

Media Release

AvenuesAI's CCAvenue partners with Shiprocket Checkout to streamline digital transactions

Gandhinagar, India — 16 March 2026 — AvenuesAI Ltd (BSE: 539807, NSE: CCAVENUE), India's top publicly traded Fintech company, has announced the integration of its leading digital payments gateway brand, CCAvenue, with Shiprocket Checkout, the high-conversion checkout solution from Shiprocket, India's largest e-commerce enablement platform. With this alliance, CCAvenue reaffirms its commitment to enabling seamless digital transactions for its merchants nationwide. Aligning with Shiprocket Checkout empowers CCAvenue merchants to elevate their business by providing access to a faster, friction-free checkout experience built specifically for Indian consumers and D2C brands.

CCAvenue has been extending its collaboration with small and medium-sized businesses (SMB's), empowering them to digitize every facet of their operations – from payments and logistics to customer engagement. With the incorporation of its next-gen payment solutions, CCAvenue continues to drive efficiency, scalability, and growth for SMBs in the present digital economy.

In addition to payment gateway solutions, the tie-up aims to enable Shiprocket Checkout merchant partners to access additional payment features provided by CCAvenue. This will include enhanced cash flow management through same-day settlements, international payment acceptance, conversational payments, industry's best success rates, and no-cost EMI facility. Through this arrangement, merchants will also be able to share payment links via WhatsApp, SMS, Instagram, and email, providing a simplified user experience for their customers.

CCAvenue further aims to provide a seamless setup of its Payments Infrastructure with professional and customizable e-commerce platforms. The integration streamlines everything from product listings and inventory management to social commerce features for Ship Rocket Checkout, helping SMBs compete at enterprise levels, while boosting sales and customer engagement bundled with CCAvenue's robust digital payments infrastructure.

Speaking on the alliance, **Mr. Pankaj Dedhia, Group Chief Business Officer at AvenuesAI Limited**, said: *"We're dedicated to empowering SMBs with a comprehensive ecosystem of services to fully digitize their operations. Our recent collaboration with Shiprocket Checkout motivates us to extend our payment gateway solutions to more and more ecommerce merchants, strengthening our vision to accelerate India's digital transformation."*

Mr. Gaurav Mangla, Shiprocket, said: *"India's D2C opportunity is enormous, but realising it requires more than great products and strong marketing, it requires infrastructure that converts. Shiprocket Checkout was built to ensure that every merchant, regardless of size, has access to a world-class checkout experience that turns traffic into revenue. Partnering with CCAvenue, a name that has been at the heart of India's digital payments journey, means our merchants now have access to one of the most trusted and comprehensive payment ecosystems in the country. Together, we are removing barriers between an Indian seller and their customer's next purchase."*

About Shiprocket



Shiprocket

Shiprocket Limited is India's leading eCommerce enablement platform on a mission to empower the businesses of Bharat to scale their ventures by unleashing the true power of eCommerce. The platform supports sellers at every step of their digital growth journey, creating a seamless operating system. With a robust stack of technology integrations, Shiprocket enables shipping, fulfilment, customer communication, marketing tools, and commerce infrastructure for MSMEs, D2C brands, and social commerce retailers across India.

About CCAvenue



CCAvenue, the flagship brand of AvenuesAI Limited, is a PCI DSS 3.2.1 compliant payments platform for eCommerce businesses in India. The organization serves millions of merchants spread across verticals such as Retail, Travel, Real Estate, Telecommunication, Government departments, and Utility billers, Hospitality, Education and Healthcare. It enables merchants to accept online payments through a spectrum of new-age payment options including 6 major Credit Cards, 97+ Debit Cards (All MasterCard / Visa / Maestro / RuPay Cards), Amex EzeClick, 58+ Net Banking, Mobile Wallets, UPI and up to 15 Multi Bank EMI options.

About AvenuesAI Limited



AvenuesAI Limited (formerly Infibeam Avenues Ltd) ("Company") is one of the leading global financial technology (fintech) companies offering comprehensive digital payment and artificial intelligence (AI) solutions across industry verticals. The company's payment infrastructure suite includes acquiring and issuing solutions, as well as core payment infrastructure for banks. Company's flagship brand CCAvenue powers one of India's largest Payment Gateway (PG) platforms, offering over 200 payment options that enable merchants to accept payments through websites and mobile devices in 27 international currencies. As part of its diversified digital ecosystem, Rediff.com, a subsidiary of AvenuesAI Limited (formerly Infibeam Avenues Ltd), strengthens the Company's position in the AI-driven commerce and content platform space. Rediff's offerings, combined with AvenuesAI's advanced fintech and AI capabilities, enable a unified ecosystem of payments, platforms, and digital services that drive value across consumer and enterprise segments. The company processed transaction worth INR 8.67 trillion (US\$ 106 billion) in FY25 across payments and platforms and serves over 10 million clients across its digital payments and platform businesses, catering to merchants, enterprises, corporations, governments, and financial institutions in both domestic and international markets. AvenuesAI's international operations span the United Arab Emirates, Kingdom of Saudi Arabia, Australia, and the United States of America, with additional presence in Oman, where it partners with three of the country's largest banks.

For further press queries please email or call

Vishal Dutta | (M) +91 9924387860, vishal.dutta@avenuesai.com

For more information on the company, please go to, www.avenuesai.com, www.phronetic.ai and www.ccavenue.com