



CCAvenue INDIA INTEGRATION MANUAL
Version 1.0 –1.31



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91-22-26000816/26000846/26491524							
Financial						Services	
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Risk						Management	
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1. INTRODUCTION

The CCAvenue™ Transaction Gateway offers e-merchants in India a one-stop solution for processing e-transactions ranging from credit card transactions to direct debit from their online bank accounts.

At CCAvenue™ we strive to offer value added services to the e-merchant to increase the number of transactions, their value and overall profitability and to enhance transaction security and pro-actively counter fraud and charge-back related losses.

1.1 OVERVIEW AND OBJECTIVES

The CCAvenue™ System has been designed for quick integration and ease of use. The CCAvenue™ Integration Manual will introduce you to the CCAvenue™ India Gateway and familiarize you with the methods of integration of CCAvenue™ India.

The CCAvenue™ India Integration Manual is intended as a set up guide for new merchants of CCAvenue.com. It outlines the steps required to be followed by a new merchant to bring their account from newly created to completely integrated. This document has been written assuming a basic level of familiarity HTML and technical aspect of e-commerce. *(If you need to learn more about HTML basics please read appendix A.)* Reading this document should be the first step a merchant takes after signing up for their account.



2. THE VARIABLE AMOUNT INTERFACE

2.1 Variable Amount Overview and Requirements

The Variable Amount Interface is the best option for you if you have only a couple of items for sale on your website OR if you have your own custom shopping cart and require only a **'BUY NOW'** or **'PROCEED TO PAY NOW'** button. To use this option for collection of online payments you need to incorporate certain lines of simple HTML code to put a 'BUY NOW' button on your website. You will find the HTML code for integration of the Variable amount interface on the main menu itself under the head **Generate HTML for Variable Amount Interface**.

Although the Variable amount interface in itself works on simple HTML code, you do need to have some script to generate a unique order id for each transaction that is sent to the CCAvenue™ gateway for processing. What script and the programming language you use to run this script is entirely at your own discretion; it may be written in perl, ASP, JSP, etc.

We do however have a sample script written in ASP (Active Server Pages) for your convenience.

2.2 Variable Amount Site Integration

The CCAvenue™ system expects certain input data with specific names to be sent to the CCAvenue™ website. For this reason, it is essential that the names of the input fields on the merchant's web site and the CCAvenue.com web site match exactly. To achieve this the relevant data field values of the shopping cart must be assigned to the appropriate data field of the form provided below. Some of these input data fields are mandatory and marked in **red**, and must be sent to the CCAvenue™ system with every order. Please ensure that the values have no unnecessary blank spaces preceding or trailing the values.

Line 1: `<form action="https://www.ccavenue.com/shopzone/cc_details.jsp" method="post" >`

This line defines the beginning of the form. The `method` is the way we are sending the information. The `action` property of this form tells the form where to send the information contained in the input fields. For all Variable Amount transactions, the action property should be **https://www.ccavenue.com/shopzone/cc_details.jsp** for online processing. Please do not change any part of this line.

Line 2: `<input type="hidden" name="Order_Id" value="ORD_ID1234">`

This field is a compulsory field that sends the id, which is to be the unique identifier for this order, to the CCAvenue™ site. This must be a unique id generated at your website and may contain combination of letters, numbers, dashes(-), forward slashes(/) or back slashes(\) up to a maximum of **100** characters.

Line 3: `<input type="hidden" name="Amount" value="1000">`

The amount field must contain the information about the final total of the amount to be processed by the CCAvenue™ payment system.

Line 4: `<input type="hidden" name="Merchant_Id" value="M_demos_17">`

This field represents the merchant id assigned to you by CCAvenue™ and identifies the order as one originating from your website. This field will accept up to a maximum of **50** characters only.

Line 5: `<input type="hidden" name="billing_cust_name" value="John Doe">`

This field must contain the customer's name as it appears on his / her credit card and will accept up to **50** characters.



Line 6: `<input type="hidden" name="billing_cust_address" value="123 Green Acres, West Eden">`

The customer's billing address information must be sent in this parameter and it will accept a maximum of **500** characters.

Line 7: `<input type="hidden" name="billing_cust_country" value="U.K.">`

The customer's billing country must be sent in this parameter and it will accept a maximum of **50** characters.

Line 8: `<input type="hidden" name="billing_cust_tel" value="41-345-345678">`

This field must contain the customer's telephone and will accept up to **50** characters.

Line 9: `<input type="hidden" name="billing_cust_email" value="johndoe@hotmail.com">`

This field must contain the customer's email and will accept up to **50** characters.

Line 10: `<input type="hidden" name="billing_cust_notes" value="Send right away!">`

This field has been provided to capture any special instructions or notes that the customer wishes to convey to the merchant and will accept up to **500** characters.

Line 11: `<input type="hidden" name="delivery_cust_name" value="John Doe">`

This field must contain the recipient's name and will accept up to **50** characters.

Line 12: `<input type="hidden" name="delivery_cust_address" value="123 Green Acres, West Eden ">`

This field must contain the recipient's address where the merchandise is to be delivered and will accept up to **500** characters.

Line 13: `<input type="hidden" name="delivery_cust_tel" value="41-345-345678">`

This field must contain the recipient's telephone number and will accept up to **50** characters.

Line 14: `<input type="submit" value="Proceed To Buy Now">`

This creates a button displaying the text "Proceed To Buy Now" and on clicking which all the above parameterised information is sent to the CCAvenue™ shipping and billing page. You can change this text of the button to anything that you want displayed on your website; for example "CheckOut".

Line 15: `</form>`

This simply demarcates and ends the form.

To enhance your customer's experience on your website you can customise the CCAvenue™ shipping / billing pages so that it blends with your website. Please refer to **Section 2.3.5** to read more on how to '**Customise the Shipping and Billing Page**'.

3. THE SHOPPING CART INTERFACE

3.1 Shopping Cart Overview and Requirements

Merchants who have only an HTML website and do not have the software programming expertise required to develop their own custom shopping cart, CCAvenue™ has provided a ready-to-use shopping cart.

3.2 Product Management

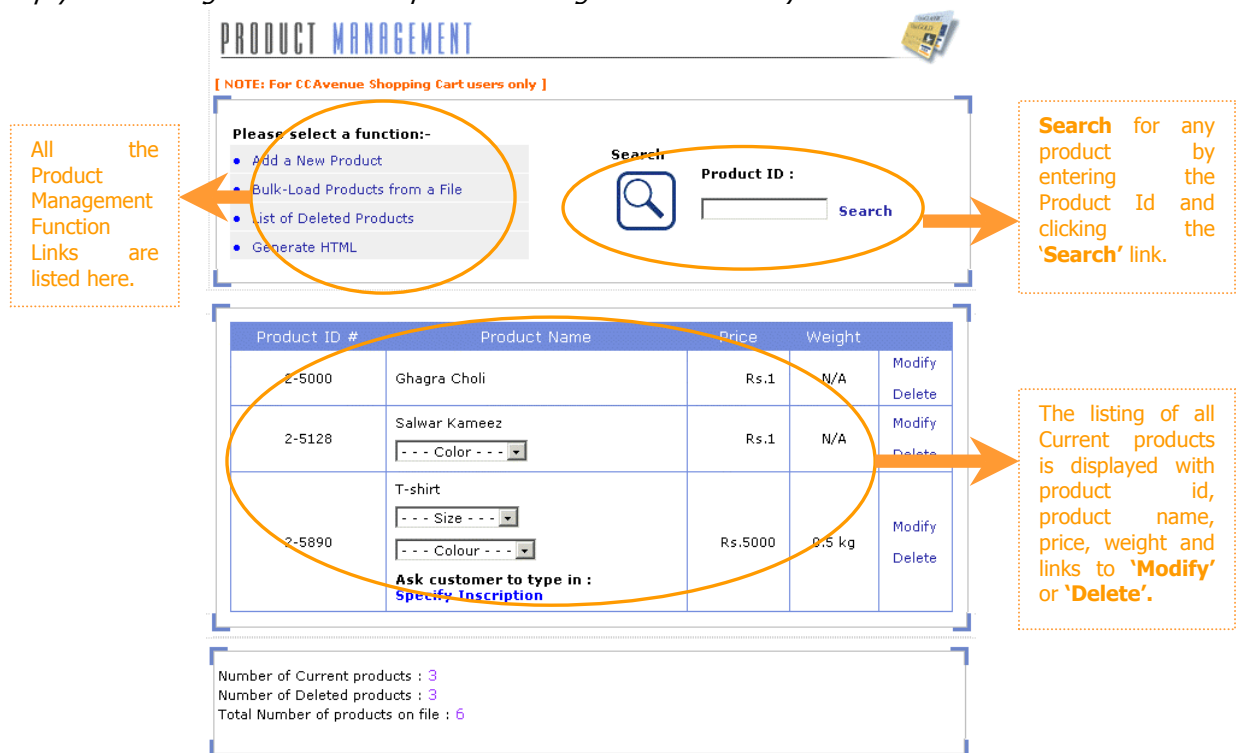
Before you can integrate the shopping cart you need to perform a few necessary and extremely easy steps, as follows:

Step 1: Select the correct Interface Type in Settings and Options

If you wish to use the shopping cart interface then you must go the General settings' link in the 'Setting and Options' section. Go to the Change Interface type and select either 'ShopCart Interface' or 'Both Amount and ShopCart Interface' and click on 'Submit' to update the settings.

Step 2: Add and Manage Products

The next step requires that you upload the products you wish to display on your shopping cart by visiting the 'Product Management' section. (Please note that if you have skipped the previous step you will not get access to the product management features.)



PRODUCT MANAGEMENT

[NOTE: For CCAvenue Shopping Cart users only]

Please select a function:-

- Add a New Product
- Bulk-Load Products from a File
- List of Deleted Products
- Generate HTML

Search

Product ID : **Search**

Product ID #	Product Name	Price	Weight	
2-5000	Ghagra Choli	Rs.1	N/A	Modify Delete
2-5128	Salwar Kameez --- Color ---	Rs.1	N/A	Modify Delete
2-5890	T-shirt --- Size --- --- Colour ---	Rs.5000	0.5 kg	Modify Delete

Ask customer to type in : [Specify Inscription](#)

Number of Current products : 3
Number of Deleted products : 3
Total Number of products on file : 6

Annotations:

- All the Product Management Function Links are listed here.
- Search for any product by entering the Product Id and clicking the 'Search' link.
- The listing of all Current products is displayed with product id, product name, price, weight and links to 'Modify' or 'Delete'.

You can add products by any of the two methods:

- 1) Adding one product at a time by clicking on the 'Add a new Product' Link.

Add Your Product You need to provide the Product Id, Product Name, the Unit Price, Weight of the product and the Unit of weight.



Add your Product

Product ID Number
Letters, Numbers, and dashes are ok.

Product Name
For best results, use both upper- and lower- case letters

Price Rs. **Weight** kg

Currently Available ?
☐ Yes, available for immediate shipment.
☐ No, product is backordered or temporarily unavailable.

[Click Here To](#)

OR, use the areas below for Product Varieties & Options.

If the product is not available you can simply select the 'No' radio button which ensures the appropriate message will be displayed to your customer informing him / her that the product chosen is currently unavailable.

Advanced options are also available where you can give the customer up to 3 options for every product and specify multiple choices within each of these options.

Specify the text to be displayed to the customer asking for special message, inscription etc which he wants added on to the product.

Add Your Product Options

	1	2	3
Name of Option (Size, Color, Flavor, etc.)	<input type="text" value="Size"/>	<input type="text" value="Colour"/>	<input type="text"/>
Name of Choices One per line	<input type="text" value="Small"/> <input type="text" value="Medium"/> <input type="text" value="Large"/> <input type="text" value="X-large"/>	<input type="text" value="White"/> <input type="text" value="Yellow"/> <input type="text" value="Red"/> <input type="text" value="Green"/> <input type="text" value="Blue"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Name of Customer Text Option (Inscription, Monogramme, etc.)	<input type="text" value="Specify the text for Inscription"/>		
<input type="button" value="Add Product"/>			

- 2) Uploading the details of a number of products by clicking on the '**Bulk Upload Products from a File**' link.

This feature is useful for advanced users, or clients who have a large product list. Currently, the bulk loader works only with products that do not have any advanced options. If some of your products have options and choices, you can upload your products using the bulk upload feature however the customer options and choices must be entered by clicking on the modify link provided alongside each product in the list of current products.

To bulk-load a list of products from a file, simply follow these three steps.

Step 1: Prepare your Input File in the required text file format

Create a text file (sometimes called an ASCII text file) containing a list of products to be loaded or updated. Each line of the text file needs to contain three items: the Product ID, the Product Name, and the Price in Indian Rupees (Rs.).

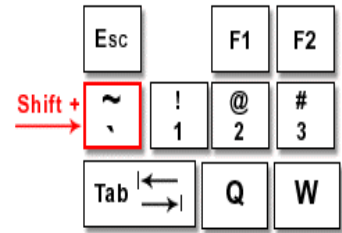
Use only the "~" to separate the Product ID, the Product Name, the Price, the Weight with the Unit of weight.



Use only the "~" (Tilde) to separate the Product ID, the Product Name, the Price, the Weight with the Unit of weight.

Do NOT use the Space bar to separate the Product ID, the Product Name, the Price, the Weight, and the Unit of weight.

Also please remember that Product IDs cannot contain any embedded spaces or special characters and must only contain letters, numbers, and hyphens.



Ensure that each product's details are on consecutive lines. An example product file might look like this:

Example A: ProductID~Product Name~Price

A-001~Yellow - Shirt~500
2232~Set of 14 Vessels~1500
ASG-221~Salwar~2000

OR

Example B: ProductID~Product Name~Price~Weight

A-001~Yellow - Shirt~500~0.5lbs
2232~Set of 14 Vessels~1500~20kg
ASG-221~Salwar~1500~12kg

A word of warning, as the bulk-load system is keyed on Product ID, if a Product ID in your input file already exists in our database, then that product's information will be updated with the new data from your input file.

Any product in the database whose ID is not in your input file will remain unchanged.

Step 2: Upload your Input File to a web site

Choose a name for your input file that ends in '.txt'. Then upload the file to a temporary location on your Web site using FTP. The URL to access the file should be something like <http://www.my-isp.com/myname/products.txt>.

Step 3: Load the products into CCAvenue™

Finally, enter the URL where you uploaded your input file. Press Submit and your products will be loaded immediately.

Enter the URL of the Product File :

[Ex - http://www.my-isp.com/myname/pr_file.txt]

Submit

If you like, you can delete the input file from your Web site when you're finished.



3.3 Shopping Cart Site Integration

if you have registered with CCAvenue™ for using our shopping cart interface, then you need to place **'Add to Cart'** link next to each of the products displayed on your website and a **'View Shopping Cart / Checkout'** link at the top and bottom of the shopping area on each of your pages.

The 'Add to Cart' Link: You need to place a this button near each product description on your shopping pages.(see our Demo Shop for a demonstration). When a customer presses a the 'Add to Cart' Button, that product will be added to the customer's shopping cart. We'll then give the customer an opportunity to select quantities and product varieties, if any. The customer can then select more items to purchase, or pay and finish.

The HTML code to generate this link is:

```
<A HREF="http://www.ccavenue.com/shopzone/custcart/sendtocart.jsp?
M_demos_17,productID,continue-page">Add to cart/Checkout</a>
```

If you wish to create a graphical version of this button instead, the code would be:

```
<A HREF="http://www.ccavenue.com/shopzone/custcart/sendtocart.jsp?
M_demos_17,productID,continue -page"></a>
```

The 'View Shopping Cart / Checkout' Link: allows customers to either view the contents of their shopping cart, or pay and finish.

The HTML code to generate this link is:

```
<A HREF="http://www.ccavenue.com/shopzone/custcart/sendtocart.jsp?
M_demos_17,shopcart,continue-page">View Shopping Cart/Checkout</a>
```

If you are going to create a graphical version of this button instead, the code would be:

```
<A HREF="http://www.ccavenue.com/shopzone/custcart/sendtocart.jsp?
M_demos_17,shopcart,continue -page"></a>
```

Note the red text, continue-page and productID in the examples above. In place of continue-page, insert the address of the Main Shopping page at your Web site. (This usually starts with http:// or www.) When the customer presses the "Add More Items" button from a CCAvenue™ page, we will send the customer back to the continue-page address that you specify.

For small shops, you'll probably want us to send the customer back to the page from where he/she originally clicked on this link. Larger shops might want to send the customer to a search page in order to browse for his/her next product.

productID refers to the actual product id of each product that exists in your shop. This is an identifier used by your Web page to communicate with CCAvenue™'s software. It tells CCAvenue™ which product is being selected when a customer clicks on the "Add to Cart" button for that product. The product ID number can be any combination of letters, numbers, and dashes (-) Please note that each product entry is required to be made via the Your Products interface.

4. ADVANCED SITE INTEGRATION FOR REAL TIME SUCCESS / FAILURE

4.1 OVERVIEW AND PRE-REQUISITES

The Real Time Success / Failure feature is available for merchants who have their own custom shopping cart or web application and maintain an active database at their end which needs to be updated with the authorisation status of the transaction in real time. To avail of the RealTime Success/ Failure feature you must send an email request to the CCAvenue™ personnel at contact@ccavenue.com or service@ccavenue.com with an explanation about your need for the facility. After reviewing your request the CCAvenue™ personnel will approve your account for the real time feature.

The pre-requisites for using this facility are:

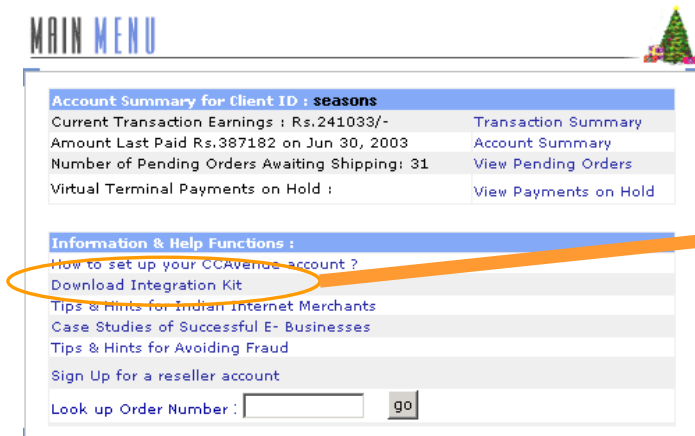
- 1) Your website must run on a web server which supports any of the following scripting languages.
 - **ASP - Active Server Pages**
 - **JSP – Java Server Pages**
 - **PHP – PHP: Hypertext Pre-processor**
- 2) You will need intermediate level of programming skills in the scripting language or you may consider hiring the services of a programmer for integrating the feature with your website.

How the Real Time Success Failure Feature works?

The Real Time Success Failure Feature works on the basis of Checksum verification. The **Checksum** refers to a random numeric string generated using a mathematical algorithm (a complex quadratic equation) to ensure that data is not tampered along the way. The way it works is lets say a message has to be sent from **A** to **B**. **A** and **B** both mutually agree on a Key that only both of them possess. A checksum is calculated with a mathematical function using the parameters passed and the Key as input. This checksum is then sent along with the message to point **B**. **B** then recalculates this checksum using the Key and the same algorithm. If the checksum that **B** calculates is different from the checksum that **A** has passed then the data has been tampered with along the way.

4.2 DOWNLOAD INTEGRATION KIT

The first step to integrating this feature is to download the Integration Kit. After your account has been approved for the Real Time success / Failure feature the link to Download the Integration Kit will automatically appear on the main menu of your account. You need to log in to your CCAvenue™ account and click on the link to download the kit.



To Download Integration Kit

Step 1: You need to log in to your CCAvenue account and click on the link to download the kit.

Step 2: Select the option 'Save this file to disk' and click on the 'OK' button.

Step 3: Select the directory and folder path in which to save the zip file and hit the 'Save' button.

Step 4: Extract the file using the WinZip utility to access the folders and files provided.



The zip file contains the following files and folders:

1) StepsToIntegration.doc provides a step by step guide to integrating the feature with your website.

2) ASP folder:

This folder contains the following sample codes:

Please note that you could insert your subroutines/functions to the checkout & redirecturl.jsp page & further customize the pages.

libfuncs.asp : functions necessary for calculating, verifying checksum
checkout.asp : sample code for your ASP checkout page
redirecturl.asp : sample code for your ASP redirect page

3) JSP folder:

This folder contains the following sample codes:

Please note that you could insert your subroutines/functions to the checkout & redirecturl.jsp page & further customize the pages.

libFunctions.jsp : functions necessary for calculating ,verifying checksum
checkout.jsp : sample code for your JSP checkout page
redirecturl.jsp : sample code for your JSP redirect page

4) PHP folder:

This folder contains the following sample codes:

Please note that you could insert your subroutines/functions to the checkout & redirecturl.php3 page & further customize the pages.

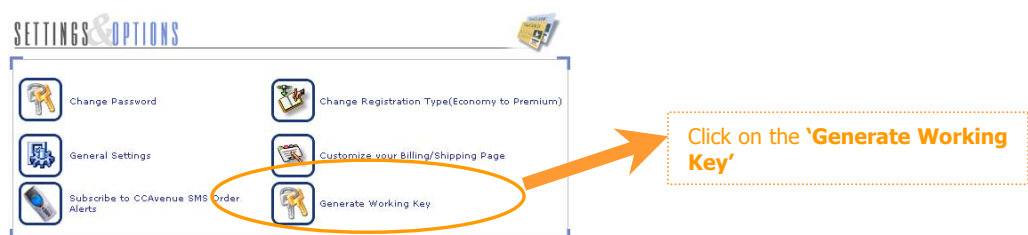
libfuncs.php3 : functions necessary for calculating, verifying checksum
checkout.php3 : sample code for your PHP checkout page
redirecturl.php3 : sample code for your PHP redirect page

Three separate folders have been provided depending upon the type of scripting language supported by your website you will need to use the relevant folder only.

4.3 STEPS TO INTEGRATION

To successfully integrate you need to follow the below steps:

1. Go to the '**Settings and Options**' link in the top menu and click on the '**Generate Working Key**' link.
 - Please login to your CCAvenue™ account
 - Go to "Settings & Options"
 - Click the "Generate Working Key"
 - Copy the 32 bit Working Key and assign it to the variable by the name '**WorkingKey**' in the files '**checkout.asp**' as well as '**redirecturl.asp**' (or similar **.jsp** or **.php** files).





The Working Key is a unique 32 bit alphanumeric key assigned exclusively to you. You need to copy this key and assign it to the variable by the name 'WorkingKey' in the files 'checkout.asp' as well as 'redirecturl.asp' (or similar .jsp or .php files).

2. The libfuncs file contains functions for calculating and verifying the checksum. In the sample **checkout page (eg. checkout.asp)** you will see a Form with following parameters. You need to pass corresponding values to these parameters.

Merchant_Id: This ID is generated for you at the time of activation of your site. This Member ID uniquely identifies you as a Member of CCAvenue™. You can get your CCAvenue™ Merchant Id/User Id at "Generate Key" of "Settings & Options" section.

Amount: Amount is the total amount of the transaction(greater than 0) in INR, without a currency symbol or other non-numeric character. only a decimal allowed.

Order_Id: A Unique alphanumeric ID generated by you to uniquely identify this order. The Description/Order ID should be unique since it would allow you to identify the transaction easily.

Redirect_Url: Replace the value '<http://www.xyz.com/xyz.asp>' with the url of your page where you will be receiving and processing the return values. The sample receiving page (**eg. redirecturl.asp**) contains the code which can be customized by you as required.

Once the customer on your website has finished authenticating the transaction he is returned back to your website. The URL to which the customer returns back is called the Redirect URL. Once the authorization process has been completed the customer will be redirected to this URL to which we pass return values namely the AuthDesc parameter indicating the status of the transaction along with all of the parameters mentioned above.

WorkingKey: This key also known as the Working Key is a 32 bit alphanumeric key is assigned to each merchant. Please note that you have to generate this key by logging in to your CCAvenue™ merchant account and using the "**Generate Key**" function at the "**Settings & Options**" menu and assign this key to this variable.

Checksum: A checksum is calculated using the **getChecksum** function, which runs a mathematical function using the parameters passed and the Key as input.

If you would like the Billing/Shipping page on CCAvenue™ to be auto-filled with the details provided by the customer on your site, please send the following optional parameters with their corresponding values, namely:

billing_cust_name
billing_cust_address
billing_cust_country



billing_cust_tel
 billing_cust_email
 delivery_cust_name
 delivery_cust_address
 delivery_cust_tel
 billing_cust_notes

If the above parameters are sent with "" values (that is without a value) then your customer will be prompted to enter these details on the CCAvenue™ Shipping/Billing Page.

Note: "billing_cust_notes" is an optional field i.e. the customer will not be prompted to fill in the same.

Merchant_param: This is an optional parameter you can send with any values of your choice.

Below is a list of all the variables that you will deal with in any transaction.

List of parameters	Data Length	Input/Output	Compulsory
Order_Id	30	I & O	Yes
Amount	5	I & O	Yes
Merchant_Id	50	I & O	Yes
Redirect_Url	50	I & O	Yes
Checksum	10	I & O	Yes
billing_cust_name	50	I & O	No
billing_cust_address	200	I & O	No
billing_cust_country	50	I & O	No
billing_cust_tel	50	I & O	No
billing_cust_email	50	I & O	No
delivery_cust_name	50	I & O	No
delivery_cust_address	200	I & O	No
delivery_cust_tel	50	I & O	No
billing_cust_notes	500	I & O	No
Merchant_Param	100	I & O	No
AuthDesc	1	Only O	Yes

3. Depending upon the scripting language you will be using, you need to upload the files pertaining to your platform onto your website.
4. Once all the above steps are taken care of and you are ready to go live/test,
 - ➔ Please login to your CCAvenue™ account
 - ➔ Go to "Settings & Options"
 - ➔ Click the "Generate Working Key"
 - ➔ Choose the "**Activate**" option & click submit.



Please Note: The Deactivate option is checked by default. When this feature is deactivated the authorization status of an order will not be available to you in real-time, but only by an order mail & at the "View Pending Orders".

You could chose to activate/de-activate this real-time authorisation feature anytime by logging in to your CCAvenue account.

4.4 TESTING ADVANCED SITE INTEGRATION

Remember that before testing you must have completed step 4 of the Steps to Integration. Two types of '**AuthDesc**' statuses can be sent by CCAvenue™ namely '**Y**', '**N**' OR '**B**'.

- ➔ **Y** - indicates that the transaction has been **successfully authorised** by the gateway.
- ➔ **N** - indicates an **unsuccessful transaction**, as it did not receive authorisation from the gateway.
- ➔ **B** – indicates that the transaction is in batch processing mode and the authorisation status can only be determined at a later point in time. This happens only in case of transactions processed using a JCB card and in very rare cases for American Express Cards if the Amex server is down. In the case of these transactions the authorisation status is available only after 5-6 hours by mail from CCAvenue™ and at the "Pending Orders" section.

The sample receiving pages (eg. **redirecturl.asp**) can be directly used for integration with CCAvenue™ depending upon the platform of your application. You need to simply change the variables to match your variables as well as insert routines for handling a successful or unsuccessful transaction. The Checksum sent by the CCAvenue™ server needs to be verified using the **verifyChecksum** function.

If the **verifyChecksum** function returns a value of '**false**' then the data has been tampered with along the way from the CCAvenue™ server to the receiving page. This could mean that either any of the following Merchant_Id, Order_Id, Amount, AuthDesc, WorkingKey values may have been tampered with. In such cases we recommend that you verify the authorisation status and the details of the transaction by logging into your CCAvenue™ merchant account and viewing the details of that order in the "Pending Orders" section.

Once activated, you can test the integration with the gateway by placing an order using a dummy card number eg. 4111 1111 1111 1111 to test for a unsuccessful transaction OR use a LIVE card number for a nominal amount (not more than Rs.10/-) to test a successful transaction. Please enter the key word "**SUB-MERCHANT TEST**" in the Instructions/Notes text area in the CCAvenue™ Shipping/Billing Page.



Avenues (I) Pvt. Ltd., Avenues World Pte. Ltd. and AVENUES LIMITED are the Holding company for a number of e-Ventures aimed at providing end-to-end solutions for a variety of industry verticals.

CCAvenue™ World

CCAvenue is India's largest payment gateway and has the largest share in the volume of online transactions. With the launch of CCAvenue World we will be India's only payment gateway with the ability to process your transactions in US \$. This feature, combined with our close geographical proximity, will now give you benefits that you have never enjoyed before.

ResAvenue

ResAvenue, aims to provide cost cutting, advanced hotel industry transaction processing solutions and electronic commerce services to help the Hotelier achieve profitability, so that they can focus on their core competency--a superb guest experience. As the owner/promoter of an independent or branded hotel, a major hotel chain or hotel management company, you can stay ahead of your competitors and capture new market share with an effective Online Distribution Strategy through the ResAvenue Property Management System.

CineAvenue

CineAvenue is aimed at venue owners (theatres, schools, sports, entertainment and event venues) to provide an interactive seat map technology and private label experience, to enable them to seamlessly offer patrons, a 24/7 Internet box office, completely integrated with all possible electronic real time payment options. With real time control of online inventory, CineAvenue will provide the Venue owner with a complete, inexpensive, simple-to-use, un-staffed, reliable and totally secure ticketing solution.



www.ccavenue.com



www.resavenue.com



www.cineavenue.com

Await the launch of our new ventures! Coming soon!

