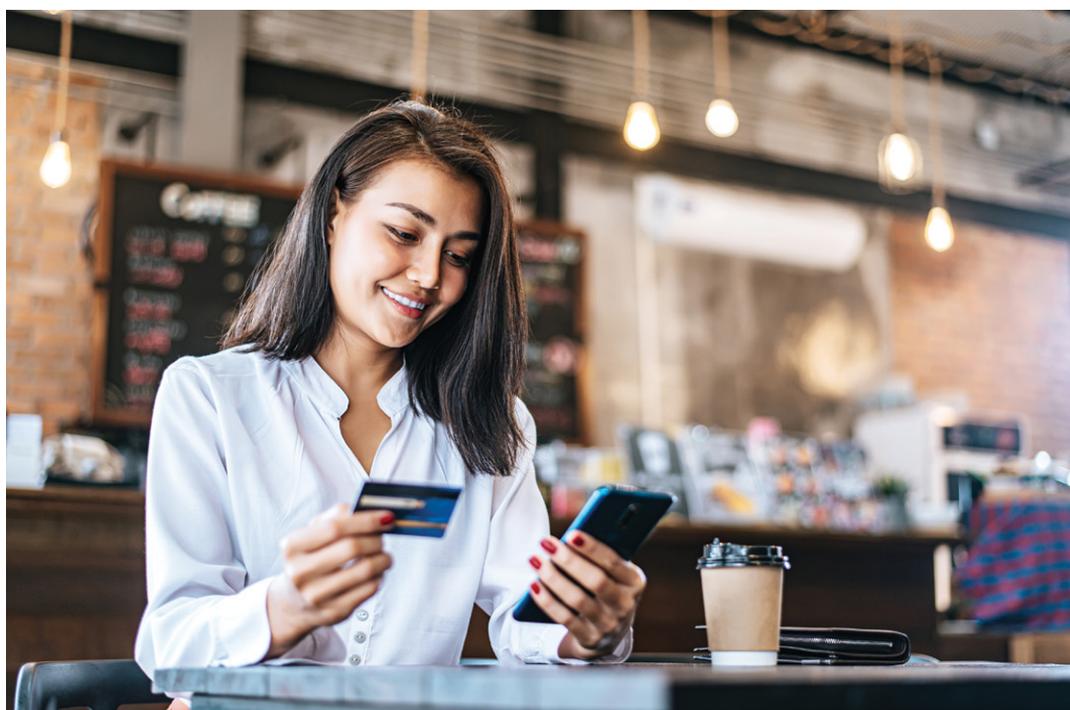


CCAvenue®

CCAvenue is one of the largest payment gateways in South Asia. It empowers thousands of online businesses worldwide to accept payments seamlessly in multiple currencies with the largest bouquet of payment options available online. Its feature-rich payment processing platform boosts transaction success rates, enhances customer experience and increases the earning potential of e-commerce websites significantly. Being PCI-DSS V3.2.1 compliant, CCAvenue provides the maximum level of security for digital transactions.



CCAvenue
OFFERS INDIAN
WEB MERCHANTS
MORE THAN

240
PAYMENT OPTIONS

security for digital transactions as it has achieved PCI-DSS 3.2.1 compliance and uses advanced fraud detection and risk mitigation processes.

CCAvenue has earned tremendous faith and goodwill with its over one lakh merchants who avail its payment gateway services. For the past few decades, CCAvenue has served as the key catalyst of growth for thousands of e-commerce businesses across all major industry verticals, including online retail, real estate, hospitality, education, government, and telecom sectors.

CCAvenue has been the recipient of various accolades for its advanced payment gateway solutions at prestigious awards ceremonies including Cisco & CNBC-TV18's Digitising India's Awards in 2016, Skoch Awards, MoneyTech Awards, 2017, Drivers of Digital Awards, 2018, Franchisee India's eRetail Awards (for four years in a row), ERM World Awards, 2019, Government Now's BFSI Awards, 2019, Mastercard's Reach Awards, 2019, and Martech Leadership Awards, 2019.

CCAvenue has also achieved ISO/IEC 27001:2013 certification, a globally recognised standard for certifying security programmes and processes within organisations. This recognition is a testament to the

company's unwavering commitment to maintaining the highest levels of information security, confidentiality, integrity and availability of all data.

History

Founded by Vishwas Patel, CCAvenue is a PCI DSS 3.2.1 compliant payments platform for e-commerce businesses in India. As the co-owner of a reputed fashion brand, Vishwas Patel was eager to sell the garments online and was looking out for an affordable and reliable payment gateway. Disappointed with the high setup costs, exorbitant processing charges and the presence of only a small number of merchants online, Vishwas decided to launch his own payment gateway that would cater to the needs of the hitherto nascent e-commerce industry.

Market

CCAvenue, the flagship brand of Infibeam Avenues, a leading e-commerce solutions provider, enables over 1 lakh merchants to accept online payments through a spectrum of new-age payment options. The digital payments industry in India has been expanding rapidly and is anticipated to double its overall value to more than US\$ 135.2 billion in 2023 from approximately US\$ 64.8 billion in the current year, according to an ASSOCHAM-PWC India study.

Furthermore, the digital payments industry seeks to address challenges such as those emanating from rapid changes in technology, cyber security threats, a cashback-driven culture, and process inefficiencies. The Indian payment ecosystem is moving into a new phase of development with the evolution of new modes of digital payment including eWallets, UPI, eMandates, and more.

UPI has grown into a mainstream payment option, with nearly 1.31 billion transactions this December, according to the National Payments Corporation of India. As India continues to make

steady progress towards becoming a 'less cash economy' with greater financial inclusion, the digital payment industry plays a crucial role in achieving these objectives. Fintech companies can leverage the immense potential of the ever growing market which has more than 800 million mobile users of which more than 430 million have internet access.

Achievements

As a pioneer in the Indian digital payments space, CCAvenue was among the first third-party payment aggregators in the country. Since its inception in 2001, CCAvenue has acquired vast domain experience that gives it the competitive edge and therefore owns a market share of 70% of Indian e-commerce websites. (Source: economictimes.indiatimes.com).

Its robust hardware, scalable technology and best-in-class processes make transacting quick, secure and convenient for both online merchants as well as their customers. CCAvenue offers the highest level of



CCAvenue commenced its operations in September 2001 and became India's first bank neutral payment gateway. By October 2001, CCAvenue partnered with financial services giant, American Express to expand payment options to 50 million of its card holders worldwide. Since then, CCAvenue has consolidated its payment network and now offers all the major credit cards, debit cards, ATM PIN debit cards, net banking, mobile wallets, prepaid instruments, and multi-bank EMI options.

The CCAvenue platform has included the payment options of leading domestic and international banks such as State Bank of India, Bank of India, Kotak Bank, ICICI Bank, HDFC Bank, Citibank, Deutsche Bank, Barclays Bank, and more. Since 2014, the company has expanded its global footprint and launched business operations in Dubai, UAE and Riyadh, Saudi Arabia.

Product

CCAvenue.com provides state-of-the-art payment processing services to innumerable e-commerce websites across the world. For nearly two decades, CCAvenue has developed proprietary payment gateway solutions that redefine user experience, improve transaction success rates and increase the earning potential of e-commerce websites exponentially. The payment processing platform comes fully equipped with a wide range of business enhancement tools that provide unparalleled product differentiation, reach, earning potential and security.

CCAvenue offers a suite of disruptive features and services such as Invoices & Payment Links, Subscriptions, CCAvenue B2Biz, CCAvenue S.N.I.P. (Social Network In-stream Payments), QR Code, In-App Payments, IVRS, and CCAvenue Card Storage Vault (tokenisation) which have been elaborated below:

CCAvenue offers quick or detailed invoicing along with link-based payment facility that enables merchants to collect payments conveniently from their customers at negotiated rates without the need for a website.

CCAvenue Subscriptions is ideal for businesses if their product or service offerings are suited for a subscription-based billing cycle. This feature allows merchants to charge a fixed amount to a customer's card on a regular basis for recurring services, such as membership fees or magazine subscriptions. CCAvenue Subscriptions automates and simplifies the payment process for the customer to ensure timely payments.

CCAvenue B2Biz helps merchants avoid the hassles of cash management, manual reconciliation and delayed payments. This NextGen B2B payment platform helps these companies to streamline and automate business collections and payments, while optimising cash flow, improving efficiency and saving on costs.

CCAvenue S.N.I.P. (Social Network In-stream Payments) is a best-in-class social commerce facility that enables organisations to directly sell and collect payments in-stream from their business pages on leading social media networks like Facebook, Twitter and WhatsApp.

QR Code, an innovative feature allows merchants to

create and download the QR code for products, which can be printed in newspapers, magazines, posters and various other print communications. The customer simply scans the product QR code and gets redirected to the payment page for completing the purchase.

CCAvenue's In-App Payment feature assists merchants by providing smooth and easy integration of payments directly into their iOS, Android or Windows mobile application. Faster payment processing, fewer clicks and intelligent retry feature help in significantly improving transaction success rates and reducing cart abandonments, thus delivering a beautiful and seamless payment experience.

CCAvenue also offers web merchants a fully hosted IVRS Solution. CCAvenue PhonePay provides a secure and user-friendly Interactive Voice Response (IVR) payment system for customers who prefer paying over the phone. Its enterprise-level IVR creates new opportunities for businesses by tapping customers who are out of

the realm of the internet. The IVRS solution plays a major role in serving the hospitality sector where human interaction is required.

The CCAvenue |Card Storage Vault (tokenisation feature) is designed to securely store and recall customer's card details for more efficient and faster repeat transactions. The customer's card details are encrypted and securely stored against

a unique token/identifier sent by merchants at the time of initiating the transaction, ensuring that this data is used by their customers, exclusively for their websites.

Recent Developments

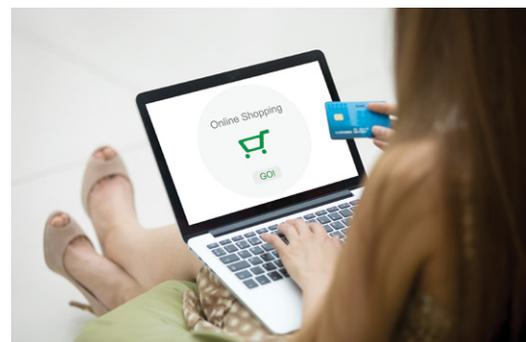
The digital payments industry is currently experiencing a boom with the introduction of new and innovative payment methods as well as the significant increase in the number of new digital payment users. The Reserve Bank of India has also set up a five member committee to accelerate the growth of digital payments in the country. These developments present new business opportunities that CCAvenue has been quick to grab with both hands.

It has developed the DirectLink feature that aims to decrease the number of hops and improve the success rate of transactions. The company has introduced Standing Instructions as a key feature to automate recurring payments from customers. The team has worked on the UPI Intent flow for Android devices for easy payments using UPI supported apps like PhonePe, WhatsApp, BHIM, etc.

CCAvenue will soon be introducing eMandates for subscription businesses to comply with changes in the regulatory environment. After tasting success in the Indian and Middle East markets, CCAvenue is now aiming to expand its presence across the globe.

Promotion

CCAvenue is leaving no stone unturned to ensure that it continues to be the market leader. It enjoys superior brand recall due to its exceptional performance as well as recognition through achievements at award



ceremonies, participation in industry conferences and summits, and various ad campaigns on multiple channels including online banners, social media campaigns and newspaper ads.

CCAvenue will continue to harness technology to its advantage especially in the mobile arena. New e-commerce websites in India will continue to approach the payment platform for its innovative payments solutions and become an integral part of its success story. CCAvenue has been an active member of the Internet and Mobile Association of India (IAMI) which allows it to network with the other constituents of the payments ecospace better than other market players.

Brand Values

CCAvenue's brand name is synonymous with reliability and security. In an industry fraught with risks, CCAvenue has adopted best-in-class business processes to deliver cutting-edge solutions while minimising risk and losses for all stakeholders. The company is known for its integrity as it strives to conduct business and treat clients, employees and business partners in a fair and honest manner. Being ever receptive to clients' needs, CCAvenue has always responded with innovative solutions, quick responses, professionalism and attention to the minutest of details. The company attracts and employs outstanding individuals and values their contributions by caring for them and their families. It aims to utilise its skills and resources to improve the quality of life for the local, national as well as the international community.

Things you didn't know about CCAVENUE

- * The prefix 'CC' in CCAvenue stands for 'Credit Card', which was one of the predominant modes of payment at the start of the millennium
- * In 2001, CCAvenue became the first Indian payment gateway to offer net banking facility to Indian web merchants
- * CCAvenue was the first bank-neutral payment gateway to implement Verified By Visa and MasterCard SecureCode in 2004
- * CCAvenue S.N.I.P. was among the first genuine social commerce facilities in the country
- * In 2013, CCAvenue became one of the first payment processor to offer Rupay Debit Card processing for its merchants
- * Presently, CCAvenue offers the largest direct debit engine in South Asia with the inclusion of more than 58 net banking options

