatory

Customer Name:

Customer Email ID:

Email Subject Line:

Unique Reference #:

Invoice Currency:

Invoice Valid For: days

Recurring Invoice: ☒ No ☐ Yes

Tasks	Time Entry Notes	Curr.	Rate	Hrs.	Tax	Tax	Line Total
Select Task		INR			Select Tax	Select Tax	0.00
Select Task		INR			Select Tax	Select Tax	0.00
Select Task		INR			Select Tax	Select Tax	0.00
Select Task		INR			Select Tax	Select Tax	0.00
Items	Description	Curr.	Unit Cost	Qty.	Tax	Tax	Line Total
Air Ticket	Mumbai to Malaysia	INR	35000.00	1	Select Tax	Select Tax	35000.00
Select Item		INR			Select Tax	Select Tax	0.00
Select Item		INR			Select Tax	Select Tax	0.00
Total Amount Due (All Inclusive)							35000.00

Add Line

Terms & Conditions:

Advanced Settings: ☒ No ☐ Yes

[Preview Invoice](#) [Send Invoice](#) or [Cancel](#)

A detailed invoice with the payment link is sent to the customer with a Pay Now button.

To: pankaj@avenues.info
Cc:
Subject: FW: Air Ticket Mumbai to Malaysia PNR xxxxxxxx

Malaysia Airlines
Malaysia Airlines
Merchant Address
Telephone: 011-123456 | Email: booking@xyz.com

Customer Name: Pankaj Dedhia | Email: pankaj@avenues.info

Item	Description	Curr.	Unit Cost	Qty.	Tax1	Tax2	Line Total
Air Ticket	Mumbai to Malaysia	INR	35000.00	1	-	-	35000.00
Total Amount Due (All Inclusive)							35000.00

Terms & Conditions:
To be payed within 48 hrs. To view T & C please visit www.xyc.com

Malaysia Airlines
Authorized Signatory

[Pay Now](#)

OR
Copy/Paste the link in your browser address field
<http://ipaid.cc/5056156>

Once the customers click PayNow, they would be taken to a customized Payment page where they can pay using Credit cards, 70+ Debit Cards, 45+ Netbanking, Cash cards.

Billing Information

Pankaj Dedhia

Mumbai

Mumbai

40056

9323135577

Notes (optional)

Maharashtra

Select Country

pankaj@avenues.info

ORDER DETAILS

Invoice #:	5056156
Invoice Amount	35000.00
Order Total	INR 35000.00

Payment Information

Credit Card


Debit Cards

Net Banking

Cash Card

Mobile Payments

Card Number



INR 35000.00 (Total payable)

Make Payment

Cancel

New Quick invoice: This is a quick invoice , with a shorter form. You may use this feature to send an invoice on SMS as well.

CC-Avenue

Ankit Patel Settings Resources Support Logout

Orders

Invoice

Products

Store

Marketing Tools

Brand 360

Customer360

Reports

New Quick Invoice

Fields in bold are mandatory

Name:

Merchant Reference:

Delivery Type:

Email

SMS

Customer Mobile Number:

Quick Invoice SMS:

Dear LegalEntity_Name

Pls pay your bill # Invoice_ID of Invoice_Amount online at Pay_Link.

Invoice Amount:

INR

Inclusive of shipping charges

Invoice Valid For:

11

Hours

AvenuesTerms & Conditions:

This is a digitally generated invoice, hence it does not require signature t

Preview Invoice

Send by SMS

or Cancel

17

Invoice settings:

Enable New Invoice

Enable this feature to send invoice via Email to your customer with detail description of the product/service.

☒ Enable ☐ Disable

Enable Quick Invoice

Enable this feature to send invoice via Email or SMS to your customer with basic description of the product/service.

☐ Enable ☒ Disable

Show Invoice Expiry Date

Enable this feature to show Expiry Date on invoice preview and in invoice email.

☒ Enable ☐ Disable

Terms & Conditions

Terms and conditions entered here will be pre-populated when a new invoice is created.

The above amount includes 12.36 percent service tax. Kit will be delivered within 10 days from the payment date.

Allow pre-populated terms & conditions to be edited at the time of creating the invoice?

☐ Yes ☒ No

Email ID

Email ID provided will be used by the system to send invoice to your customer.

Note: If you do not specify an email ID here, CCavenue will use the mail ID configured in the system for receiving order emails. If no email ID has been configured, then CCavenue will use orders@ccavenue.com to send the invoice to your customers.

Invoice Validity

Specify the duration for which the invoice will be valid. The validity period entered here will be pre-populated when a new invoice is created.

Allow Invoice Validity to be editable?

☐ Yes ☒ No

Enable New Invoice:

- If enabled the "New Invoice" button appears so as to send an invoice via mail and SMS.
- If disabled then "New Invoice" option disappears.

Enable Quick Invoice:

- If enabled the "New Quick Invoice" button appears so as to send an invoice via mail and sms.
- If disabled then New Quick Invoice option disappears.

Terms & conditions:

- Terms & conditions can be pre-defined in the textarea'
- Radio button If enabled then "terms & conditions" field is editable while creating a new invoice, else it will be non-editable.

Email id: If the Email ID is provided in the field provided the invoice can be sent through that Email ID else default email id

orders@ccavenue.com

Invoice Validity: If disabled the Invoice validity field is not editable and is standard as specified in the setting

Enable Quick Invoice >

Terms & Conditions >

Email ID >

Invoice Validity >

Email Subject Line >

Convert Invoice into a Recurring >

Enable Advance Settings >

Invoice Options >

Invoice Items/ Tasks >

Email Subject Line

Set a default invoice subject line for all your invoices. Use the place holder "Invoice_ID" without the quotes in the subject line to include the Invoice ID.

Allow Invoice Email Subject Line to be editable?

☒ Yes
☐ No

Convert Invoice into a Recurring Invoice

This functionality will enable you to convert your invoice in to a recurring invoice.

Enable Recurring Invoice?

☒ Yes
☐ No

Enable Advance Settings

Advanced settings enable you to set the due date, late payment fees and discounts for the invoice.

Enable Advanced Settings?

☒ Yes
☐ No

Invoice Options

This functionality enables you to set the default billing preference of your business while creating invoices. Select 'Items' if you sell products or flat-fee services, 'Tasks' if you bill services at hourly rates or 'Both Tasks/Items' for combining both billing methods in your invoice.

Both Tasks / Items

Invoice Items/ Tasks

Enable editing of pre-populated details for Invoice items and tasks configured earlier while creating a new invoice?

☒ Yes
☐ No

Email Subject Line: Subject line can be predefined. If radio button set to "disabled" the email subject line is not editable.

Convert Invoice into a Recurring Invoice: If "enabled" the recurring profile for invoice can be set.

Enable Advance Settings: We can turn the Advanced settings on or off using this feature.

Invoice Options: You may display Task or Item or both using this setting.

Invoice Items/ Tasks: If enabled it allows you to edit the tasks and items predefined.

Invoice SMS

You can configure the SMS message to be sent to the customer when a new invoice is created. You can change the text of the SMS message to better suit your business requirements.

Please note that the tags: Invoice_Amount, Pay_Link must not be removed but you can change where they are placed within your message.

Quick Invoice Message:

Dear LegalEntity_Name
Pls pay your bill # Invoice_ID of Invoice_Amount online at Pay_Link.

Note: You may replace the tag LegalEntity_Name with Webstore_Name. If you are adding an invoice reference number you may replace the tag Invoice_ID with Invoice_RefNumber.

Enable SMS message for New Invoice?

☒ Yes ☐ No

Invoice Message:

Pls pay your LegalEntity_Name bill # Invoice_ID of Invoice_Amount online at Pay_Link.

Note: You may replace the tag LegalEntity_Name with Webstore_Name. If you are adding an invoice reference number you may replace the tag Invoice_ID with Invoice_RefNumber.

Allow pre-configured SMS message to be edited at the time of creating the invoice?

☒ Yes ☐ No

Minimum Invoice Amount

Set minimum payable amount while creating the invoice ?

☒ Yes ☐ No

Allow minimum payable amount to be editable on the payment page?

☒ Yes ☐ No

Note: If you select **Yes** than Customer can edit the minimum payable amount on the payment page restricting him/her between the range of min. amount and invoice amount. If you select **No** than Customer can not edit the minimum payable amount on the payment page.

Invoice Label Customization

This functionality enables you to customize the default labels while creating invoices. You can choose alias for the below mentioned fields and the same will be visible in the invoices generated.

Customer Name :	<input type="text" value="Name"/>
Merchant Reference# :	<input type="text" value="Avenues"/>
Proforma Invoice No. :	<input type="text" value="Proforma No"/>
Terms & Conditions :	<input type="text" value="AvenuesTerms & Conditions"/>
Items :	<input type="text" value="AvN Items"/>
Description:	<input type="text" value="Avn Description"/>
Unit Cost:	<input type="text" value="Avn Unit Cost"/>

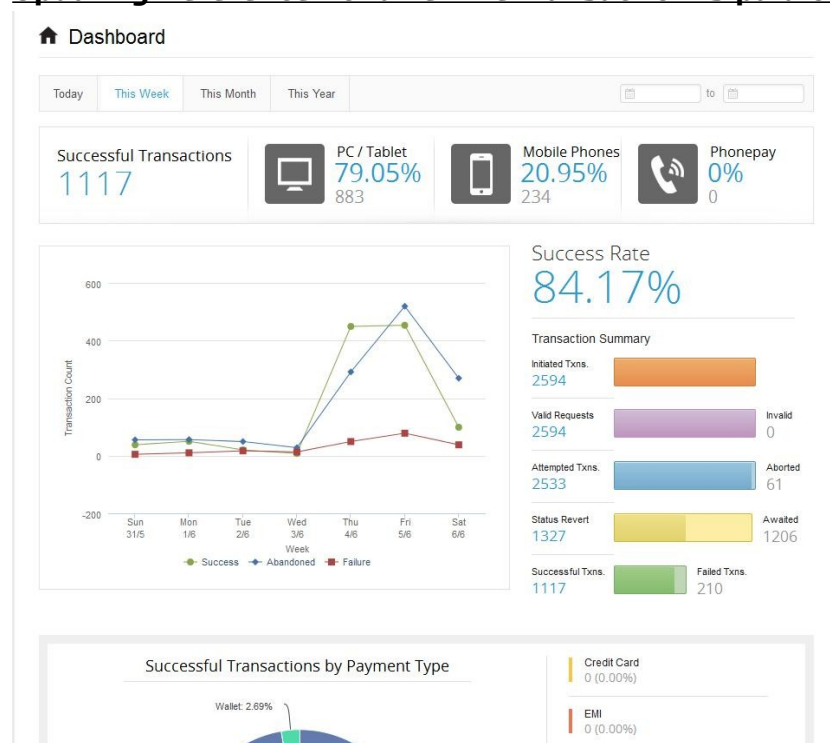
Invoice SMS: You may set your own customized SMS message for "Quick Invoice" and "New Invoice"

It is important to note that the tags: Invoice_Amount, Pay_Link must not be removed but you can change where they are placed within your message.

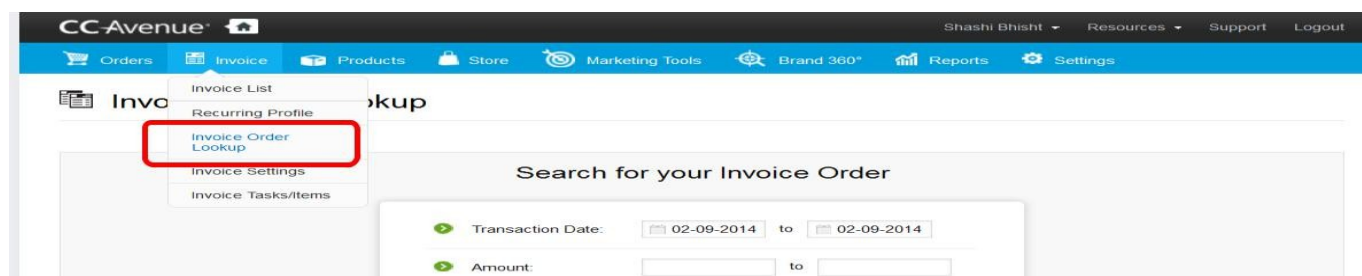
Minimum Invoice Amount: Set a minimum payable amount while creating the invoice. You may keep this amount editable or non-editable.

Invoice Label Customization: This functionality enables you to customize the default labels while creating invoices. You can choose alias for the below mentioned fields and the same will be visible in the invoices generated.

Updating Reference no: after the transaction is paid on an invoice link:



For certain business a reference no is generated only after successful payment is made. This can be mapped to the successful order. To do so please follow the steps mentioned: a) Search for successful invoice orders, from Invoice -> Invoice Look up Order



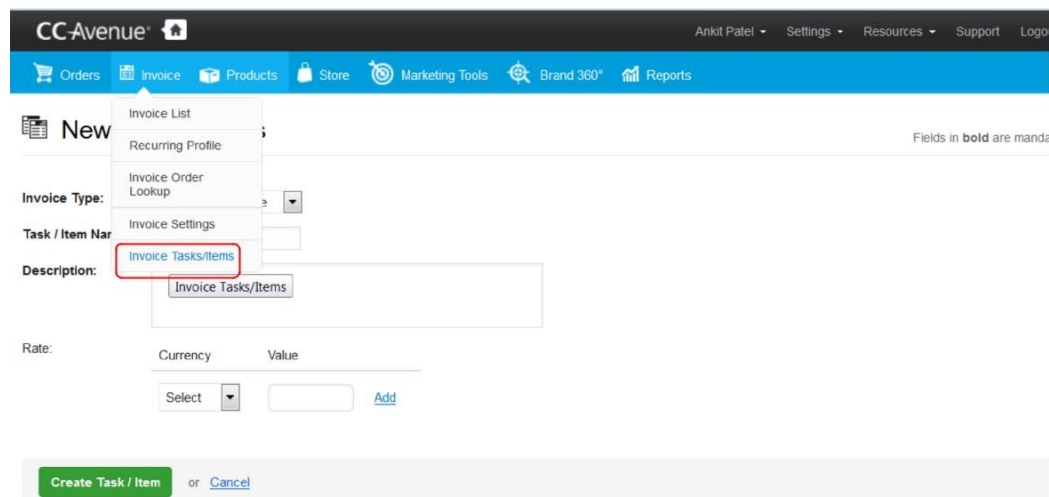
b) Edit the order and insert "Invoice Ref. #" and Save it

Invoice Order Lookup

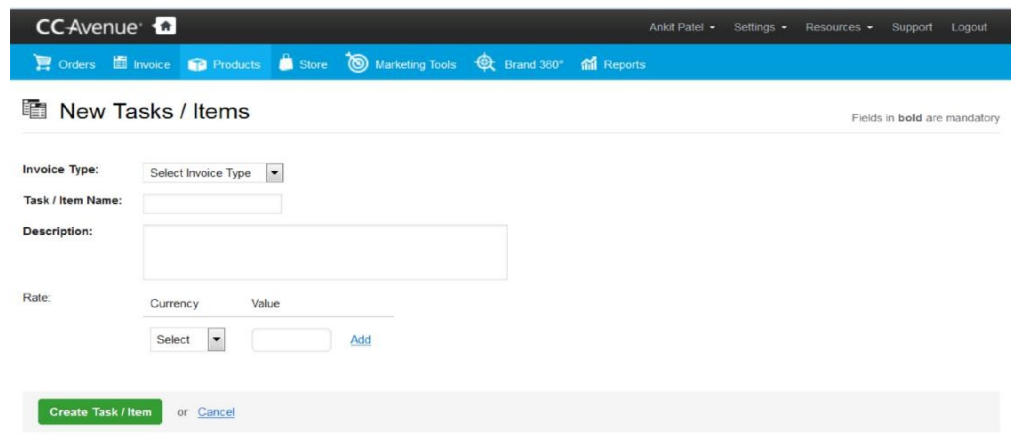
1 Invoices | Search | Export

CCAvenue Ref. #	Invoice ID	Created By	Invoice Ref. #	Amount	Txn. Date & Time
103000539956	5061421	ankit@avenues.info	<input type="text"/>	INR 1.00	12-08-2014 18:43:53

Invoice Task /Item: Steps to Predefine the Item /Task.



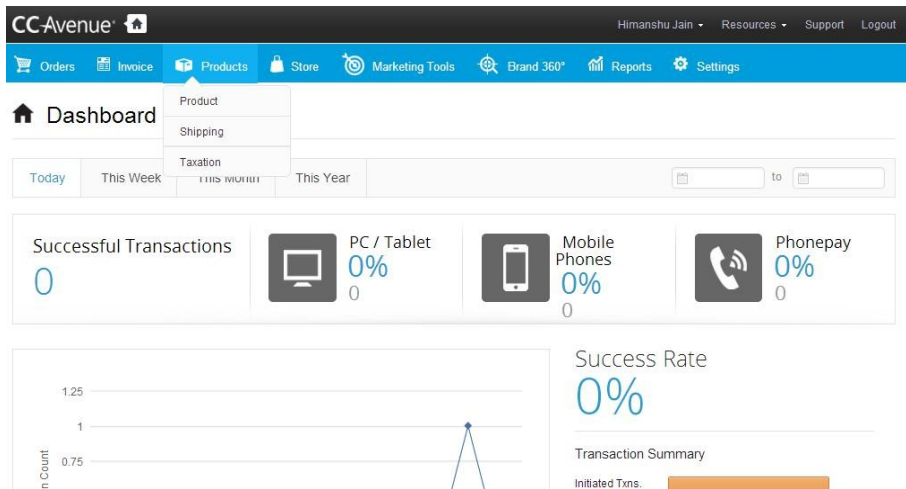
The screenshot shows the 'New Invoice' form in the CC Avenue system. The 'Invoice Type' dropdown is set to 'Invoice'. The 'Task / Item Name' dropdown is open, showing 'Invoice Tasks/Items' as the selected option. The 'Description' field is empty. The 'Rate' field is set to 'Currency' and 'Value'. The 'Add' button is visible. At the bottom, there are 'Create Task / Item' and 'Cancel' buttons.



The screenshot shows the 'New Tasks / Items' form in the CC Avenue system. The 'Invoice Type' dropdown is set to 'Select Invoice Type'. The 'Task / Item Name' field is empty. The 'Description' field is empty. The 'Rate' field is set to 'Currency' and 'Value'. The 'Add' button is visible. At the bottom, there are 'Create Task / Item' and 'Cancel' buttons.

Generating of invoice using API: CCAvenue Provides API calls to generate invoice in XML, JSON or STRING formats. Please refer API document for tech specs.

If you wish to sell your products (physical goods/ digital download (such as a movie, music or eBook file)), you may do so by using our shopping cart. We keep a track of all of your products and their inventory in our system. You may do so in the M.A.R.S account. Click on **Products>Product**, to go to the products page.



How to add a new product ?

On the products page click “New Product”.

The Products page shows a list of products with the following columns: Products, Price, Type, Status, and Total.

Products	Price	Type	Status	Total
Titan watch	Pricing	Physical	Available	5
Flower pot	Pricing	Physical	Available	∞

Buttons: Search, Export, Bulk Upload, **New Product**.

The New Product form includes the following fields:

- Product Name:** (Text input)
- Description:** (Rich text editor with bold, italic, underline, list, link, and unlink buttons)
- SKU:** (Text input)
- Type:** (Dropdown menu, currently set to Physical)
- Weight (kg):** (Text input)

Note: Fields in bold are mandatory.

Enter your product details starting with:

Product Name. (Note: Only letters, space, numbers, hyphen, symbol & and / are allowed in this text box.)

Description, You can also copy/paste html tags using `</>` icon.

SKU (stock keeping unit). (Note: Only letters, numbers, hyphen and underscore are allowed.)

Type (select the type of product viz. Physical OR Digital. If you choose the type as Physical you have to enter the weight of the product in kg.)

Price

Price:	Currency	Price	Sale Price
	INR	2.00	3.00
	Select		

Quantity: Unlimited

[Add](#) [Add Another](#)

Quantity, Shipping and Tax(Note: You can add taxes from your M.A.R.S account, by clicking on Products> Taxation, to go to the Taxation page.)

Weight based shipping OR Price based shipping.

If you wish to create a variant for the product i.e. color, size etc. you have to select the check box provided adjacent to the text, “This product has multiple options”. You can add variant by clicking on the “+” icon. **Note:** you can add 3 variant types and delete 2 variant types. You can add as many products as you like associated with the variant type by clicking on the Add option button and delete them OR move them up or down as you desire.

Options

☒ This product has multiple options

+ Title (Color) FEE QTY.

Option (Red)

[Add Option](#)

Options

☒ This product has multiple options

	Title (Color)	FEE	QTY.
	Option (Red)	INR- 0	
		INR- 0	
		INR- 0	

[Add Option](#)

If you wish to create extras for the product e.g. belt if the product you are selling is a pant OR candles if it is cake etc. select the check box provided adjacent to the text, “This product has multiple extras”. You can add variant by clicking on the “+” icon.

Note: you can add maximum 3 options. Here, the quantity of the number of products should not exceed the quantity mentioned in the **Quantity** section. You can add as many products extras associated with the extras type by clicking on the Add option button and delete them OR move them up or down as you desire.

Extras

☒ This product has multiple extras

+ Title (Color) FEE QTY.

Option (Red)

Add Extra

Extras

☒ This product has multiple extras

Title (Color) FEE QTY.

Option (Red) INR: 0

INR: 0

Add Extra

Add image and/or video by clicking on the Add Image and Add Video button under the Media section. **Note:** You can add a maximum of 4 images and 2 videos.

Media

Add Image

Add Video

You can add ALT tags to the product photo by clicking on the ALT icon displayed on the photo after uploading.



Select the category you wish to put your products in. **Note:** To add categories click on Store>Product Categories.

Category

☐ Category Image

☐ Stationary

Select the Status for the product i.e. Available, Hidden OR Sold out.

Status

Available
Available
Hidden
Sold Out

Create Product or Cancel

How can you Manage Products?

Search and filter your products

Export products and inventory in an .xls file.

Upload products and inventory in bulk in an .xls file.

Add a product to your store. **Note:** These products will also appear on your products page. Click the name of a product to edit product details.

Click on the pricing link and you can see the price of the uploaded product.

Click on the integrate button to integrate the product with your shopping cart. Click on the edit icon and edit the product details.

Click on the delete icon and delete the product.

Click on the Delete All button on the left end of the product page and delete selected products.

Products

30

Products

Search

Export

Bulk Upload

New Product

	Products	Price	Type	Status	Total	
	<div>NO IMAGE AVAILABLE</div> <div>Titan watch</div>	Pricing	Physical	Available	5	<div></div> <div></div> <div></div>
	<div>NO IMAGE AVAILABLE</div> <div>Flower pot</div>	Pricing	Physical	Available	∞	<div></div> <div></div> <div></div>
	<div>NO IMAGE AVAILABLE</div> <div>Test Product</div>	Pricing	Physical	Available	1	<div></div> <div></div> <div></div>
	<div>NO IMAGE AVAILABLE</div> <div>mobile phone</div>	Pricing	Physical	Available	∞	<div></div> <div></div> <div></div>

SHIPPING

This section enables you to specify the shipping policy of your website to provide transparency in pricing to potential customers and for the calculation of the actual billing amount. You can set price-based or weight-based shipping rates for different slabs from here. CCAvenue enables you to configure separate rates for domestic and global destinations.

The shipping charges for each product is derived from these pre-set rates, included in the final transaction amount and displayed to customers before they make the payment.

Create Shipping Rates: You can create price-based or weight-based shipping rates for your products on the Shipping Page. Specify separate rates for domestic and international shipments by entering the details in the **India** or **Rest of the World** sections.

Add Weight-based Shipping Rate

1. In your M.A.R.S account, click on **Products > Shipping**, to go to Shipping page.
2. Click the **ADD WEIGHT-BASED RATE** button.

Note: You can add rates from either the **India** or **Rest of the World** sections, as this button is available in both sections.

3. **Name,** enter a unique name for the shipping rate in the text box provided. **Note:** Only letters and spaces are allowed in the Name field.

4. **Weight**, specify the weight slab for which the shipping rates will be applicable by entering the upper and lower limits in the corresponding boxes.
Note: Only numerical numbers are allowed in the weight fields.
5. **Currency**, select the currency from the drop-down list from the field provided.
6. **Shipping Price**, specify the shipping rate in the field provided. **Note:** Only numerical values and decimal point is allowed.

Add Price-based Shipping Rate

















+ ADD WEIGHT-BASED RATE | + ADD PRICE-BASED RATE

Name	Currency	Purchase Range	Shipping Price
SoftToys	USD	500 - 1000	USD 38
<div> Add Shipping Rate Cancel </div>			

1. In your M.A.R.S account, click on **Products > Shipping**, to go to Shipping page.
2. Click the **ADD PRICE-BASED RATE** button.
Note: You can add rates from either the **India** or **Rest of the World** sections as this button is available in both sections.
3. **Name**, enter a name for the shipping rate in the text box provided. **Note:** Only letters and spaces are allowed in the Name field.
4. **Currency**, select the currency from the drop-down from the list provided.
5. **Purchase Range**, specify the Purchase Range for which the shipping rates will be applicable by entering the upper and lower limits in the corresponding boxes.
Note: Only numerical numbers and decimal point is allowed in this field.
6. **Shipping Price**, specify the shipping rate in the field provided. **Note:** Only numerical values are allowed.
7. Click the **Add Shipping Rate** button to create the new price-based shipping rate.

View Shipping Rates: From the **Products > Shipping** page in your M.A.R.S. account, you can view slab-wise details of all shipping rates which you have created for your domestic and international shipments in alphabetical order. You can add, edit or delete the shipping rates directly from the shipping page.

Shipping

INDIA				
Classic Painting	0.00 - 1500000.00	INR	15.00	 
dfsdf	4.00 - 5.00	INR	66.00	 
ZooZoo	123456.00 kg - 456789.00 kg	USD	500.00	 
ZumiZoo	1043500.00 - 2003450.00	INR	500.00	 
+ ADD WEIGHT-BASED RATE + ADD PRICE-BASED RATE				
REST OF THE WORLD				
Carrothalwa	50.00 kg - 60.00 kg	INR	500.00	 
Gift items price based	2.00 kg - 23.00 kg	USD	33.00	 
Gold	2.00 kg - 3.00 kg	INR	33.00	 
ZXC	2.00 - 3.00	SGD	4.00	 
+ ADD WEIGHT-BASED RATE + ADD PRICE-BASED RATE				

Edit or Delete Shipping Rate

Gift items	0.50 kg - 1.00 kg	INR	20.00	 
Name	Weight	Currency	Shipping Price	<input type="button" value="Edit"/>
<input type="text" value="Gift items"/>	<input type="text" value="0.50"/> kg - <input type="text" value="1.00"/> kg	<input type="text" value="INR"/>	<input type="text" value="INR 20.00"/>	
<input type="button" value="Update"/>	<input type="button" value="Cancel"/>			

In your M.A.R.S account, click on **Products > Shipping** to go to the **Shipping** page and here you can edit your existing

shipping rates

When you click on the **Edit** icon for the particular shipping rate, the corresponding **Name**, **Weight**, **Currency** and

Shipping Price fields are displayed.

All these fields are editable and you can make changes to them by following the same procedure as you would for

creating new shipping rates.

However, you must click the **Update** button (instead of the **Add Shipping Rate** button) as the final step for confirming the edits.

You can delete an existing shipping rate from the **Shipping** page by clicking on the corresponding Delete icon in the page listing.

Important Info : While adding or editing details of a product from the **Product** module, you can specify whether you will be charging price-based or weight-based shipping rates for that product or even offer free shipping. The shipping charges are then calculated automatically by our system according to the price and weight slabs.

TAXATION

Our Taxation module allows you to configure the tax rates that will be applicable for your transactions. Please consult with your local tax authorities while configuring your store's tax settings.

View Tax Rates: From the **Products > Taxation** page in your M.A.R.S. account, you can view the details and activation status of all tax rates which you have created in your account. The page listing is displayed in alphabetical order. You can edit, enable/disable or delete the tax rate directly from the Taxation page.

% Taxation

Please consult with your local tax authorities when you edit your store's tax settings.

☐ Charge taxes on shipping rates.

Tax	Tax Rate	Status	
sales tax	2.00%	<button>Enable</button>	 
Service Tax	12.36%	<button>Enable</button>	 
Tax	4.00%	<button>Enable</button>	 
test	5.00%	<button>Enable</button>	 
VAT	5.00%	<button>Enable</button>	 
+ ADD NEW TAX			

Add Tax Rates

[+ ADD NEW TAX](#)

Tax Name

Tax Rate

Add Tax

Cancel

1. In your M.A.R.S account, click on **Products > Taxation**, to go to Taxation page.
2. Click the **Add New Tax** button at the bottom of the page.
3. Enter a unique name for the new tax rate in the text box provided. **Note:** Only letters and spaces are allowed in the Tax Name field.

Edit Tax Rates / Delete Tax Rate

Pay Tax shipping

12.00%

Enabled

☒ Enable ☐ Disable

Update

Cancel



When you click on the **Edit** icon for the particular tax rate, the corresponding fields for the existing tax name and rate are displayed. Both these fields are editable and you can make changes to them by simply changing their

values. Select **Enable** or **Disable** to activate or deactivate the tax rate in the system - Only activated tax rates will be applied on your transactions.

You can delete an existing tax rate from the **Taxation** page by clicking on the corresponding Delete icon in the page listing.

Important Info: You can configure tax rates in the **Taxation** module for your invoice transactions as well. While creating an Invoice using our **Invoice** module, you can select the tax rates applicable for each product or service. You can choose up to two different taxes per item on your bill.

Integration : The HTML code to generate this button is:

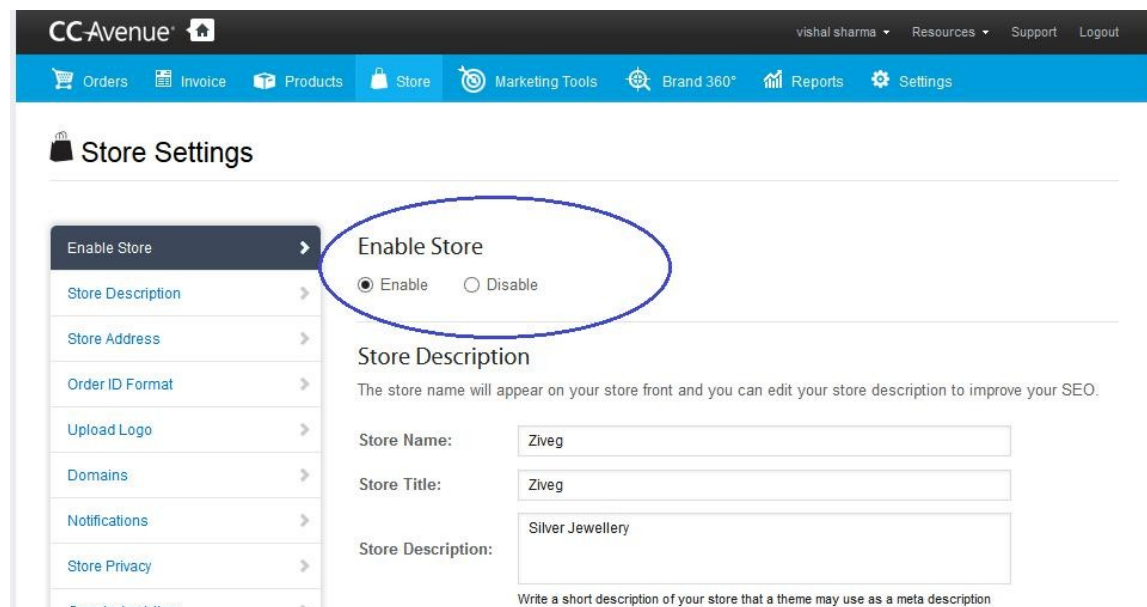
```
<a
href='https://secure.ccavenue.com/transaction/txn/shopcart/access_code,product_id,currency,return_url'
>Buy</a>
```

Sample :

```
<a
href='https://secure.ccavenue.com/transaction/txn/shopcart/AVTD00BC12AO57DTOA,100,INR,http://www.ccavenue.com/'>Buy
</a>
```

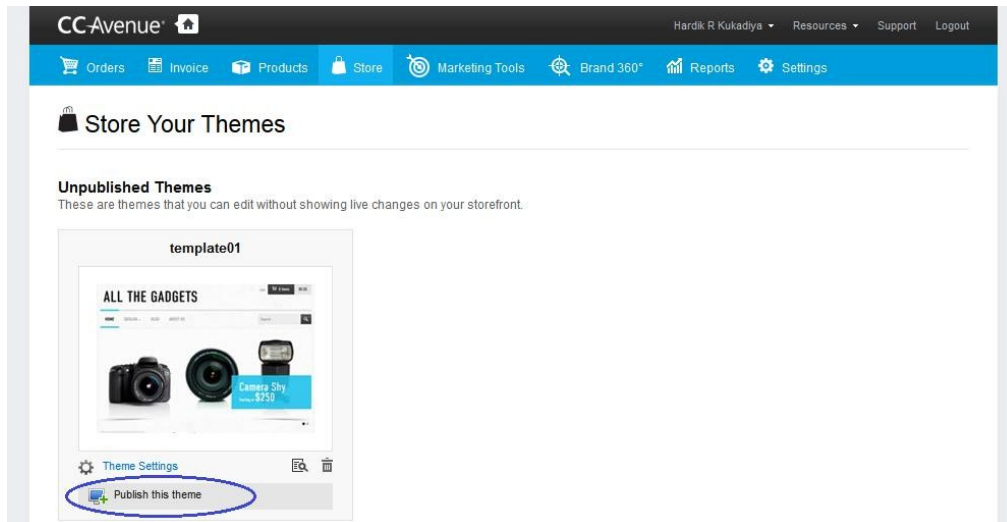
STORE

1) Store Settings: Enable store, enter store description, logo and other relevant details and save the settings.



The screenshot shows the 'Store Settings' page in the CC Avenue system. The 'Enable Store' section is highlighted with a blue circle, showing the 'Enable' radio button selected. Below this, the 'Store Description' section is visible, containing three input fields: 'Store Name' (filled with 'Ziveg'), 'Store Title' (filled with 'Ziveg'), and 'Store Description' (filled with 'Silver Jewellery'). The 'Store Description' field has a placeholder text: 'Write a short description of your store that a theme may use as a meta description'.

2) **Manage Themes:** Select and publish the desired theme



3) **Product Categories:** Create your product categories to start uploading products.

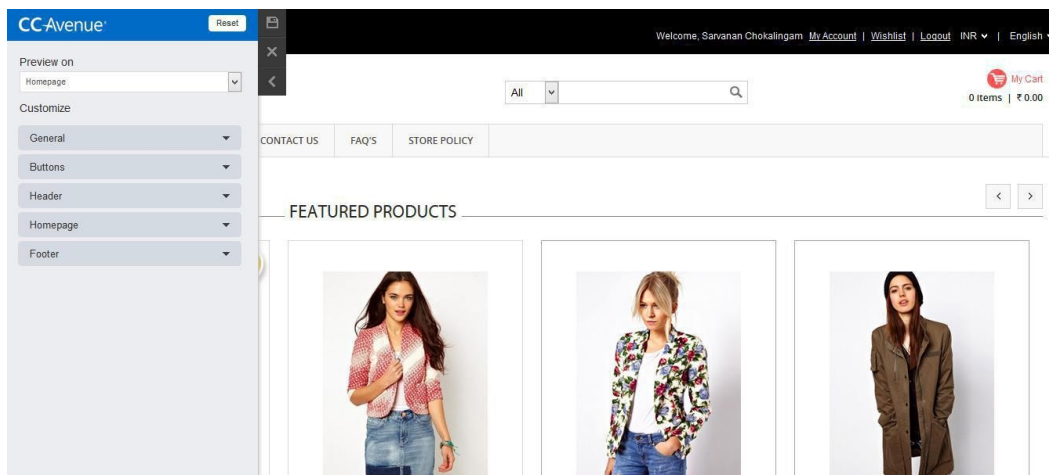
4) **Products:** Add your product catalog in the respective categories to proceed to defining your store theme.

5) **Theme Settings:** Change the background, foreground, fonts etc. and prepare your store with the desired look & feel. Preview and/or save the settings and it will reflect on your store in no time.

The mandatory settings under this option are:

(1) **Homepage** → **Featured Products:** Select one category which will appear under the “Featured Products” section on the Home Page.

(2) **Footer** → **Footer Menu** → **Footer Link List:** Select from Main Menu or Footer Links as per your choice.



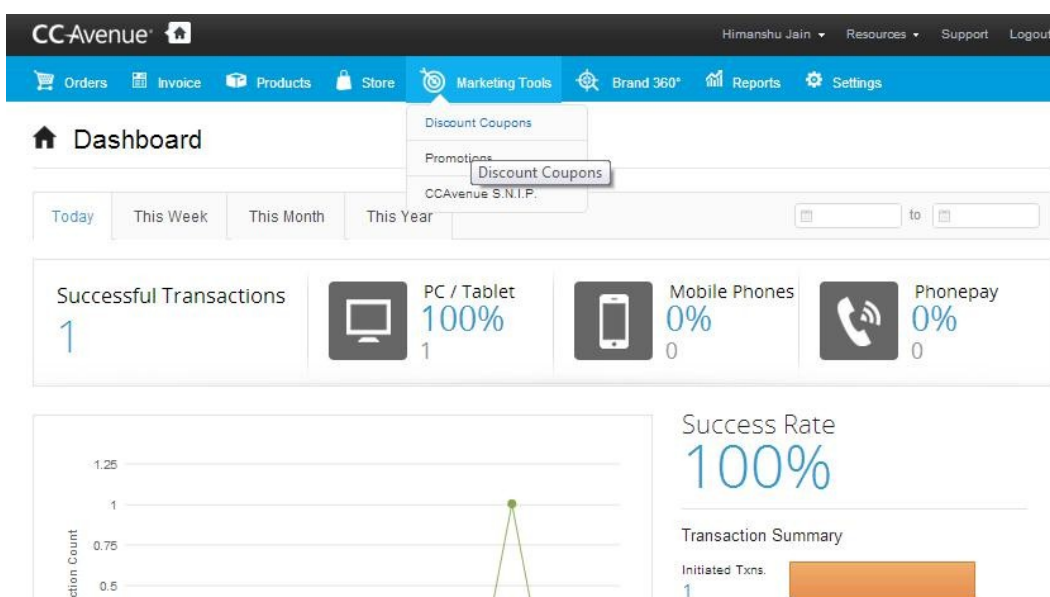
6) **Store** → **Pages:** Add content to the “About Us”, “Contact Us” & “Store Policies” pages. Multiple pages can be created further to these according to your requirement.

7) **Store** → **Links:** Add browse links to the Main Menu and the Footer from the store links section.

(Register your Public IP for the store with CCAvenue)

MARKETING TOOLS

Discount Coupons: are an excellent way of attracting new customers and rewarding the loyalty of existing ones. They can serve as an effective marketing strategy for your online storefront. You can offer flat or percentage-based discounts or even provide free shipping to customers with these coupons.



Creating a discount coupon

Mix and match to create as many combinations of discount as desired with our discount coupon module.

In your M.A.R.S account, click on the **Marketing Tools > Discounts Coupons**, to go to discount coupon page.

Discount Coupons

404 Discount Coupons | Search New Discount Coupon

Discount Code	Discount Type	Discount Details	Status
AVE1403171813033	Discount of 2.00% on Entire Order upto maximum discount amount of INR 1000.00	<ul style="list-style-type: none"> Used 0 times No limit on uses Starts 19-06-2014 , ends 28-06-2014 	Enabled
AVE1402922513185	Discount of 10.00% on Test Product upto maximum discount amount of INR 0.00	<ul style="list-style-type: none"> Expired on 19-06-2014 Used 0 times No limit on uses Starts 16-06-2014 , ends 19-06-2014 	Expired
AVE1402547643916	Discount of USD 1.00 on Entire Order	<ul style="list-style-type: none"> Expired on 17-06-2014 Used 0 times No limit on uses Starts 12-06-2014 , ends 17-06-2014 	Expired
TESTCOUPEN2	Discount of INR 5.00 on Entire Order	<ul style="list-style-type: none"> Used 1 times No limit on uses Starts 02-06-2014 , ends 30-06-2014 	Enabled
TESTCOUPEN	Discount of INR 5.00 on Entire Order	<ul style="list-style-type: none"> Expired on 31-05-2014 Used 0 times 	Expired

On the discount coupon page, click the **New Discount Coupon** button. On this page you can enter all the details and create a new discount coupon.

Under **Discount code** enter your desired discount code or generate a discount code using the "Generate" link. This discount code will be entered by the user to avail the discount.

CC-Avenue Himanshu Jain Resources Support Logout

[Orders](#)
[Invoice](#)
[Products](#)
[Store](#)
[Marketing Tools](#)
[Brand 360°](#)
[Reports](#)
[Settings](#)

New Discount Coupon

Discount Code: [Generate](#)

Discount Type:

Discount Currency:

Discount Details

Discount coupon valid from until

The discount coupon can be used times.

Discount coupon can be used times by a single user.

[Create Discount Coupon](#) or [Cancel](#)

Under **Discount Type**, use the drop-down menu to set the discount type you wish to offer. You can either offer a flat discount, percentage discount, or free shipping.

(a) Flat Discount:

(b) Percentage Discount

(c) Free Shipping:

Under **Discount Currency**, select the currency to associate with this discount code.

Under **Discount Type**, select if your,

- (a) Flat discount is on
 - (1) Entire order
 - (2) Orders over a particular amount
 - (3) Specific products

Enter the amount in the text box (e.g. 100.00 INR).

- (b) Percentage Discount is on
 - (1) Entire order (maximum amount upto which discount is allowed has to be specified)
 - (2) Orders over a particular amount
 - (3) Specific products

Enter the discount in percentage in the text box (e.g. 10.00 %).

- (c) Free Shipping is on
 - (1) Entire order
 - (2) Orders over a particular amount

Enter the amount of discount you wish to allow (e.g. INR 100/-).

Under **Discount Details**,

- (a) Select the validity period for the discount coupon.
- (b) Select the number of times the discount coupon can be used. (Default value is: infinite times)
- (c) Select how many times a single user can use the discount coupon. (Default value is: infinite times)

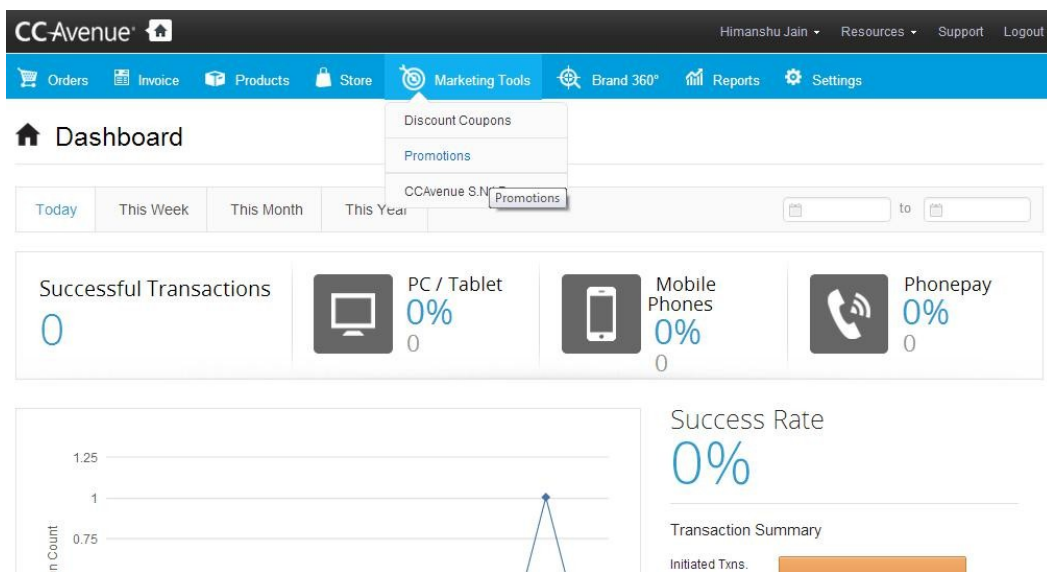
Click the **Create Discount Coupon button** and you're done!

Important Info

1. There are no limits to the number of discount coupons you create. Make as many as you want!
2. Your customers cannot "stack" discounts. If they choose to use a *10% off* discount, they can't use an additional "free shipping" coupon. Only a single discount at a time will be valid.
3. The expiry time of a discount coupon is the end of the day specified. For example, a coupon with an expiry date of 07/09/2010 will expire at **00:00 AM** 08/09/2010.
4. You can edit a discount coupon, however, you can't edit the discount codes, discount type and discount currency. You can edit the validity period of the coupon and usage limits i.e. the number of times it can be used by single and multiple customers. You can also edit the Discount Status, you can either Enable a coupon OR Disable a coupon by simply clicking on the options available.

- Product specific discount coupon will apply to all quantities of a product when the customer has gone to the checkout and applied the discount code. For example: if a customer adds 10 of the same product, the product specific code will apply discount all 10.

Promotions: CCAvenue empowers you to offer bank specific and BIN-based promotional offers on your website to enhance brand visibility and encourage impulse purchases. Offer flat or percentage-based discounts and cash-back to customers. This is an effective marketing tool that enables you to target online customers using specified bank cards/bank accounts.



Create a Promotion

In your M.A.R.S account, click on the **Marketing Tools > Promotions**, to go to the Promotions page.

Promotions

4 Promotions | Search New Promotion

Promotion Name	Promotion Code	Promotion Type	Promotion Details	Status
test2	PROMO1351	Cash back of INR 3.00 on Orders Over INR 300.00 purchased using Done Card issued by ITZ Cash Payments	• Starts 13-06-2014 , ends 20-06-2014	Published
test	PROMO1350	Cash back of INR 2.00 on all orders purchased using Visa issued by IDBI Bank	• Starts 12-06-2014 , ends 18-06-2014	Published
bags	PROMO1349	Cash back of 1.00% on Orders Over INR 200.00 purchased using Done Card issued by GI Technology	• Starts 12-06-2014 , ends 18-06-2014	Published
khare007	PROMO1348	Cash back of INR 10.00 on all orders purchased using MasterCard issued by State Bank of India	• Starts 11-06-2014 , ends 25-06-2014	Published

On the Promotions page, click the **New Promotion button** where, you can enter details and create a new promotion.

Promotion Name:	<input type="text"/>
Promotion Short Description:	<input type="text"/>
Promotion Type:	<div>Select Type</div>
Cash back / Discount Type:	<div>Select Type</div>
Promotion Currency:	<div>Select</div>
Payment Option:	<div>Select</div>
Do you have Specific BILIs ?:	<div><input type="radio"/> Yes <input checked="" type="radio"/> No</div>
Bank Name:	<div>Select</div>
Card Name:	<div><input type="text"/></div>
Promotion Terms & Conditions:	<div><input type="text"/></div>

Promotion Details

Promotion is valid from From until To

Analytics Code

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

Fill in the **Promotion Name** and **Promotion Short Description**.

Under **Promotion Type**, use the drop-down menu to select Promotion Type you wish to offer. You can either offer **Cash Back** or **Discount** type.

[illegible]

Under **Cash back/ Discount Type**, use the drop-down menu to select either flat or percentage cash back / discount.

 New Promotion

[illegible]

Under **Promotion Currency**, select the currency to associate with this promotion.

Under **Payment Options**, use the drop-down menu to select Cash Card, Credit Card, Debit Card, Mobile Payments or Net Banking.

(a) If you select Cash Cards, Credit Card, Debit Card or Mobile Payments:

- (1) Under **Do you have Specific BINs?**, Select **Yes** if you have the BINs from the specific bank or **No** if you do not have BINs.

Note: BIN (Bank Identification Number) is the 6-digit number associated with the bank card specified for the promotion.

- (2) If you select **Yes**, enter BINs in the text area provided. You can enter multiple BINs separated by comma.
- (3) If you select **No**, the BIN list available in CCAvenue database would be used for the bank selected.
- (4) Under **Bank Name**, use the drop-down menu to select the relevant bank offering the promotion.
- (5) Under **Card Name**, card types associated with the selected bank are displayed. You can select multiple card types by holding the Ctrl key.

Payment Option:	Cash Card
Do you have Specific BINs?:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Bank Name:	Select
Card Name:	
Promotion Terms & Conditions:	

(b) If you select Net Banking:

Under **Bank Name**, use the drop-down menu to select the relevant bank offering the promotion.

Payment Option: Net Banking

Bank Name: Select

Promotion Terms & Conditions:

Under **Promotion Description**, you can enter details for:

- a. Flat **Cash back / Discount**
 - i. Order amount
 - ii. Orders over a particular amount
- b. Percentage **Cash back / Discount**
 - i. Order amount
 - ii. Orders over a particular amount

Promotion Description

Cash back of INR 100 on Order Amount

Promotion Details

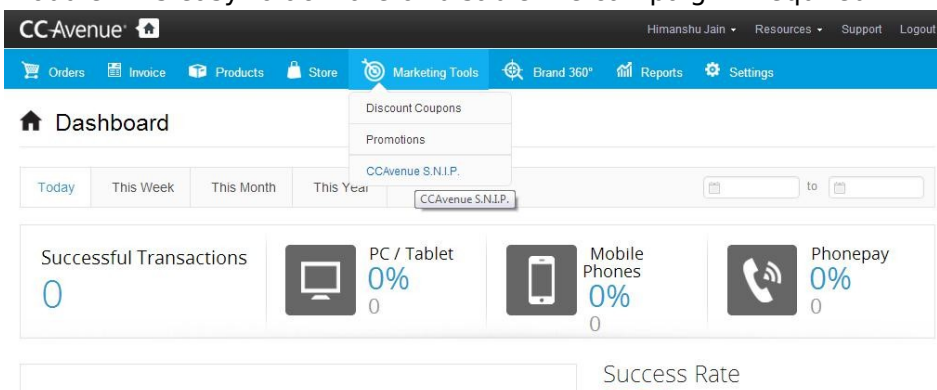
Under **Promotion Details**:

- (1) Select the validity period for this Promotion.
- (2) Enter the Google Analytics Code for this Promotion.

Click the **Create Promotion button** and your Promotion is ready!

CC Avenue S.N.I.P. (Social Network In-stream Payments): This facility is designed to help you monetizing your Social Media presence. It allows you to sell merchandise and collect payments in-stream, instantly across all leading social networks. This section enables you to launch and manage your S.N.I.P. campaigns easily and effectively. By linking your Facebook, Twitter and Google+ accounts to your **Social Streams** through your M.A.R.S Account, you can publish your product or service campaigns in just a click.

Create an S.N.I.P. Campaign: You can launch as many S.N.I.P. campaigns as desired with this module. It is easy to activate or disable the campaign if required.























The screenshot shows the CC Avenue M.A.R.S. dashboard. The top navigation bar includes links for Orders, Invoice, Products, Store, Marketing Tools, Brand 360, Reports, and Settings. The Marketing Tools dropdown menu is open, showing options for Discount Coupons, Promotions, and CC Avenue S.N.I.P. The S.N.I.P. option is selected, and a date range selector is visible. Below the navigation bar, the dashboard displays various metrics: Successful Transactions (0), PC / Tablet (0%), Mobile Phones (0%), and Phonepay (0%). A Success Rate section is also visible at the bottom.

In your M.A.R.S account, click on the **Marketing Tools > CCAvenue S.N.I.P. Campaign**, to go to the Social Network In-stream Payment (S.N.I.P.) page.

Social Network In-stream Payments (S.N.I.P.) Campaign

273 Campaigns |

New Campaign

Title	Price	Type	Details	Status
 SNIP Transaction	INR 11.00	Sale	<ul style="list-style-type: none">2 deals purchased0 purchases remainingStarts 02-05-2014, ends 28-05-2014	Expired   
 newDeal	INR 10.00	Sale	<ul style="list-style-type: none">0 deals purchased10 purchases remainingStarts 25-03-2014, ends 31-03-2014	Expired   
 Test SNIP	INR 77.00	Sale	<ul style="list-style-type: none">0 deals purchased77 purchases remainingStarts 26-03-2014, ends 27-03-2014	Expired   
 Test	INR 77.00	Sale	<ul style="list-style-type: none">0 deals purchased10 purchases remainingStarts 26-03-2014, ends 30-04-2014	Expired   
			<ul style="list-style-type: none">0 deals purchased	Disabled   

On the S.N.I.P. Campaign page, click the **New Campaign** button. On this page, you can enter all the details and create a new S.N.I.P. Campaign.

New Social Network In-stream Payments (S.N.I.P.) Campaign

Title:
Type: ☒ Sale ☐ Donation
Price: **Currency** **Price** **Shipping Price**


Total Deals: ☐ Unlimited
Image:

Campaign Details

Campaign is valid from **until** **To**
Analytics Code

Publish on

☐ Facebook Profile
☐ Facebook Page
☐ Twitter Profile
☐ Google+ Profile (James Bond UK)

Once the campaign is created, to publish the campaign on Twitter, Google +, Whatsapp, Pinterest, Tumblr etc, simply copy & paste the S.N.I.P. link from the listing page by clicking on the  icon

Campaign Status

Publish / Enable Campaign: ☒ Yes ☐ No

or [Cancel](#)

Under **Title**, enter the name of your S.N.I.P. campaign in alphanumeric characters only.

Under **Type**, select the type of S.N.I.P. campaign. Your campaign can be for a **sale** or a **donation**.

Under **Price**, select the currency and enter the price. Additionally, you will need to enter the shipping price if the type of

campaign is **sale**.

Under **Total Deals**, enter the number of deals. Select **Unlimited** for infinite deals.

Under **Image**, select the **Add Image** button to add the brand image for your campaign.

Under **Campaign Details**,

a) Select the validity period for the S.N.I.P. campaign

b) Enter the Analytics Code in the text box in the valid format (e.g. UA-1234567-12)

Under **Publish on**, select the relevant social streams from the available options to publish your campaign (Refer to important

info section).

Under **Campaign Status**, select **Yes** or **No** to publish (enable) or disable your S.N.I.P. campaign respectively.

Click the **Create Campaign** button and you're done!

Edit Campaign

You can edit an enabled campaign with our CCAvenue S.N.I.P. module. It is easy to activate or disable the campaign if required.

Important Info

There are no limits to the number of CCAvenue S.N.I.P. campaigns you can create – Make as many as you want! The number of Social Networks that you can avail for CCAvenue S.N.I.P. is likely to increase over a period of time. You can activate or deactivate your social streams from the **Settings> Social Streams** module.

The Social Media Profile used to connect in your Social Streams will be displayed under **Publish on** when you create or edit a CCAvenue S.N.I.P. Campaign. You need to click on the relevant social stream from the available options to publish your

campaign.

To connect to your social stream on Facebook, you need to select both the **Facebook Profile** as well as the **Facebook Page**

option under **Publish on** while creating or editing a campaign.

The expiry date of a CCAvenue S.N.I.P. campaign is the end of the day specified. For example, a campaign with an expiry date of 07/08/2015 will expire on 00:00 AM 08/08/2015.

REPORTS

Our Reports module provides detailed reports and statistical information on your transactional and sales activity. You can view reports and summaries of unsettled transactions, payouts, overall sales report, sales report payment option wise, direct bank settlements and CCAvenue Service Invoice. These reports are comprehensive, accurate and contain real-time data that help you take timely decisions for achieving business targets.

You need to go to the **Reports** section of your **M.A.R.S.** module and select the particular report from the list to view its contents in an easy-to-understand layout, which may feature graphs for further clarity.

Search Criteria

Each report comes with an advanced search functionality that enables you to locate specific records by selecting search criteria such as the transaction status, period, currency, etc. We have provided below a screenshot of the search functionality for unsettled transactions. If you wish to view only unsettled transactions that have been shipped from the report listing, select “shipped” as your **Transaction Status** in the search box.

Total Unsettled Transactions: **76**

Search

Export

Order #		
13926937		014
71751347		014
63120119	17193789	05-06-2014
555	14357300	05-06-2014
555	14357300	05-06-2014
55587463	232617193788	04-06-2014

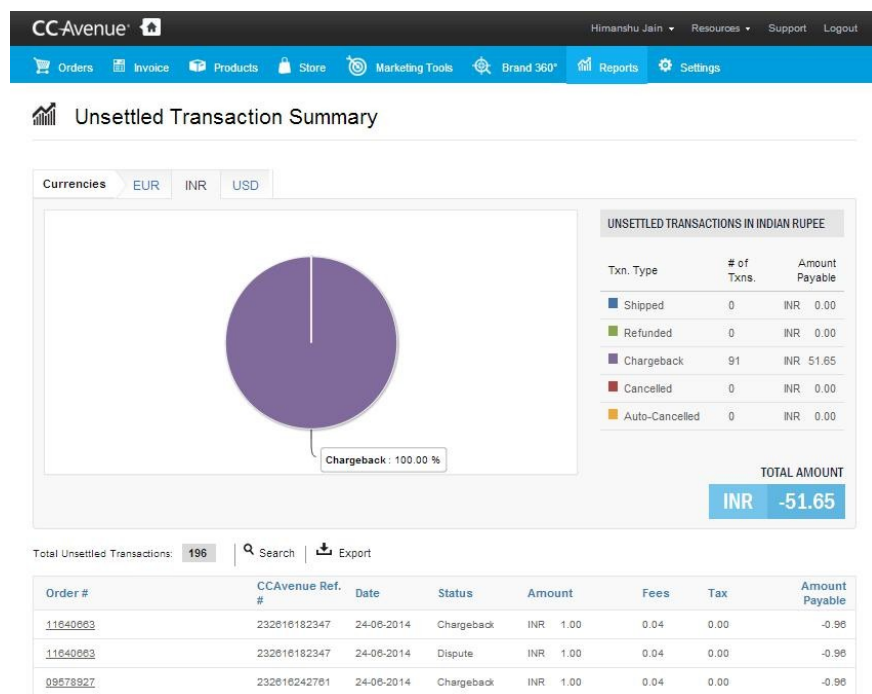
Transaction Status

☐ Shipped
 ☐ Cancelled
 ☐ Refunded
 ☐ Chargeback
 ☐ Auto-Cancelled

Exporting Files

You can download individual reports easily from our **Reports** module in excel format. You need to click the **Export** icon above the report listing to download the excel file containing all the parameters onto your local computer.

List of Reports 1) Unsettled Transaction Summary



The **Unsettled Transaction Summary** provides details of your transactions which have not yet been settled.

The Report Listing displays the Order #, CC Avenue Ref #, Order Date, Order Status, Order Amount, Fees, Tax and Amount Payable for each order.



You can view the details and statistics of unsettled transactions according to their transaction type viz. **Shipped, Refunded,**

Chargeback, Cancelled and **Auto-Cancelled.**

You can also view currency-wise details and stats for transactions.

2) Payout Summary

Payout Summary

Total Payouts: 5 |  Search |  Export

No.	Pay ID	Transaction Curr.	Settlement Date	Settlement Curr.	Amount	Settlement Mode	Settled To
1	5433	INR	14-03-2014	INR	6049.75	NEFT	HDFC BANK LTD
2	5407	INR	10-03-2014	INR	-2.0	NEFT	HDFC BANK LTD
3	5373	INR	07-03-2014	INR	-0.08	NEFT	HDFC BANK LTD
4	5271	INR	25-02-2014	INR	2995.89	NEFT	HDFC BANK LTD
5	4964	USD	28-01-2014	INR	-21294.0	NEFT	CANARA BANK

The **Payout Summary** provides details of your payout settlements.

The Report Listing displays the Pay ID, Transaction Currency, Settlement Date, Settlement Currency, Amount Paid,

Settlement Mode and the name of the bank receiving the settlement for each settlement.

You can locate settlement records according to the Pay ID, period or currency using our advanced search filter.

To view the details of a particular payout, you need to click on its Pay ID. We have provided below the payout details for Pay ID 5407 from the report listing.

Payout Details

 Export

Pay ID	Settlement Date	Settlement Amt.	Pay To	Payment Mode	Bank Account No.
5407	10-03-2014	INR -2.00	PODAR School	NEFT	HDFC BANK LTD - 856544777

Particulars	Credits		Debits		Balance	Settled in INR at 1.00
Sales	INR	7.00			INR 7.00	
CCAvenue Fees			INR	0.00	INR 7.00	
Tax on Fees			INR	0.00	INR 7.00	
Refunds			INR	7.00	INR 0.00	
Chargeback			INR	2.00	INR -2.00	
TDS	INR	0.00			INR -2.00	
Net Payable	INR	7.00	INR	9.00	INR -2.00	INR -2.00

3) Sales Report

Sales Report

Search Export

Period	Curr.	Sales #	Sales Amt.	Refunds #	Refunds Amt.	Gross Revenue	CCAvenue Fees	Tax on Fees	Net Revenue
Jan-2014	INR	3	3.00	2	1.50	0.90	11.01	1.36	-11.47
Feb-2014	INR	11	8123.00	4	21.00	8097.00	105.44	13.03	7978.53
Mar-2014	INR	1	1.00	0	0.00	0.00	0.04	0.00	-0.04
Year 2014	INR	15	8127.00	6	22.50	8097.90	116.49	14.39	7967.02
Mar-2013	INR	8	8.00	6	5.50	2.50	28.00	0.00	-25.50
Apr-2013	INR	40	55.00	28	26.23	28.77	85.19	0.00	-56.42
May-2013	INR	14	14.00	0	0.00	14.00	21.00	0.00	-7.00
Jun-2013	INR	9	661.00	6	227.00	383.00	17.20	15.00	350.80

The **Sales Report** provides period-wise details of your sales transactions.

The Report Listing displays the Currency, Sales Amount, No. of refund cases, Amount of Refunds, Gross Revenue, CCAvenue

Fees, Tax on Fees and Net Revenue for each period at a glance.

You can ascertain your sales performance period-wise or currency-wise using our advanced search functionality.

4) Sales Report by Payment Type

Sales Report by Payment Type

Search

Payment Type	# of Orders	% of Orders	Curr.	Gross Revenue	% of Gross Revenue	Avg. Ticket Size
MARCH 2014						
ICICI Bank - Net Banking	1	100.00%	INR	0.00	0.00%	0.00
	1	100.00%	INR	0.00	100.00%	0.00
FEBRUARY 2014						
ICICI Bank - Net Banking	1	9.09%	INR	0.00	0.00%	0.00
Karnataka Bank - Net Banking	1	9.09%	INR	1.00	0.01%	1.00
MasterCard - Credit Card	6	54.55%	INR	5107.00	63.07%	851.17
Visa - Credit Card	3	27.27%	INR	2989.00	36.91%	996.33
	11	100.00%	INR	8097.00	100.00%	736.09
JANUARY 2014						
IOB Debit card - Debit Card	1	33.33%	INR	0.00	0.00%	0.00
MasterCard - Credit Card	2	66.67%	INR	0.90	100.00%	0.45
	3	100.00%	INR	0.90	100.00%	0.30

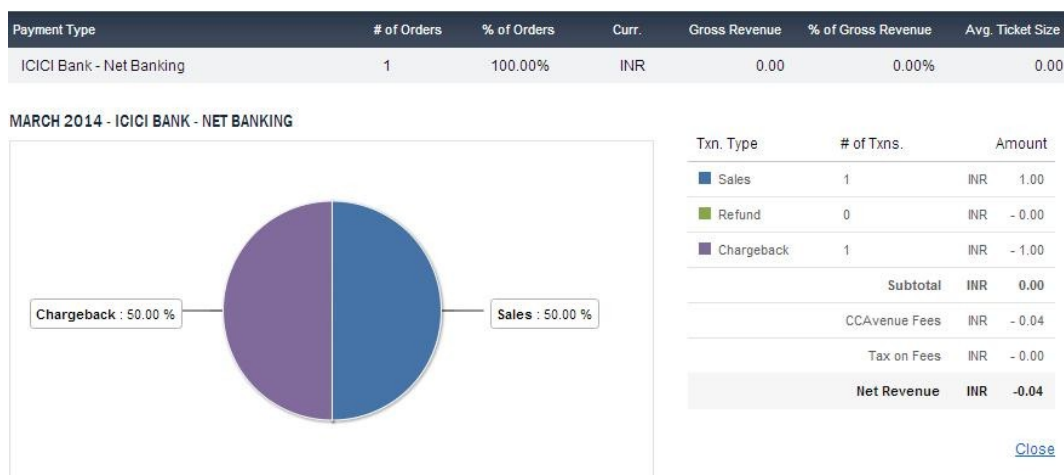
The **Sales Report by Payment Type** provides period-wise details of your sales transactions according to the payment type. Thus indicating which Payment method is most popularly used on your portal.

The period-wise Report Listing displays the Payment Type, No of orders for that payment type, % contribution of payment type for all orders in a period, currency, gross revenue, % contribution of payment type in Gross Revenue and average ticket

size of orders for that payment type in the specified period(s).



You can ascertain your sales performance by payment type period-wise or currency-wise using our advanced search functionality.

- To view the details of a particular payment type for a period, you need to simply click on its name. We have provided below the details for payment type **ICICI BANK - NET BANKING** for **MARCH 2014** from the sample report listing:



5) Direct Bank Settlements

Direct Bank Settlements

Total Transactions: 1 |  Search |  Export

Order #	CCAvenue Ref. #	Date	Status	Amount	Fees	Tax	Amount Payable
04113621	224819291434	05-09-2013	System Refund	INR 0.00	0.04	0.00	0.04

The **Direct Bank Settlements** Report provides details of your direct bank settlements which are done by the bank into your account.

The Report Listing displays the Order #, CCAvenue Ref #, Order Date, Order Status, Order Amount, Fees, Tax and Amount

Payable for each order.

You can use our advanced search functionality to locate specific direct bank settlements according to the period, currency or the name of the bank.

6) CCAvenue Service Invoice

CCAvenue Service Invoice

Total Records: 2 | Search | Export

Invoice #	Amount (INR)	Invoice Date	Date From	Date To	Actions
01201400001	-3680.91	31-01-2014	01-01-2014	31-01-2014	
02201400001	320.80	28-02-2014	01-02-2014	28-02-2014	

The **CCAvenue Service Invoice** provides details of your earnings from the CCAvenue Service Invoice transactions

The Report Listing displays the CCAvenue Service Invoice Number, Invoice Amount, Invoice Date and Invoice validity Period. You can use our advanced search functionality to locate specific CCAvenue Service Invoice according to the period.

You can also view a particular service invoice and take printout of it or resend it across by email.

7) Reconciliation Report :

This report consists of records which are updated post our reconciliation with the banks.

If the status of the transaction was not updated in real time but the customer is charged, these transaction status is updated as successful for non-Instant Gratification* merchants and reversed back to the customer for Instant Gratification merchants. Such transactions can be extracted from these reports.

Instant Gratification: In the ecommerce environment when a transaction traverses from merchant site to payment gateway to bank page there are possibilities that the transaction is charged on the bank page but when redirecting back to CCAvenue it drops due to

- a) Session time out
- b) Connectivity issue
- c) Customer closes browser on the bank page

In such cases CCAvenue received offline reconciliation file from the banks the next working day.

If the customer is charged and transaction status is unknown to CCAvenue we handle it in 2 ways based on merchant settings:

a) **Case 1** : Convert the awaited transaction as successful . This is apt for brick and mortar merchants. Such merchants are **configured** as non-instant gratification merchants.

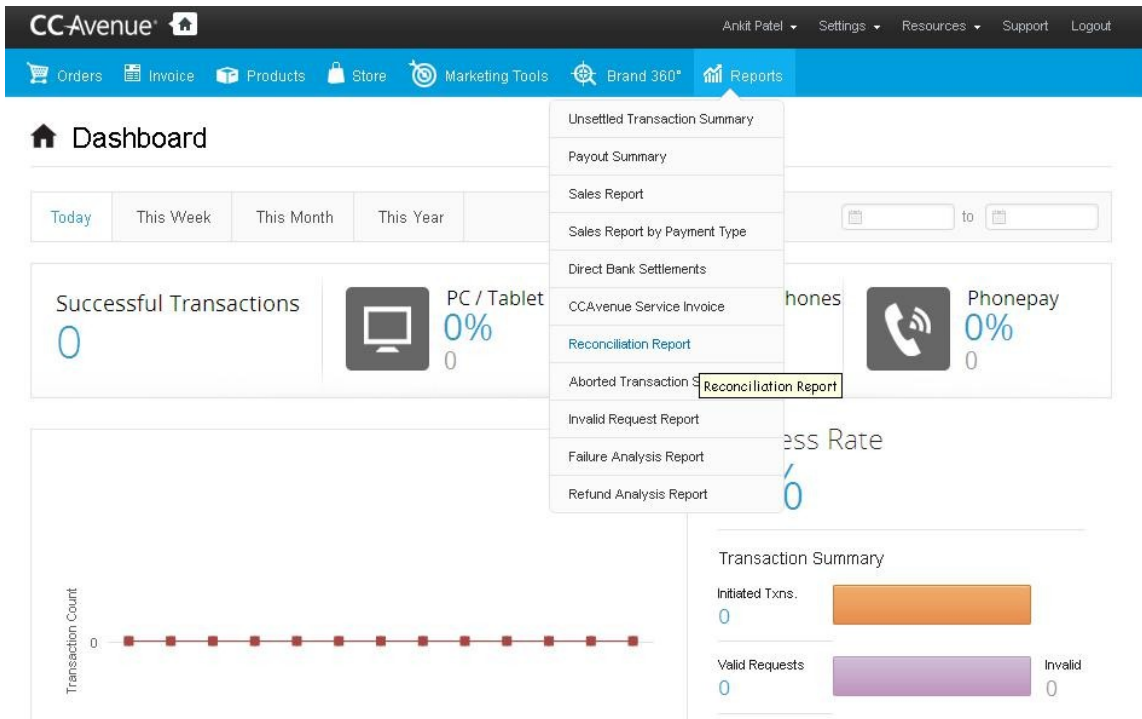
b) **Case 2**: Reverse the charged transaction back to bank. This is apt for real time service rendering merchants. Such merchants are configured as instant gratification. If you wish to opt for the instant gratification mode for your account, do let us know and we shall configure your account for the same.

Alternatively, merchant may decide **on the fly** which transactions need to be considered for IG and which on non-IG. This can be done using the parameter instant_gratification.

Example:

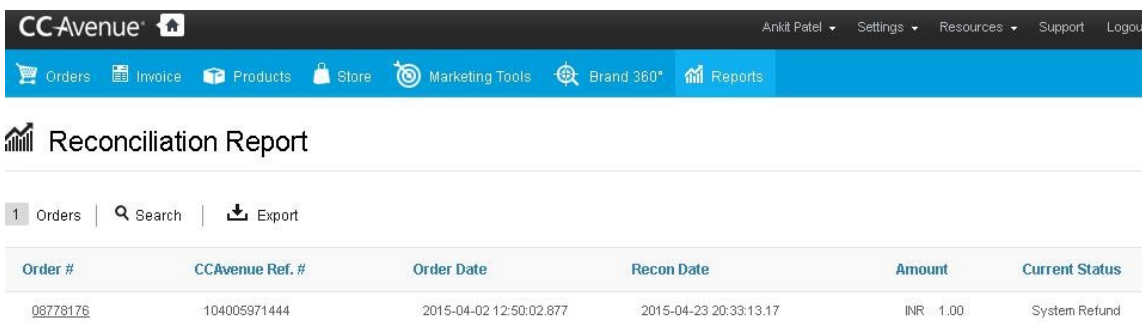
<input type="text" name="instant_gratification" value="Y"> (Transaction would be considered as IG)
 <input type="text" name="instant_gratification" value="N"> (Transaction will not considered as IG)

You may find this report under Reports --> Reconciliation Report



The screenshot shows the CC Avenue dashboard. The top navigation bar includes links for Orders, Invoice, Products, Store, Marketing Tools, Brand 360, and Reports. The Reports menu is open, displaying a list of reports: Unsettled Transaction Summary, Payout Summary, Sales Report, Sales Report by Payment Type, Direct Bank Settlements, CCAvenue Service Invoice, Reconciliation Report (highlighted), Aborted Transaction Summary, Invalid Request Report, Failure Analysis Report, and Refund Analysis Report. The dashboard also features a 'Dashboard' section with filters for Today, This Week, This Month, and This Year. It includes a 'Successful Transactions' counter (0), a 'PC / Tablet' usage chart (0%), and a 'Phonepay' usage chart (0%). A 'Transaction Summary' section shows 'Initiated Txns.' (0) and 'Valid Requests' (0) with a bar chart.

Select the date range for which you want to search the report and click on search.



The screenshot shows the 'Reconciliation Report' page. It includes a search bar and an 'Export' button. Below the search bar is a table with the following data:

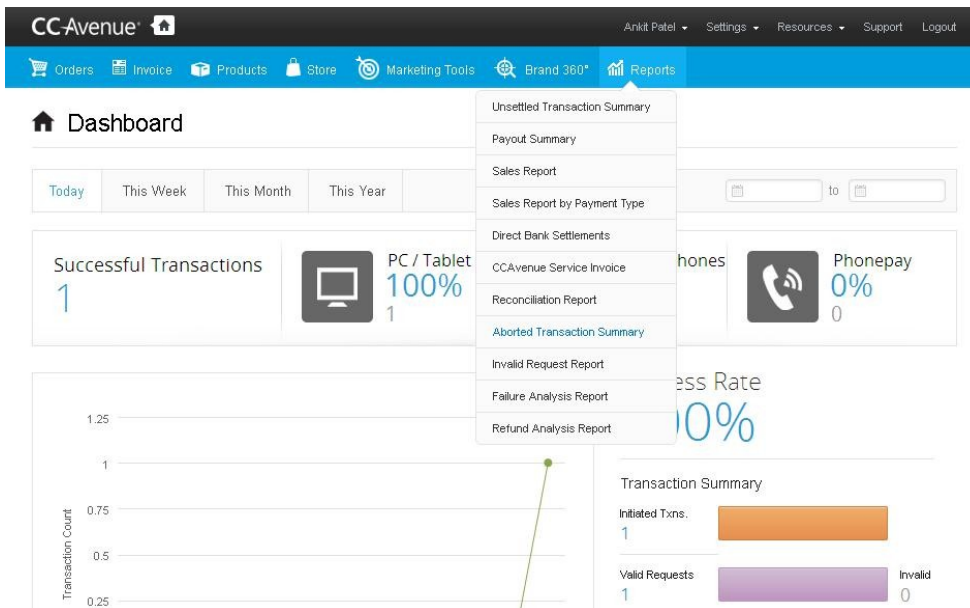
Order #	CCAvenue Ref. #	Order Date	Recon Date	Amount	Current Status
08778176	-104005971444	2015-04-02 12:50:02.877	2015-04-23 20:33:13.17	INR -1.00	System Refund

You may also export it in excel format , by clicking on Export option.

8) Aborted transaction report :

This report consists of transactions which are cancelled on the CCAvenue page by the customer with reasons if specified by the customer.

You may find this report under Reports --> Aborted transaction report



Select the date range for which you want to search the report and click on search .

You may also export it in excel format , by clicking on Export option.

Order #	CCAvenue Ref. #	Date	Amount	Cancellation Reason
(null)	104006435159	2015-04-13 12:41:41.413	INR 1.00	
(null)	104006435255	2015-04-13 12:43:13.05	INR 1.00	Transaction aborted at the bank end.
(null)	104006442818	2015-04-13 15:16:11.483	INR 1.00	Transaction aborted at the bank end.
(null)	104006444823	2015-04-13 15:56:23.337	INR 1.00	
(null)	104006444865	2015-04-13 15:57:22.923	INR 1.00	
00790558	104006359396	2015-04-11 12:14:11.837	INR 1.00	
01229182	104006531249	2015-04-15 15:15:06.907	INR 1.00	
00721278	104006811945	2015-04-22 15:42:04.397	INR 1.00	Browser closed
02659259	104006178022	2015-04-07 11:33:29.61	INR 1.00	
02500871	104006493866	2015-04-14 17:34:38.877	INR 1.00	
02136127	104006825609	2015-04-17 18:13:29.373	INR 1.00	Browser closed
03511298	104005938625	2015-04-01 18:12:52.977	INR 1.00	
03391343	104006277540	2015-04-09 14:45:36.08	INR 1.00	Browser closed
03959747	104006533096	2015-04-15 15:53:05.92	INR 1.00	
1	104005920878	2015-04-01 12:17:36.177	USD 106.00	Cancel reason is not specified by the customer.
1	104005932817	2015-04-01 16:11:30.483	INR 510.00	Cancel reason is not specified by the customer.

9) Invalid request report :

This report bears the list of transactions which is rejected by the PG as invalid parameters or restricted characters are posted to us. Please use this link :

https://mars.ccavenue.com/mer_register/security_update.htm to see list of restricted characters. You may find this report under Reports --> Invalid request report

The screenshot displays the CC Avenue M.A.R.S. dashboard. At the top, there's a navigation bar with 'Orders', 'Invoice', 'Products', 'Store', 'Marketing Tools', 'Brand 360', and 'Reports'. The 'Reports' tab is selected, and a dropdown menu is open, showing a list of reports: 'Unsettled Transaction Summary', 'Payout Summary', 'Sales Report', 'Sales Report by Payment Type', 'Direct Bank Settlements', 'CCAvenue Service Invoice', 'Reconciliation Report', 'Aborted Transaction Summary', 'Invalid Request Report' (highlighted), 'Failure Analysis Report', and 'Refund Analysis Report'. On the left, the 'Dashboard' section shows 'Successful Transactions' as 1, 'PC / Tablet' usage as 100%, and 'Phonepay' usage as 0%. A line graph shows 'on Count' over time. On the right, a 'Transaction Summary' section shows 'Initiated Txns.' as 1.

Select the date range for which you want to search the report and and click on search.

Invalid Requests Report

3 Orders | Search | Export

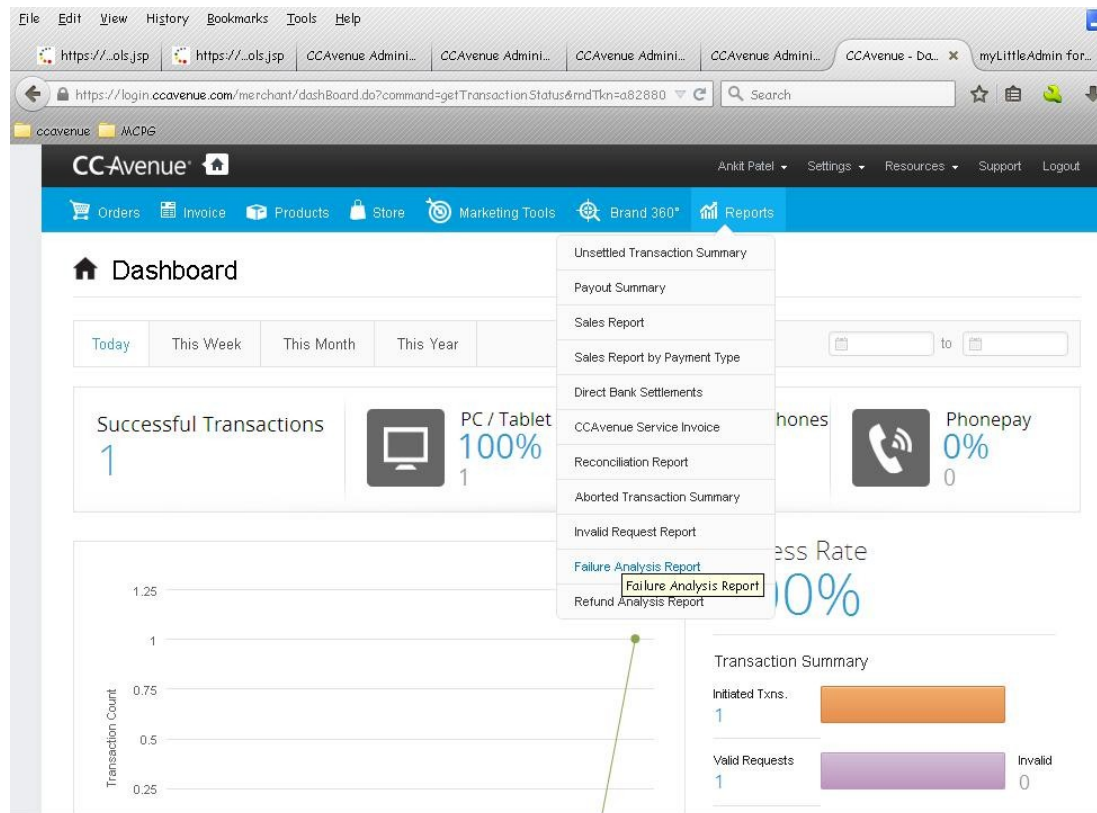
Order #	CCAvenue Ref. #	Date	Amount	Rejection Reason
12365478911	104006740957	2015-04-20 19:56:04.587	INR 1.00	21008:billing_zip: Required parameter missing., 21009:billing_country: Required parameter missing., 21004:billing_name: Required parameter missing., 21010:billing_tel: Required parameter missing., 210
62629824	104006209698	2015-04-07 22:47:30.463	INR 1.00	31024:expiry_month:Invalid Parameter
wbtf_2015-04-09_4_10150_10157_2	104006290241	2015-04-09 19:19:54.593	INR 1.00	CommonValidator.Errors.Add_OrderNoShouldNotExceed

You may also export it in excel format , by clicking on Export option.

10) Failure Analysis :

This report consists of transactions which are Unsuccessful with appropriate failure reasons from the banks end. In case you observe a spike in failure ratio you may use this report for detailed analysis.

You may find this report under reports --> Failure Analysis



The screenshot displays the CC Avenue Merchant Accounting & Reporting System (M.A.R.S.) dashboard. The top navigation bar includes links for Orders, Invoice, Products, Store, Marketing Tools, Brand 360, and Reports. The main dashboard area shows a 'Successful Transactions' count of 1, a 'PC / Tablet' success rate of 100%, and a 'Phonepay' success rate of 0%. A 'Reports' dropdown menu is open, showing various report options including 'Failure Analysis Report'. The 'Failure Analysis Report' is highlighted. The dashboard also features a 'Transaction Summary' bar chart showing 'Initiated Txns.' (1) and 'Valid Requests' (1) compared to 'Invalid' (0).

Failure Analysis Report

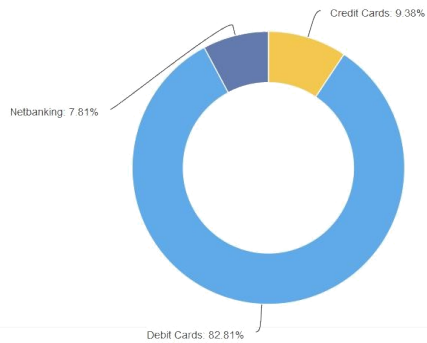
64

TOTAL FAILURES

12.80%

OVERALL FAILURE RATE

Date: 23-04-2015 to 24-04-2015 Go

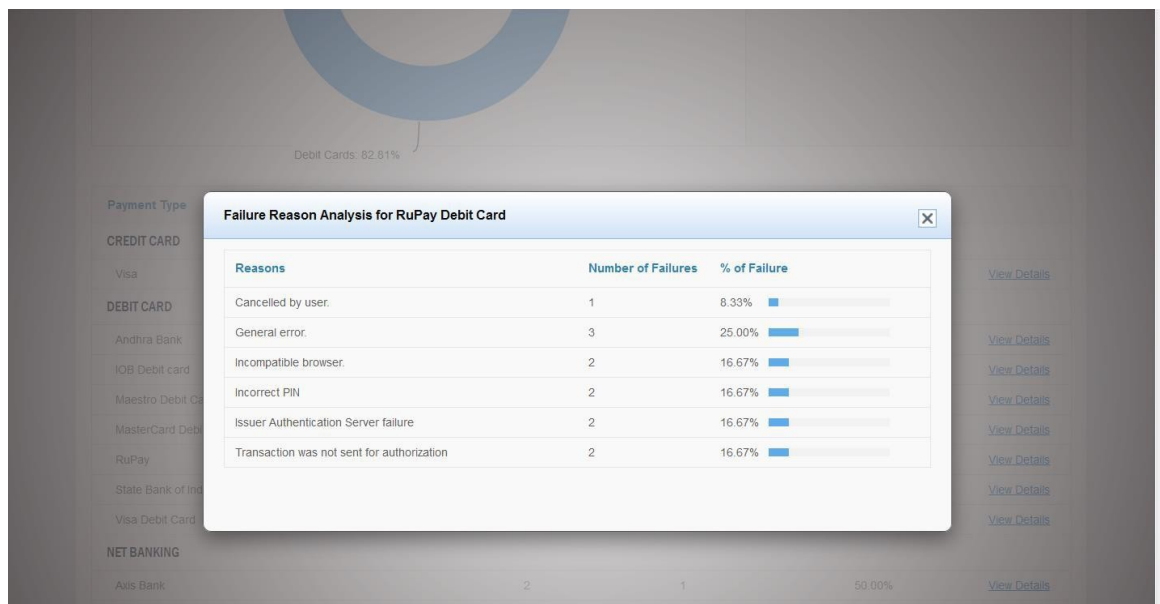


TRANSACTION FAILURE BY PAYMENT TYPE

Payment Type	Count (%)
Credit Cards	6 (9.38%)
Debit Cards	53 (82.81%)
Netbanking	5 (7.81%)

Payment Type	Total Transactions	Failed Transactions	Rate of Failure	
CREDIT CARD				
Visa	64	6	9.38%	View Details
DEBIT CARD				
Andhra Bank	3	2	66.67%	View Details
IOB Debit card	2	1	50.00%	View Details

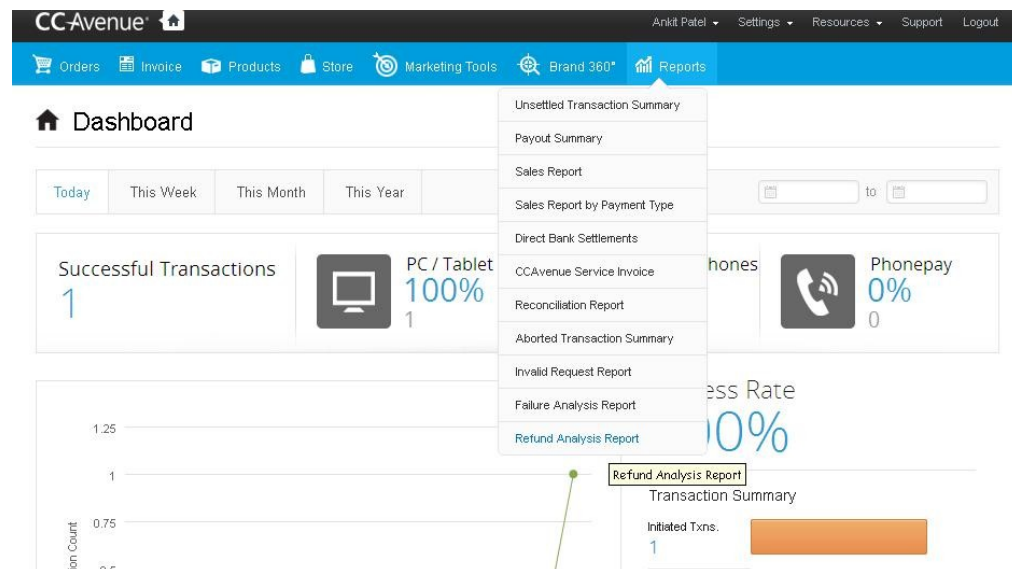
Once you click on **View Details**, it will provide you the exact distribution of failure counts on the basis of reasons received from the bank :



11) Refund Analysis :

This report provide you with the process of refund , it provides you with the Average Refund time taken by each payment option, and also with any successful/failure or pending refunds.

You may find this report under reports --> Refund Analysis



The screenshot shows the CC Avenue dashboard. The top navigation bar includes links for Orders, Invoice, Products, Store, Marketing Tools, Brand 360, and Reports. The Reports menu is open, showing a list of reports: Unsettled Transaction Summary, Payout Summary, Sales Report, Sales Report by Payment Type, Direct Bank Settlements, CCAvenue Service Invoice, Reconciliation Report, Aborted Transaction Summary, Invalid Request Report, Failure Analysis Report, and Refund Analysis Report. The Refund Analysis Report is highlighted. The dashboard also displays various metrics: Successful Transactions (1), PC / Tablet (100%), Mobile (0%), and a Success Rate (100%).

Select the date range for which you want to search the report and and click on search.

Refund Analysis Report

Date: 24-03-2015 to 24-04-2015

	REFUNDS INITIATED		SUCCESSFULLY REFUNDS		PENDING REFUNDS		FAILED REFUNDS	
Currency	Count	Amount	Count	Amount	Count	Amount	Count	Amount
INR	2	4.00	2	4.00	0	0.00	0	0.00
TOTAL	2	4.00	2	4.00	0	0.00	0	0.00

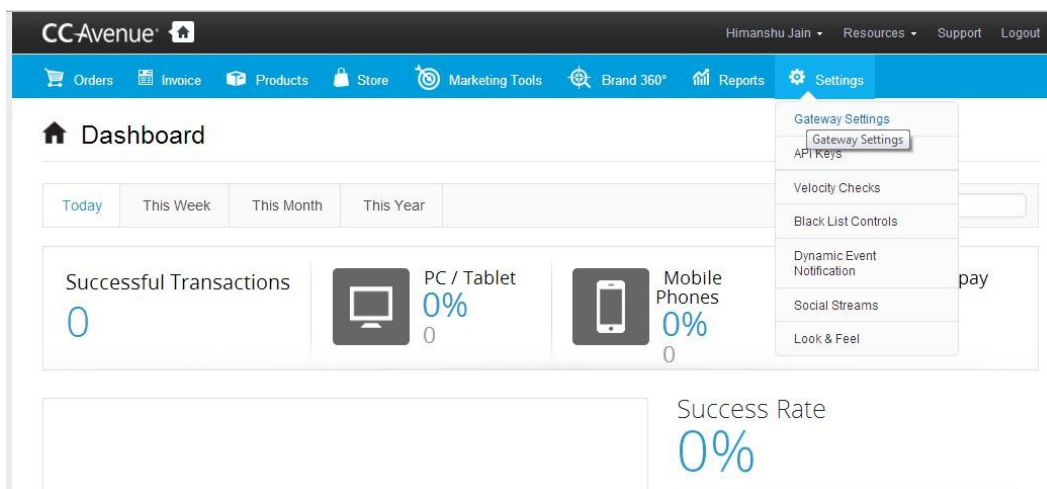
Currency: INR

Payment Type	Initiated	Successful	Pending	Failed	Avg. Refund Time
CREDIT CARD					
Amex	1	1	0	0	0 Days : 0 Hrs : 0 Mins
DEBIT CARD					
Visa Debit Card	1	1	0	0	0 Days : 15 Hrs : 0 Mins

SETTINGS

Gateway Settings: This section can be used to configure your account, you can set up and add web store details like webstore name and URL, upload logo on to the payment page, update email-id /mobile no for CCAvenue System Alerts, assign specific

email ids for receiving relevant correspondences e.g. Transactional, risk, account through mails and other settings that will be displayed on your CCAvenue payment page as explained below.



Update your gateway settings

1. In your M.A.R.S. account click on **Settings>Gateway Settings** to go to the Gateway Settings page.
2. Under **Web Store Name**, enter your web store name in the text space provided.

Web Store Name

We will display this name on CCAvenue's online ordering screens, and in customer e-mail messages. This does not affect the name that we use when making payments to you. It is only used when communicating with customers.

Web Store Name:

3. Under **Web Store URL**, you can view the primary URL set along with other URL(s) that are registered and verified with CCAvenue. Requests from only these URL(s) will be processed for your M.A.R.S. account.
4. Under **Upload Logo**, click on *Choose File Tab* and upload your company logo as per specifications mentioned, this will be displayed on the CCAvenue payment page.

Upload Logo

Only jpeg & jpg files of max. width 250 pixels & max. file size 20 KB is allowed


 No file chosen

5. Under **Edit Pre-Populated Data**, Click on the radio buttons *Yes OR No*, to allow customers to edit the pre-populated data on the CCAvenue payment page.

Edit Pre-Populated Data

Allow your customer to edit the pre-populated data on the CCAvenue payment page?

☒ Yes ☐ No

Note: If you select to allow your customer to edit this data, you may want to ensure that you capture the values we return back to you in real time to maintain data integrity for that order.

6. Under **Default Currency**, you can view the default currency in this section. You can choose multiple currencies while registering with CCAvenue, to allow your customers to transact. Customers can also switch to different currency if desired while using shopping cart (if you have selected multiple currencies).
7. Under **Default Language**, you can view the default language that you have set.
8. Under **Shipping Address**, choose from the two radio buttons to either i.e. Yes OR No, to display or mask the shipping details section on the CCAvenue payment page.

Shipping Address

Allow your customer to specify a shipping address different than the credit card billing address?

☐ Yes ☒ No

9. Under **Notes & Instructions**, in case you wish to allow your customer to add special instructions or notes for the order placed on the CCAvenue payment page you may select the "Yes" radio button else if you select "No" this section would be masked.

Notes & Instructions

Allow your customer to add special instructions or notes for your order?

☒ Yes ☐ No

10. Under **CCAvenue Checkout**, choose from the two radio buttons to either allow your customers to use CCAvenue Checkout on the payment page or not.

CCAvenue 1-Click Checkout

Allow your customer to avail CCAvenue 1-Click Checkout?

☒ Yes ☐ No

11. Under **Discounts**, choose from the two radio buttons to either allow your customers to enter the discount code on the payment page or not.

Discounts

Enable Discounts?

☒ Yes ☐ No

12. Under **Order Emails**, Click on the dropdowns available, to get emails for order confirmation, refunds and cancellations.

Order Emails

Do you want emails for order confirmation, refunds and cancellations to be sent to you and your custom

Send Order Transaction Email to: You Your Customer

Send Refund / Cancellation Email to: You Your Customer

13. Under **Order Alert SMS**, click on the check boxes to select whether order alert SMS to be sent to you and/or your customer. You can enter up to two mobile numbers in the fields provided.

Order Alert SMS

☐ Send order alert SMS to my customer

☐ Send order alert SMS on my mobile 1. +91 -
2. +91 -

14. **CCAvenue System Alerts** can be received on email ids and/or SMS's. Enter additional email ID's where all CCAvenue

System Alerts can be copied besides the one provided during registration. Also, enter mobile numbers if you wish to receive CCAvenue System Alerts.

CCAvenue System Alerts

Provide additional email ID's where all CCAvenue System Alerts can be copied besides the one provided during registration.

Email: 1.
2.

Provide mobile numbers if you wish to receive CCAvenue System Alerts.

Mobile #: 1. +91 -
2. +91 -

15. Under **Email Correspondence**, enter email ID's in the text boxes provided to receive all your CCAvenue correspondences. An "Order email signature" field is provided for you to add in your customer care /help desk contacts .

This will be added in the signature line of all email correspondences. By default registered details would be picked you need to edit these details in case you wish to display different details.

Web Store Name >

Google Analytics >

Web Store URL >

Upload Logo >

Edit Pre-Populated Data >

Default Currency >

Default Language >

Shipping Address >

Notes & Instructions >

Discounts >

Promotions >

Order Emails >

Order Alert SMS >

CCAvenue System Alerts >

Email Correspondence >

Order Email Signature >

Email Correspondence

Provide additional email ID where all your CCAvenue correspondences can be copied besides the one provided during registration. This is to enable quick response-time even in cases of technical failures and absence of persons.

Transaction Emails:

1.

2.

3.

Accounts Emails:

1.

2.

3.

Risk Emails:

1.

2.

3.

Chargeback Emails:

1.

2.

3.

Capture Emails:

1.

2.

3.

Order Email Signature

Provide a mail signature which will henceforth be displayed as your customer care contact for all transaction and recon order emails.

B / U

Please hold for 2 hours post payment

<http://www.reliancegeneral.co.in>

Email : rgid.services@relianceada1.com

Contact info : 22-33123187

Activate Windows

Go to Settings to activate Windows.

Save

Reset

16. Click on the save button provided on the end of the Gateway Setting Page, to update the changes. Or click on Reset button to make restore the previous state of the page.

Important Info

Web store name will be displayed on the CCAvenue payment page and also in e-mail messages sent to the customers.

Send request to CCAvenue whenever you require to add and/or delete a URL or URL's.

If you require to change your primary URL, you can do so by contacting CCAvenue.

Only a jpeg, jpg or png file of max. width 200 pixels & max. file size 20 KB can be uploaded.

If you choose to allow your customer to edit the pre-populated data, you may want to ensure that you capture the

values that CCAvenue returns back to you (in real time) to maintain data integrity for your orders.

INR is the default currency displayed when your customer first enters your shopping cart. INR is also the default

currency in which you will enter the pricing for each product.

You can enter products in multiple currencies if you chose multiple currencies while registering. English is the set default language.

CCAvenue Checkout helps your customers save their card/ payment credentials with CCAvenue. This means the next time the customer checks out on your website he need not enter all his details, he will be displayed the saved credentials enabling him to make payments instantly by just entering his/her CVV number. **Note:** CCAvenue doesn't save

CVV number to provide added security.

You can chose to allow customers to enter discount code on your CCAvenue payment page or not in the discounts section.

Enter email ID's in the Email Correspondence section to enable quick response-time even in cases of technical failures and absence of persons.

API Keys

The access code and encryption key required for the integration can be obtained here. Along with the merchant id.

VELOCITY CHECKS

Velocity Checks help prevent instances of fraud by detecting abnormal purchase behaviour of customers on your payment page. CCAvenue allows you to define daily/weekly/monthly limits such as maximum or minimum amount per transaction, maximum number of transactions per user per card, etc. If any of these limits are exceeded, the transactions will fail with the corresponding error code.

View Velocity Checks

Velocity Checks

Velocity checks give merchants the ability to set specific criteria to limit his risk exposure. This module 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. If any of these limits are exceeded, transactions will fail with the "fraud_velocity" error code.

[Set Velocity Checks](#)

5 Velocity Checks  Filter

Transaction Limits	Currency	Value	
Maximum amount per transaction:	USD	45	 
Minimum amount per transaction:	USD	40	 
Maximum amount per transaction:	SGD	11	 
Daily Limits			
Maximum number of transaction per card:	USD	2	 
Weekly Limits			
Maximum number of transaction per user per card:	INR	10	 

In your M.A.R.S. Account, you need to click on **Settings > Velocity Checks** to access the **Velocity Checks** page. It displays your entire listing of velocity checks along with their transaction limits, monthly/daily/weekly limits, transaction currency and value.

Add Velocity Checks

Set Velocity Checks

Transaction Limits:

Select Limits

Maximum amount per transaction

Minimum amount per transaction

Daily Limits

Maximum number of transactions per user

Maximum number of transaction per card

Maximum number of transaction per user per card

Maximum number of transaction per user per IP

Maximum total transaction amount per user

Weekly Limits

Maximum number of transactions per user

Maximum number of transaction per card

Maximum number of transaction per user per card

Maximum number of transaction per user per IP

Maximum total transaction amount per user

Monthly Limits

Maximum number of transactions per user

Maximum number of transaction per card

Maximum number of transaction per user per card

Maximum number of transaction per user per IP

Maximum total transaction amount per user

Set Velocity Checks

Transaction Limits:

Maximum number of transaction per card

Amount:

Currency	Value
INR	15
SGD	

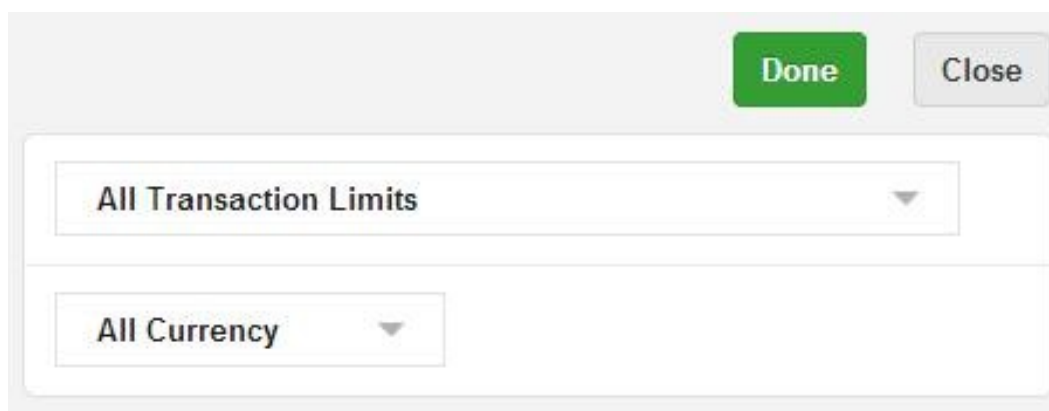
Save

or

Cancel

1. In your M.A.R.S. Account, you need to click on **Settings > Velocity Checks** to access the **Velocity Checks** page.
2. Click the **Set Velocity Checks** button at the top right corner of the page listing.
3. Select the transaction limit type for the velocity check from the drop-down menu in the **Transaction Limits:** field
4. Add the value of the velocity check in the **Value** field.
Note: The value can be currency amount or a numerical limit. You can set limits for each currency.
5. Verify the details entered and click the **Cancel** button in case of any discrepancy.
6. Click the **Save** button to add the new velocity check in the system.

Setting Filters



You can filter the listing of velocity checks by clicking on the Filter icon above the list. Select the relevant options from the **All Transaction Limits** and/or **All Currency** drop-down menus to view the filtered listing of those type(s) of velocity checks only.

Delete Velocity Checks

You can remove velocity checks directly from the listing on the **Velocity Checks** page by clicking the Delete icon corresponding to the check you wish to remove. Click **OK** on the dialogue box that appears subsequently at the top of the page requesting you to confirm the deletion.

Edit Velocity Checks

Transaction Limits	Currency	Value	
Maximum amount per transaction:	INR	5000000	 
Maximum amount per transaction:	USD	<input type="text" value="45"/>	 

You can also edit the velocity checks directly from the listing on the **Velocity Checks** page by clicking the Edit icon

corresponding to the velocity check you wish to update.

Change the number as desired in the **Value** field that has become editable subsequently. Finally, click the Save icon to confirm the update.

Important Info

The minimum amount per transaction for velocity checks must be greater than or equal to **1**.

You can enter up to **12 digits** only while setting velocity checks for maximum or minimum amount per transaction

(regardless of transaction type or period).

You can enter up to **9 digits** only while setting velocity checks the maximum number of transactions (regardless of

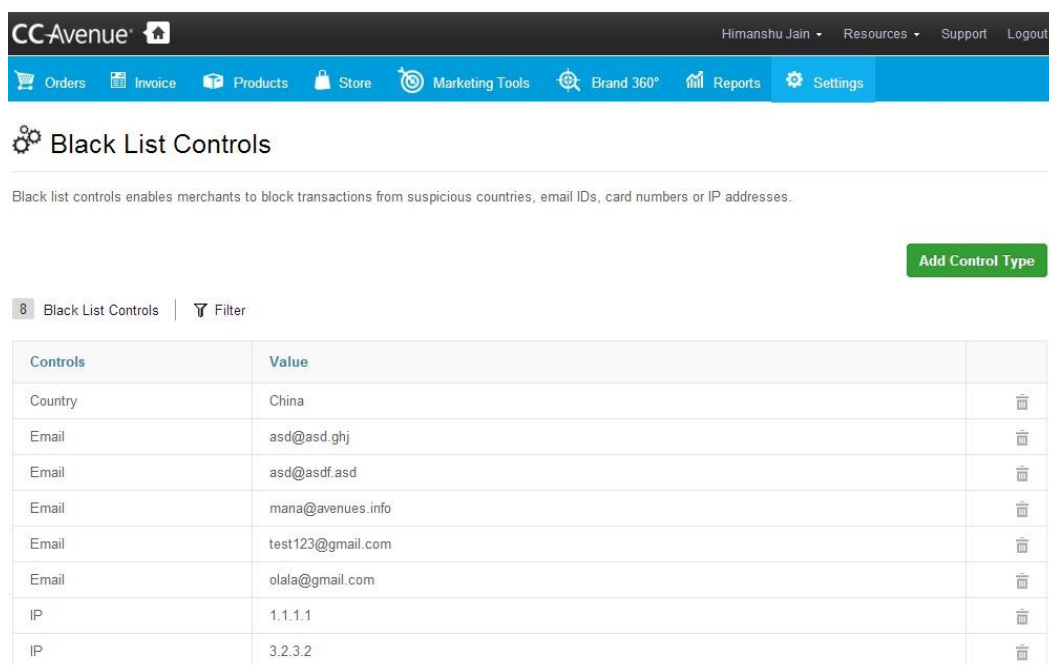
transaction type or period).

Daily values entered for velocity checks must be equal to or less than the weekly/monthly values. Weekly values entered for velocity checks must be equal to or less than the monthly values.









Monthly values entered for velocity checks must be greater or equal to the daily/weekly values. Weekly values entered for velocity checks must be greater or equal to the daily values.

If no periodic limit is set for velocity checks, none of the above periodic restrictions will be valid. E.g. If you have not set any daily or monthly limit, the weekly value can range from **1** to a numerical value containing up to **9 digits**.

Blacklist Control: Black list controls helps prevent instances of fraud by blocking transactions from suspicious countries, email IDs, card numbers or IP addresses. You can define black lists for these parameters in advance from your CCAvenue Account. If there is a match for any of these specified criteria, the transaction will fail and the corresponding error code will be displayed on the payment page.



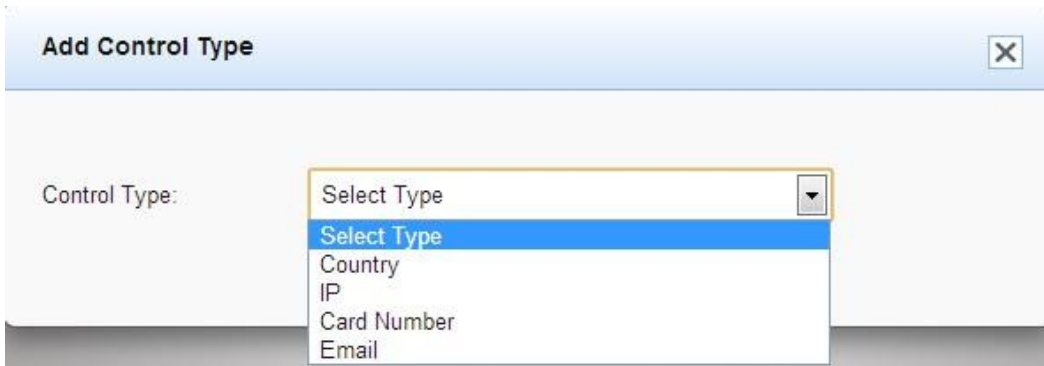
The screenshot shows the CCAvenue M.A.R.S. interface. The top navigation bar includes links for Orders, Invoice, Products, Store, Marketing Tools, Brand 360°, Reports, and Settings. The main content area is titled "Black List Controls" and includes a description: "Black list controls enables merchants to block transactions from suspicious countries, email IDs, card numbers or IP addresses." There is a green button labeled "Add Control Type". Below this, there is a table with 8 controls listed, each with a "Controls" column, a "Value" column, and a delete icon.

Controls	Value	
Country	China	
Email	asd@asd.ghj	
Email	asd@asdf.asd	
Email	mana@avenues.info	
Email	test123@gmail.com	
Email	olala@gmail.com	
IP	1.1.1.1	
IP	3.2.3.2	

View Black List Controls

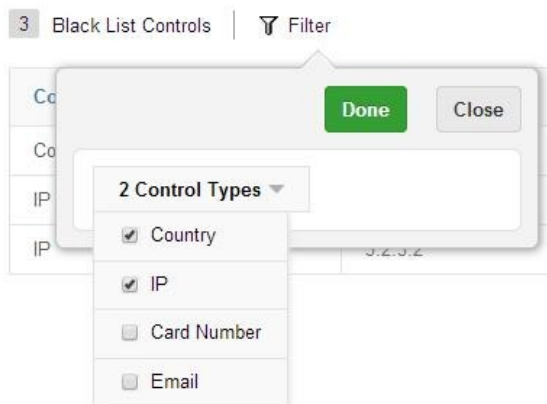
In your M.A.R.S. Account, you need to click on **Settings > Black List Controls** to access the **Black List Controls** page. It displays your entire listing of blacklisted controls along with their control types and values.

Add Black List Controls




1. In your M.A.R.S. Account, you need to click on **Settings > Black List Controls** to access the **Black List Controls** page.
2. Click the **Add Control Type** button at the top right corner of the page listing.
3. Select the black list control type from the drop-down menu in the **Control Type** field: Menu options include **Country**, **IP**, **Card Number** and **Email**.
4. Add the value of the control type in the Value field and press the spacebar to confirm.
Note: After pressing the space bar you can add more values in the list. In case you have selected the **Country** option, you can access the list of countries in the system by pressing the spacebar. If you type the name of the country, it must match the name on our list. The values for IP address, card number and email ID must be in their valid formats.
5. Verify the details entered and click the **Cancel** button in case of any discrepancy.
6. Click the **Save** button to add the blacklist control in the system.

Setting Filters :



You can filter the listing of blacklisted controls by clicking on the Filter icon above the list. Select the relevant control type(s) from the drop-down menu to view the listing of those blacklisted parameters only.

Delete Black List Controls : You can remove black List controls directly from the listing on the **Black List Controls** page by clicking the Delete icon corresponding to the control you wish to remove. Click **OK** on the dialogue box that appears subsequently at the top of the page requesting you to confirm the deletion.

DYNAMIC EVENT NOTIFICATION

Dynamic Events Notification helps redirect data of events occurring in your merchant account. Register destination URLs that will receive notifications for order status, order refund status and order risk status that occur.

Order Status	<p>Order Status View Details</p> <p>Occurs everytime a payment is completed by the customer.</p> <p>URL: <input type="text" value="http://"/> <input type="button" value="Save"/></p>
Order status echo URL	<p>Order status echo URL View Details</p> <p>Send the order status in realtime to an alternate URL.</p> <p>URL: <input type="text" value="http://"/> <input type="button" value="Save"/></p>
Order Reconciliation Status	<p>Order Reconciliation Status View Details</p> <p>Occurs everytime when transaction status is updated in reconciliation.</p> <p>URL: <input type="text" value="http://"/> <input type="button" value="Save"/></p>
Order Refund Status	<p>Order Refund Status</p> <p>Occurs everytime a full or partial refund that has been requested is processed by the bank.</p> <p>URL: <input type="text" value="http://"/> <input type="button" value="Save"/></p>
Order Risk Status	<p>Order Risk Status</p> <p>Occurs everytime a risk flag is updated for a transaction.</p> <p>URL: <input type="text" value="http://"/> <input type="button" value="Save"/></p>
Payment Type Status	<p>Payment Type Status View Details</p> <p>Occurs everytime a payment option is down or disabled temporarily.</p> <p>URL: <input type="text" value="http://"/> <input type="button" value="Save"/></p>

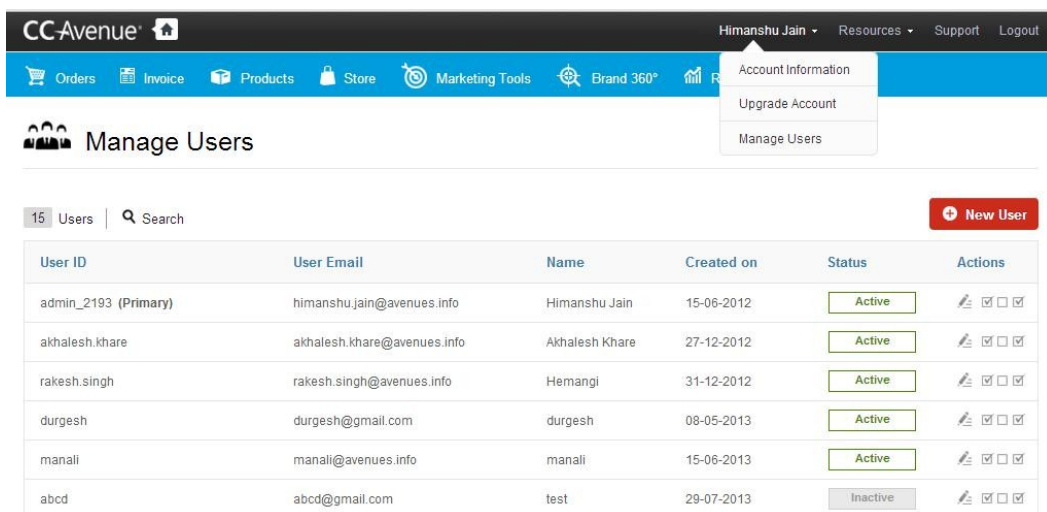
Configure URLs for events

1. **Order Status:** If the merchant does not post a returnUrl, and stores a URL in this section, the customer would be redirected to the page specified here. For eg in invoice payments the CCAvenue page loads with status of transaction, merchant may choose to display his page.
2. **Order status echo URL:** an asynchronous push of the response parameters is done in real time to this alternate URL.
- **Order Reconciliation Status:** Why wait for offline recon sheets from bank when this can be automated. CCAvenue periodically does an authStatusQuery to the banks (who provide this facility) and if the status is updated we push the response to the merchant . For the rest of the banks status is posted once the offline recon is done.
3. **Order Refund Status:** If a full or partial refund has been issued and when our system accepts the refund the status is posted back to the merchant. You may want to update the same into your database.
4. **Payment Type Status :** Each time a payment option is down or disabled temporarily or finally up, the status is pushed to your server.
P.S: In case your server has not received this notification due to any issues the payment option may be down for longer than it actually. Hence we recommend you use the JSON call regularly to re-check. CCAvenue also sends email notification for the same. Please share your email ids in case you wish to receive gateway monitoring notifications.

USER MANAGEMENT

CCAvenue User Management helps you manage and protect your crucial customer data. It enables you to create multiple users with restricted rights for your merchant account. An Account Owner or Administrator (Primary User) has complete access to all the features of the Merchant Interface. He can create multiple sub-users with unique logins, assign and manage their roles and privileges, and also modify their users' permissions.

View Users



The screenshot shows the CCAvenue Merchant Interface. At the top, there's a navigation bar with icons for Orders, Invoice, Products, Store, Marketing Tools, and Brand 360°. A dropdown menu is open for 'Himanshu Jain', showing options: Account Information, Upgrade Account, and Manage Users. Below the navigation bar, there's a 'Manage Users' section with a search bar and a 'New User' button. A table lists the following users:

User ID	User Email	Name	Created on	Status	Actions
admin_2193 (Primary)	himanshu.jain@avenues.info	Himanshu Jain	15-06-2012	Active	
akhalesh.khare	akhalesh.khare@avenues.info	Akhalesh Khare	27-12-2012	Active	
rakesh.singh	rakesh.singh@avenues.info	Hemangi	31-12-2012	Active	
durgesh	durgesh@gmail.com	durgesh	08-05-2013	Active	
manali	manali@avenues.info	manali	15-06-2013	Active	
abcd	abcd@gmail.com	test	29-07-2013	Inactive	

Click on the User Profile drop-down list on the topmost menu of your M.A.R.S. interface to view the complete details of your merchant account.

Note: The User Profile title is dynamic and will display the name of the current user.

You can view or edit your account information, upgrade your CCAvenue Account or manage users by selecting the options

available on the **User Profile** drop-down list.

Click on **Manage Users** option from the **User Account** drop-down to access the **Manage Users** page, from where you can


perform several user management tasks.

The **Manage Users** page displays the details and status of all primary and sub-users provided with access rights to your account.

Note: The Primary User enjoys complete unrestricted access to all the features of your account, whereas rights and privileges of sub-users are limited.

You can view the User IDs, Email IDs, Names, Dates of Account Creation and statuses of all users on the **Manage Users** Page. The list of users is displayed in chronological order of dates on which their accounts were created.

Add New Users:

 New User
 Fields in bold are mandatory

User ID:

User Email:

Name:

New Password:

Confirm Password:

Restrict IP for login:

☒ Yes ☐ No

Specify Allowed IP:

Status:

☐ Active ☐ Inactive

Privileges:

	No Rights	Read Only	Write
Orders			
Pending Orders	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Order Lookup	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bulk Update	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disputes	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Invoice			
Invoice List	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recurring Profile	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Invoice Order Lookup	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Invoice Settings	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Invoice Tasks/Items	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Products			
Product	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shipping	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxation	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

1. Click on the User Profile drop-down list on the topmost menu of your M.A.R.S. interface to view the complete details of your user account.
2. Select **Manage Users** from the **User Profile** drop-down menu to access the **Manage Users** page listing.

3. Click the **+ New User** button at the top right corner of the page listing to access the **New User** page.

4. Enter the unique User ID in the text box provided.

Note: Only letters, numbers and special characters like '!', '\$', '-', '_', and '.' are allowed in the **User ID** field. The input string should be a minimum of 5 characters in length.

5. Provide email ID and name of the user.

6. Enter the new password in the **New Password field**.

Note: Password must be 8 characters in length with at least one numeric and one special character in it.

7. Enter the new password again for confirmation in the **Confirm Password** field.

8. In case you wish to restrict the IPs from where this user can log into the account please mention here.

9. Select the status for the new users i.e. **Active** or **Inactive**.

10. Assign privileges for the new users by selecting the **No Rights**, **Read only** and **Write** options.

Note: Currently, CCAvenue allows you to assign user rights for Modules such as Orders, Invoice, Products, Store, Marketing Tools, Reports, Settings, Account Admin and Resources.

Look & Feel	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Account Admin			
Account Information	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upgrade Account	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manage Users	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resources			
Integration Kit	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

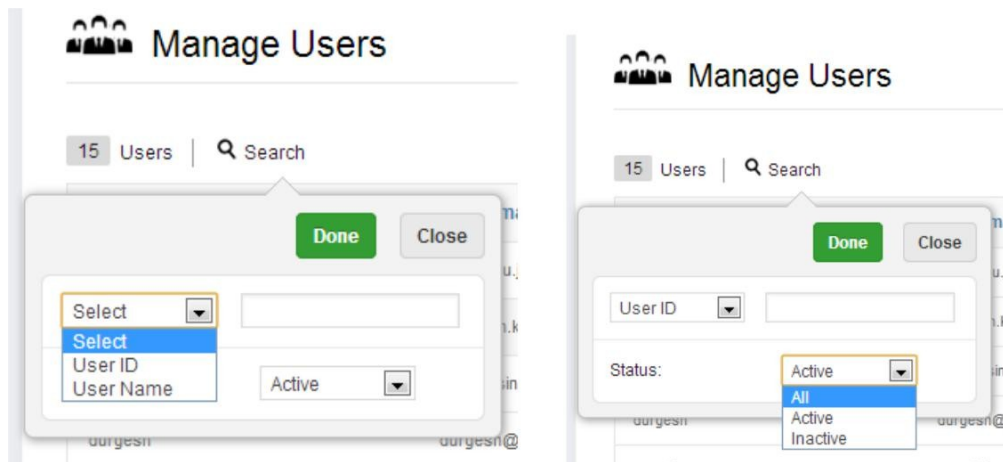
Add User

or [Cancel](#)

11. Verify the details entered and click the **Cancel** button in case of any discrepancy.

12. Click the **Add User** button to add the details of the new user in the system.

Search Users



CCAvenue provides an advanced Search functionality on the **Manage Users** page to locate specific user(s) by their **User ID**, **User Name** or **Status** (Active/Inactive).

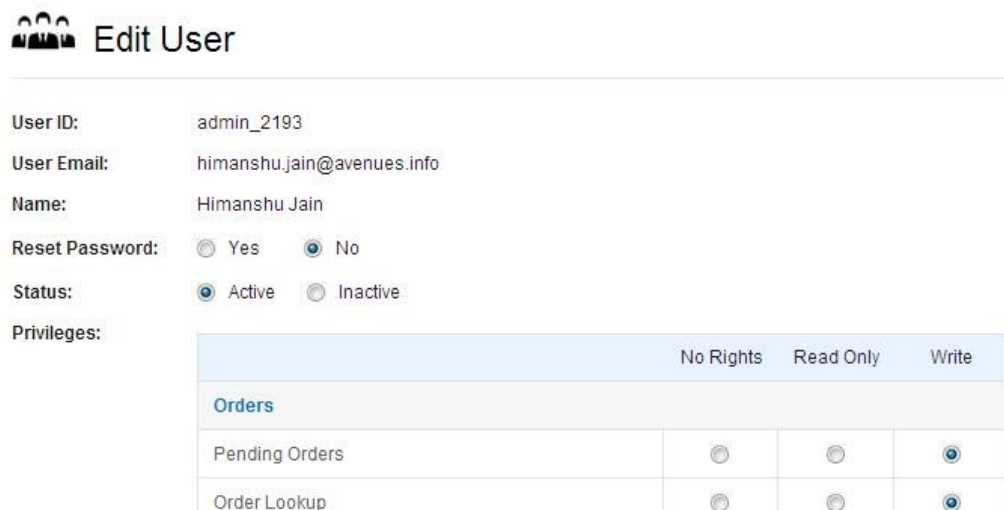
View User Rights



User ID	User Email	Name	Created on	Status	Actions
admin_2193 (Primary)	himanshu.jain@avenues.info	Himanshu Jain	15-06-2012	Active	View Privileges
akhalesh.khare	akhalesh.khare@avenues.info	Akhalesh Khare	27-12-2012	Active	View Privileges

You can view the permissions of a particular user by clicking on the corresponding check boxes under the **Action** field on the **Manage Users** page. The module-wise list of permissions allowed for the user is displayed in a pop-up.

Edit Users



User ID: admin_2193
User Email: himanshu.jain@avenues.info
Name: Himanshu Jain
Reset Password: ☐ Yes ☒ No
Status: ☒ Active ☐ Inactive
Privileges:

	No Rights	Read Only	Write
Orders			
Pending Orders	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Order Lookup	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

You can edit the user details by clicking on the Edit icon corresponding to the particular user on the **Manage Users** page.

The **Edit User** page displays the same fields as the **Add User** page. You can make updates in all the fields except the **User ID**,

User Email and **Name** fields which cannot be edited.

You can change the user status while editing the user details by selecting either the **Active** or **Inactive** options. **Note:** Inactive users will not have access to the user account unless the account is re-activated.

Account Admin			
Account Information	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Upgrade Account	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Manage Users	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Resources			
Integration Kit	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Save

or [Cancel](#)

You need to click the **Save** button to confirm the changes made in the user details.

Important Info

There is a user hierarchy with a primary user and multiple sub-users below him – Sub-users can create additional sub-users,

edit their information, change their status and set permissions for them. A user cannot set user permissions for modules he himself cannot access.

Only one primary user is allowed for each merchant account – The primary user has unrestricted access to all modules in

your account.

You cannot delete users once they have been added in the system, but you can deactivate them if necessary.

When the user permission/privilege for a module is set as '**No Rights**', then the module cannot be viewed by that user at all. When the user permission/privilege for a module is set as '**Read only**', then the particular module can only be viewed by that

user. He/she cannot make any changes in the content.

When the user permission/privileges for a module is set as '**Write**', then the user can view the contents as well as make

updates to it.

The privileges available to a user may vary within the components of a module according to the selection made by the main user. For example, the user may only be able to view **Payout Summary** and **Sales Report** but cannot view all the other accounting reports as per the permissions set by the user above him in the user hierarchy.

CCAvenue Escalation Matrix - Key

Technical		
Level I	Technical Support - Executive	Service Assurance - Executive Email: service@ccavenue.com Phone: +91 022-67425555 Extn.: 401-409
Level II	Sr. Technical Support - Executive	Sourabh Malap Email: sourabh.malap@avenues.info Phone: +91 022-67425555 Extn : 405 Austin Sandor Email: austin.sandor@avenues.info Phone: +91 022-67425555 Extn.: 408
Level III	Technical Support - Officer	Vivek Mahindre Email: vivek.mahindre@avenues.info Phone: +91 022-67425555 Extn.: 407
Level IV	Technical Support - Sr. Officer	Govind Kudupulli Email: govind.kudupulli@avenues.info Phone: +91 022-67425555 Extn.: 422
Level V	Technical Support- Head	Agnes Pereira Email: agnes@avenues.info Phone: +91 022-67425555 Extn.: 414
Accounts		
Level I	Accounts - Executive	Accounts - Executive Email: accounts@ccavenue.com Phone: +91 022-67425555 Extn.: 206, 208, 210
Level II	Accounts- Senior Officer	Ravindra Acharya Email: accounts@ccavenue.com Phone: +91 022-67425555 Extn.: 209
Level III	Accounts - Head	Ganesh Poojary Email: accounts@ccavenue.info Phone: +91 022-67425555 Extn.: 203

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Risk Mitigation		
Level I	Risk Mitigation - Executive	Risk Mitigation - Executive Email: risk@ccavenue.com Phone: +91 022-67425555 Extn.: 503, 510, 511, 512, 514
Level II	Risk Mitigation -Sr. Manager	Kavitha Shetty Email: risk@ccavenue.com Phone: +91 022-67425555 Extn.: 506
Level III	Chief Risk Management Officer	Smita Shetkar Email: smita@avenues.info Phone: +91 022-67425555 Extn.: 500
Chargeback		
Level I	Risk Mitigation - Officer	Megha Pandav / Tushar Kelkar Email: risk@ccavenue.com Phone: +91 022-67425555 Extn.: 507, 508, 513
Level II	Risk Mitigation - Asst. Manager	Nitin Bhosle Email: risk@ccavenue.com Phone: +91 022-67425555 Extn.: 502
Level III	Chief Risk Management Officer	Smita Shetkar Email: smita@avenues.info Phone: +91 022-67425555 Extn.: 500
Compliance		
Level I	Compliance - Executive	Compliance - Executive Email: compliance@ccavenue.com Phone: +91 022-67425555 Extn.: 607, 608, 609, 610, 611, 633
Level II	Compliance - Executive	Deepa Dharmadhikari /Manish Panchal /Sushil More / Girish Chaurasia Email: compliance@ccavenue.com Phone: +91 022-67425555 Extn.: 627 / 629
Level III	Compliance - Asst. Manager	Priya Pawar Email: compliance@ccavenue.com Phone: +91 022-67425555 Extn.: 637 Aarti Upadhyaya

		Email: compliance@ccavenue.com Phone: +91 022-67425555 Extn.: 612
Level IV	Chief Risk Management Officer	Smita Shetkar Email: smita@avenues.info Phone: +91 022-67425555 Extn.: 500

		Legal
Level I	Legal - Executive	Rahul Yatta Email: legal@ccavenue.com Phone: +91 022-67425555 Extn.: 532 Sachin Admankar Email: legal@ccavenue.com Phone: +91 022-67425555 Extn.: 530
Level II	Legal - Manager	Rupali Yengde Email: legal@ccavenue.com Phone: +91 022-67425555 Extn.: 531
Level II	Chief Risk Management Officer	Smita Shetkar Email: smita@avenues.info Phone: +91 022-67425555 Extn.: 500
		Evaluation /Approval
Level I	Evaluation & Approval - Executive	Executive - Approval Email: salessupport@ccavenue.com Phone: +91 022-67425555 Extn.: 545, 546, 547, 550, 638
Level II	Evaluation & Approval - Sr. Executive	Jessia Silveria / Faizan Shaikh Email: salessupport@ccavenue.com Phone: +91 022-67425555 Extn.: 548, 617
Level III	Evaluation & Approval - Manager	Mary Paul Email : salessupport@ccavenue.com Phone: +91 022-67425555 Extn.: 622
Level IV	Chief Risk Management Officer	Smita Shetkar Email: smita@avenues.info Phone: +91 022-67425555 Extn.: 500
Note:	Please note the above contact numbers and designated positions/people may change from time to time without prior intimation	

Technical Support Contact Details:

For training on MARS or support required during the integration process you may contact our support desk, which is available round the clock.

Telephone Support: 022-67425555 ext: 401-409

Chat Support: 

TYPICAL ESCALATION ISSUES / BEST PRACTICE AND RESOLUTION.

Priorit y	Typical Escalation issues	Example	Best Practice for merchant	Typical action at CCAvenue	Response time
Level 1	Escalations due to Fluctuation/downtime at Payment gateway.	CCAvenue PG - fluctuating or completely down (scheduled or unscheduled)	CCAvenue notifies the Merchants of any fluctuation or downtimes, thus the resources can be managed accordingly.	(i) CCAvenue constantly monitors the health of the PG and bank servers by performing <i>automated</i> and <i>manual</i> checks for server status and transaction status. (ii) Instant coordination with bank to sort issue. (iii) Email Alerts notifying any findings affecting the transaction is sent to the merchant. (iv) The notification is highlighted on the payment page as well alerting the customer of the status of payment option thus inviting them to opt for another payment option.	Within 20 mins
	Escalations due to Fluctuation/downtime at Bank.	Payment option (Credit /debit /netbanking)- fluctuating or completely down (scheduled or unscheduled)			

Level 2	Escalations due to Refund not received by customer even after end of refund TAT.	Customer has not received refunds for reasons like a) issue with refund system @ bank's end b)	If the status API shows refund completed but customer claims non-receipt of funds please contact	CCAvenue coordinates with bank to iron out issues if any, to ensure refunds are completed.	24 hours. Resolution is based on TAT provided by bank.

		bank core banking system unavailable c) public holiday	CCAvenue support desk with the customer's bank statement.		
Escalations as Integration cannot be completed.	Despite following all the standard integration steps if the integration is not accomplished.	A detailed integration document is provided in the Admin panel along with sample codes.	For any Integration queries which requires coordination with the development team, support team would log the request to the dev team and as per queue the query would be responded to or teamviewer access would be established to provide integration assistance.	As per TAT provided by development team.	
Escalations as Transaction status is not updated in real time.	In course of transaction if the customer is charged, however for any reason like a) "customer closed the browser on bank page " b) "session time out" c) "connectivity drop" if the status of transaction is not updated.	a) Status of the transaction can be checked by using the API OR b) by logging into the panel OR c) by contacting the support desk.	If the status is not received from the bank and not updated in CCAvenue system. CCAvenue is dependent on the reconciliation sheets received from the banks the next working day.	24-48 working hours	
Escalations as success ratio for any payment	If the drop count / failure count for	Check for downtime alerts , if the issue is	CCAvenue shares the logs of transactions to banks to check for	As per response	

	option or poor PG performance.	any payment option is high , rendering poor success ratio.	not for the payment options with issues , report to CCAvenue.	exact reason and resolution and communicates to merchant.	from bank.
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P.S: We are continuously enhancing the system for our merchants, thus there could be changes to this document. We would keep uploading the latest document in the MARS panel as and when any changes are done.