

## CCAvenue: Powering ecommerce in India

Creating a relevant ecommerce business in a country that has the second largest population in the world can be challenging, but offering the right payment method to those online shoppers is the first step to expanding your reach.<sup>1</sup> CCAvenue powers more than 85% of the ecommerce merchants in India. By partnering with Digital River World Payments (DRWP), you can choose among 200+ payment options to offer customers and leverage personalized features to reach almost every customer in India.<sup>2</sup>

CCAvenue's advanced payment processing platform is powered by state-of-the-art hardware that is highly scalable and robust—continually updating to meet the needs of its ecommerce customers and surges in transaction volume. Introducing CCAvenue as an option to your Indian customers is the only way to stay relevant in an always-changing ecommerce space.

### Localizing payments

Founded in 2001, CCAvenue is a leading internet payment processing solution that delivers fast and secure payment options throughout India. It is currently India's—and all of South Asia's—largest and most popular payment gateway.<sup>2</sup> Offering superior technology and a sophisticated platform, CCAvenue and DRWP share the same value of supporting and enhancing online businesses with the right localized payment methods. To optimize conversion rates, CCAvenue offers the right mix of local payment preferences, collects payments in 27 currencies and displays a variety of Indian and international languages on its checkout pages.<sup>2</sup>

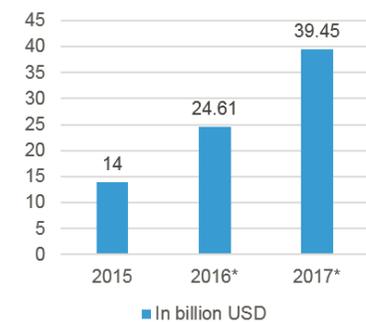
### Key benefits

- **Payment options:** With 200+ payment methods, your customers can pay by credit card, debit card, net banking, prepaid methods (such as eWallets), mobile payments and multi-bank EMI options.
- **Advanced fraud detection:** CCAvenue F.R.I.S.K. is a fraud detection and risk mitigation process that safeguards online transactions to put your customers at ease.
- **Scalability:** DRWP's payment gateway and CCAvenue are capable of processing millions of transactions a day.
- **Analytics:** CCAvenue's "Smart Analytics" offers in-depth statistics and details of all your transactions in real time.

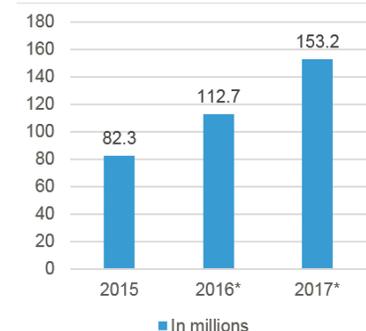
### India<sup>1</sup>

**Capital:** New Delhi  
**Population:** 1,251,000,000+  
**Median age:** 27  
**Official languages:** Hindi, English  
**Currency:** Indian rupee

### Retail ecommerce sales in India<sup>4</sup>



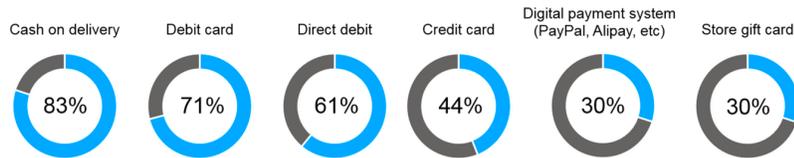
### Digital buyers in India<sup>4</sup>



\*estimation

## Making online payments in India

In 2015, India's internet user base grew to 354 million people by June 2015—a 17% increase from January—and a fourth of them are paying customers in the ecommerce market.<sup>3, 4</sup> With the market growing this quickly, ecommerce merchants must offer reliable and secure payment methods that customers prefer. In India, those methods are:<sup>4</sup>



Although cash on delivery is the most popular payment method in India, it is trending downwards as customers are growing more comfortable with wallets.<sup>5</sup> The wide variety of payment options that CCAvenue provides enables you to minimize customer abandonment due preferred payment methods not being available.

1 <https://www.cia.gov/library/publications/the-world-factbook/geos/in.html>

2 <http://www.ccavenue.com/>

3 [http://articles.economictimes.indiatimes.com/2015-09-03/news/66178659\\_1\\_user-base-iamai-internet-and-mobile-association](http://articles.economictimes.indiatimes.com/2015-09-03/news/66178659_1_user-base-iamai-internet-and-mobile-association)

4 <http://www.statista.com/>

5 <http://timesofindia.indiatimes.com/tech/slideshow/7-key-trends-for-indian-e-commerce-industry-in-2016/itslideshowviewall/50578854.cms>

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### About Digital River

Digital River, the revenue growth experts in global cloud commerce, helps companies of all sizes build and manage their online businesses, maximize online revenue, reduce costs and minimize risk. Founded in 1994, the company is headquartered in Minneapolis, with offices across the United States, Asia and Europe.

### Unlock the value of Digital River to grow your business.

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