

OFFICIAL API SPECIFICATION

ENTERPRISE GRADE SPEC

Voucher API

Hand out store coupons to your users as free rewards: spin wheels, scratch cards, games and check-ins.

DOCUMENT VERSION	STATUTORY STANDARD
v1	Free-to-play promotions only · DPDP Act 2023
CLASSIFICATION	EFFECTIVE DATE
STRICTLY CONFIDENTIAL / B2B PARTNER	24 October 2026

Notice: This document provides binding technical specifications, cryptographic protocols, idempotency requirements, and regulatory compliance workflows under the Digital Personal Data Protection Act, 2023 and Reserve Bank of India Master Directions.

OVERVIEW

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SECTION 1

1.0 EXECUTIVE OVERVIEW & ARCHITECTURE

Verified local stores run coupon campaigns on Eligify, for example “ \$100 off on bills of \$500 or more”. Your app shows these campaigns as rewards, and when a user wins you call the Voucher API to issue a coupon. The user walks into the store, shows the coupon, and the store redeems it.

You earn a share of the fee the store pays for each verified walk-in (redemption). Users never pay anything: coupons are free rewards with no cash value, and the games that award them must be free to play.

Every store is verified (KYB) and every campaign is reviewed by Eligify before it goes live, so the offers you show are real and honoured.

Base URL: https://eligify.in/api. All responses are JSON with a top-level `success` flag; errors also carry a machine-readable `code`.

SECTION 2

2.0 CRYPTOGRAPHIC AUTHENTICATION & SECURITY

Authenticate every request with your partner API key as a Bearer token. Keys are created by Eligify after your agreement and free-to-play declaration are on file. Keep the key on your server; never ship it in a mobile app or browser.

Required Security Request Headers

- Authorization** — Bearer elg_pk_<prefix>_<secret>: your partner API key (issued by Eligify, shown once)
- Content-Type** — application/json for POST requests
- Idempotency-Key** — Optional on POST /v1/vouchers: a unique id per reward; retries return the same coupon

HMAC-SHA256 Request Signing Algorithm

```
// Issue a coupon after a user wins a spin (Node.js, server side)
const res = await fetch('https://eligify.in/api/v1/vouchers', {
  method: 'POST',
  headers: {
    Authorization: `Bearer ${process.env.ELIGIFY_API_KEY}`,
    'Content-Type': 'application/json',
    'Idempotency-Key': `spin_${spinId}`,
  },
  body: JSON.stringify({
    campaignId: 'cmp_9f3a1c2b4d',
    userRef: user.id,
    promotion: { type: 'SPIN_WHEEL', freeToPlay: true },
    customer: { email: user.email, consent: user.savedToEligify },
  }),
});
const { data } = await res.json();
// Show data.code and link the user to data.url (QR code + store addresses)
```

Anti-Replay & Zero-Trust Defense Principles

- Rate limit: 6,000 requests per hour per partner. Exceeding it returns 429 RATE_LIMITED.
- Daily coupon limit: set in your agreement (default 1,000 a day). Exceeding it returns 429 PARTNER_DAILY_LIMIT.
- Send an Idempotency-Key with every issue call so network retries never create a second coupon.
- Campaigns can be for everyone, new customers, returning customers or lapsed customers of that store. Issuing to a user who doesn't

match returns 409 AUDIENCE_MISMATCH; a store that has blocked the user returns 403 CUSTOMER_NOT_ELIGIBLE. Pass `userRef` when listing campaigns to show each user only offers they can win.

- At the store, the customer confirms the coupon is theirs with a one-time code sent to their email. If you shared `customer.email` (with consent), the code goes to that address, so only the winner can redeem it; a shared `customer.phone` must also match if the cashier enters one.
- Issue at scale with POST /v1/vouchers/batch: up to 100 coupons per call, each with its own idempotencyKey. Results come back per item (HTTP 207 if some failed); retrying the batch is safe.
- Keys are scoped: ask Eligify for a key per server, with only the permissions it needs (vouchers:read, vouchers:issue, wallet:read, giftcards:order...). Calls without the right scope return 403 MISSING_SCOPE.
- Signed keys: every request must send X-Eligify-Timestamp (unix seconds) and X-Eligify-Signature: v1=<hex HMAC-SHA256(signingSecret, "<timestamp>.<METHOD>.<path?query>.<raw body>")>. Requests older than 5 minutes or replayed are refused.
- Gift Card API (giftcards:* scopes): GET /v1/giftcards/catalog?category=&tag=&q=, POST /v1/giftcards/orders (Idempotency-Key required; paid from your prepaid balance), GET /v1/giftcards/orders/{orderId}?reveal=1.
- Campaigns may cap coupons handed out per day: once reached, issuing returns 409 CAMPAIGN_DAILY_LIMIT until midnight IST.
- If Eligify has your server IPs on an allow list, requests from other IPs are refused with 403 IP_NOT_ALLOWED.

SECTION 3

3.0 API REFERENCE CATALOG & SCHEMAS

GET /v1/vouchers/campaigns**1. List live campaigns**

Campaigns you may hand out right now, ordered by end date. Filter by `city`, `pincode` or `category` (FOOD, CAFE, GROCERY, FASHION, BEAUTY, ELECTRONICS, HOME, HEALTH, FITNESS, ENTERTAINMENT, SERVICES, OTHER). Only stores with at least one open location are returned; up to 100 campaigns. Pass `userRef` to leave out campaigns that user can't win (offers for new or returning customers depend on their history with each store). `terms` is the full list to show before the user plays: it is generated from the campaign's rules (audience, redemption days and hours, what it covers) followed by the store's own terms.

SAMPLE REQUEST

```
GET /api/v1/vouchers/campaigns?city=Bengaluru&category=CAFE&userRef=user_48213
```

SAMPLE RESPONSE (HTTP 200)

```
{
  "success": true,
  "data": [
    {
      "campaignId": "cmp_9f3a1c2b4d",
      "title": "Weekend coffee treat",
      "store": "Brew Street Cafe",
      "category": "CAFE",
      "offer": " ₹100 off on bills of ₹500 or more",
      "offerType": "FLAT",
      "value": 100,
      "minBillAmount": 500,
      "terms": [
        "For first-time customers only.",
        "Redeem Saturdays and Sundays, 8 am to 12 pm.",
        "Cannot be combined with other offers.",
        "One coupon per customer."
      ],
      "audience": "NEW",
      "highlights": [
        "Freshly roasted single-origin beans"
      ],
      "howToRedeem": "Show the QR at the billing counter before you order.",
      "startsAt": "2026-10-01T00:00:00.000Z",
      "endsAt": "2026-10-31T18:29:59.000Z",
      "couponValidityDays": 14,
      ... (truncated for brevity)
    }
  ]
}
```

POST /v1/vouchers**2. Issue a coupon**

Gives one coupon from a live campaign to one of your users. Call it only after the user wins a free promotion. The response includes the code and a coupon page URL with a QR code and the store addresses; show both to the user.

REQUEST PARAMETERS

FIELD	TYPE / REQ	DESCRIPTION
campaignId	string *	From GET /v1/vouchers/campaigns
userRef	string *	Your id for the user (up to 128 characters). Used for per-user limits and the Wallet API.
promotion.type	string *	SPIN_WHEEL, SCRATCH_CARD, GAME, QUIZ, CHECK_IN, REFERRAL or OTHER
promotion.freeToPlay	boolean *	Must be true. Coupons may only be rewards from promotions with no entry fee or stake.
customer.email	string	Only with the user's consent: shows the coupon in their Eligify rewards wallet
customer.phone	string	Only with the user's consent. Lets the store recognise the same person across partner apps for new / returning offers; stores see only the last 4 digits.
customer.consent	boolean	true if the user agreed to save the coupon to Eligify. Email and phone are ignored otherwise.

SAMPLE REQUEST

```
{
  "campaignId": "cmp_9f3a1c2b4d",
  "userRef": "user_48213",
  "promotion": {
    "type": "SPIN_WHEEL",
    "freeToPlay": true
  },
  "customer": {
    "email": "asha@example.com",
    "consent": true
  }
}
```

SAMPLE RESPONSE (HTTP 201)

```
{
  "success": true,
  "data": {
    "code": "K7QM-4XPA",
    "status": "ACTIVE",
    "url": "https://eligify.in/c/K7QM-4XPA",
    "campaignId": "cmp_9f3a1c2b4d",
    "store": "Brew Street Cafe",
    "title": "Weekend coffee treat",
    "offer": " ₹100 off on bills of ₹500 or more",
    "minBillAmount": 500,
    "terms": [
      "Valid once per customer."
    ],
    "issuedAt": "2026-10-12T10:15:00.000Z",
    "expiresAt": "2026-10-26T10:15:00.000Z",
    "userRef": "user_48213",
    "locations": [
      {
        "id": "loc_1a2b3c4d5e",
        "name": "Indiranagar",
        "address": "12, 100 Feet Rd, Bengaluru, 560038",
        "city": "Bengaluru"
      }
    ]
  }
}
... (truncated for brevity)
```

GET `/v1/vouchers/{code}`**3. Get a coupon**

Status of a coupon you issued: ACTIVE, REDEEMED, EXPIRED or VOID. Coupons issued by other partners return 404.

SAMPLE REQUEST

```
GET /api/v1/vouchers/K7QM-4XPA
```

SAMPLE RESPONSE (HTTP 200)

```
{
  "success": true,
  "data": {
    "code": "K7QM-4XPA",
    "status": "REDEEMED",
    "redeemedAt": "2026-10-14T13:02:11.000Z",
    "store": "Brew Street Cafe"
  }
}
```

SECTION 4

4.0 BEST PRACTICES, CONCURRENCY & OCC

Show terms before the user accepts

Display the offer, minimum bill, terms, expiry and store addresses before issuing. Users should know exactly what they won.

Match campaigns to the user

Filter by city or PIN code so users only win coupons for stores they can actually visit. Walk-ins (and your earnings) depend on it.

Link to the coupon page

Send users to ``url``: it shows a QR code the store scans, the code, directions and live status, on any phone without an app.

Listen for redemptions

Use the coupon.redeemed webhook to celebrate with the user or award your own in-app points.

SECTION 5

5.0 IMPLEMENTATION DO'S AND DON'TS

RECOMMENDED PRACTICES (DO'S)

- 'Issue coupons only as prizes from free promotions
- 'Send an Idempotency-Key with every issue call
- 'Ask the user before sharing their email or phone, and set customer.consent accordingly
- 'Keep your API key on your server and rotate it if it leaks
- 'Verify webhook signatures and timestamps

CRITICAL PITFALLS TO AVOID (DON'TS)

- 'Never charge users, sell coupons, or require a purchase, deposit or stake to play
- 'Never describe a coupon as cash, credit or money
- 'Don't issue coupons in bulk to users who didn't win them
- 'Don't send customer details without consent
- 'Don't call the API from a browser or mobile app directly

SECTION 6

6.0 STATUTORY COMPLIANCE & EXPIRY MANAGEMENT

Free-to-play only

Under the Promotion and Regulation of Online Gaming Act, 2025, money games are prohibited. Coupons may only reward free promotions. API calls must set `promotion.freeToPlay = true`; partners found charging users are blocked.

No cash value

Coupons are store-funded discounts, usable once at the issuing store. They hold no stored value and cannot be exchanged for money, so they are not prepaid payment instruments.

Consent (DPDP Act, 2023)

Email or phone may be shared only when the user agrees to save the coupon to Eligify. Without consent, Eligify only receives your opaque userRef.

Reviewed offers

Every store completes KYB and every campaign is approved by Eligify before it appears in `GET /v1/vouchers/campaigns`.
