

Media Release

CCAvenue Brings Apple Pay to Its Merchant Network

A safer, more secure and private way to pay with Apple devices

Gandhinagar/Mumbai, September 30, 2026 – CCAvenue, the flagship brand of AvenuesAI Limited, today brought Apple Pay to its merchant network. Apple Pay is an easy, secure and private way to pay in-store, in-app and online.

To pay in-store, customers simply double-click the side button, authenticate and hold their iPhone or Apple Watch near a payment terminal to make a contactless payment. Every Apple Pay purchase is secure because it is authenticated with Face ID, Touch ID, or device passcode, as well as a one-time unique dynamic security code. Apple Pay is accepted in grocery stores, pharmacies, restaurants, coffee shops, retail stores and many other places that accept contactless payments.

Statement from **Mr. Pankaj Dedhia, Group CBO, CCAvenue Payments Services Division - AvenuesAI Limited**: *“CCAvenue has consistently worked toward bringing new payment technologies and experiences to the Indian market. We’re enabling even more ways to pay by making Apple Pay available for our merchant network. This delivers a simple, secure and seamless checkout experience using devices that people already know and love.”*

Customers can also use Apple Pay on iPhone and iPad - with Mac coming soon - to make faster and more convenient purchases in apps or on the web. This eliminates the need to create accounts or repeatedly type in contact details, card information, or shipping and billing addresses.

Security and privacy are at the core of Apple Pay. When customers use a credit or debit card with Apple Pay, the actual card numbers are not stored on the device or on Apple servers, nor are they shared by Apple with the merchant. Instead, a unique Device Account Number is assigned, encrypted, and securely stored in the Secure Element - an industry-standard, certified chip designed to store payment information safely on the device.

Apple Pay is easy to set up. On an iPhone, users simply open the Wallet app, tap ‘+’, and follow the steps to add an eligible card. Once a customer adds a card to iPhone, Apple Watch, or iPad, they can start using Apple Pay on that device right away. Customers will also continue to receive all of the rewards and benefits offered by their bank cards.

For more information on Apple Pay, please visit: <https://www.apple.com/in/apple-pay/>

For more information on CCAvenue, please visit: <https://www.ccavenue.com/>

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 transactions worth INR 5.04 trillion (US\$ 53.4 billion) in FY26 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, the Kingdom of Saudi Arabia, Australia, and the United States of America, with an 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
