



11th November, 2024

National Stock Exchange of India Ltd.

Exchange Plaza, C – 1, Block G
Bandra-Kurla Complex, Bandra (E),
Mumbai-400 051
Symbol: UNIECOM

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001
Scrip Code: 544227

Subject: Update under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations')

Reference: Press Release dated 11th November 2024 under Regulation 30 of SEBI Listing Regulations

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI Listing Regulations, as amended from time to time, and in continuation to our earlier communication sent on 11th November 2024 please find enclosed the Investor Presentation for the Agreement to Acquire Shipway Technology Private Limited.

This information is available on the website of the Company: <https://unicommerce.com/>

You are requested to kindly take the abovementioned on record.

Thanking you.

For UNICOMMERCE ESOLUTIONS LIMITED

Name: Ajinkya Jain

Designation: Company Secretary

Membership No.: A33261

Address: Sector 44, Gurugram, Haryana

Encl: As above

Unicommerce eSolutions Ltd.

Registered Office: Mezzanine Floor, A-83, Okhla Industrial Area Phase-II, New Delhi 110020 India
Corporate Office: Landmark House, Plot No. 65, 6 & 7th Floor, Sector 44, Gurugram, Haryana 22003 India
Tel +91-888 7790 22, email: contactus@unicommerce.com | Web: www.unicommerce.com ICIN: U74140DL2012PLC230932



Simplifying E-Commerce

M&A Update



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Agenda



Brief Intro of the Target Company - Shipway

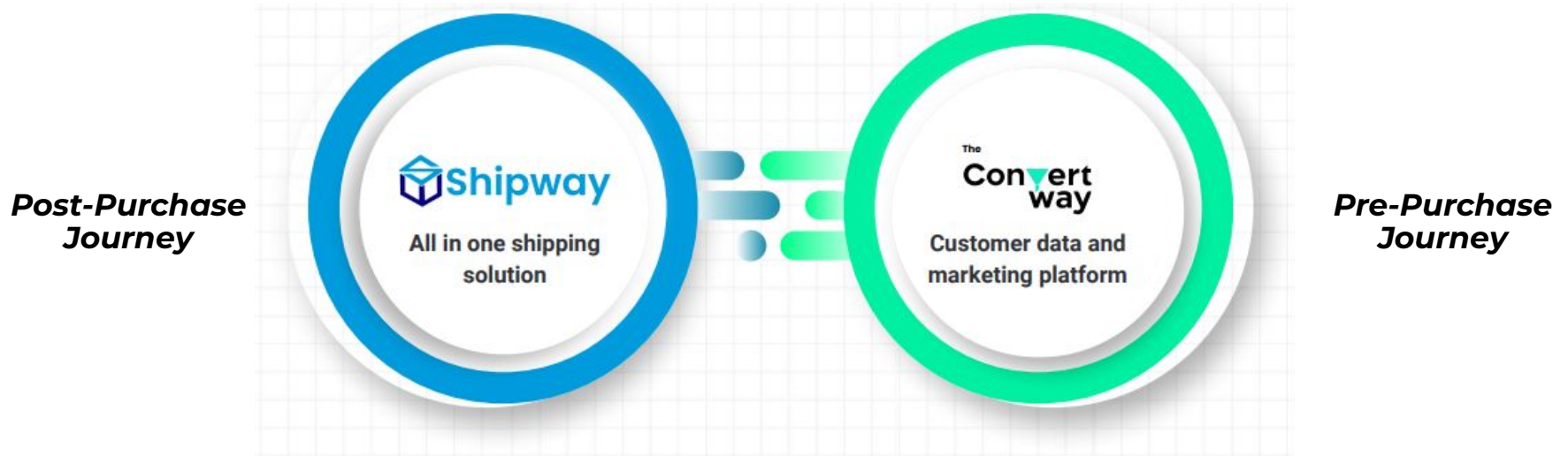


Deal Rationale and Potential Synergies



Financial Snapshot of Shipway

Shipway is an eCommerce enablement SaaS company with products across pre and post-purchase journey



**Courier
Aggregation**

**Shipping
Automation
& Tracking**

**RTO Reduction
Suite &
Other VAS**

**SMS & WA
Marketing
Automation**

**Live
Chatbot**

**Customer
Support**

Primary Business

New Business

It has three SaaS products as a part of two platforms – Shipway & ConvertWay

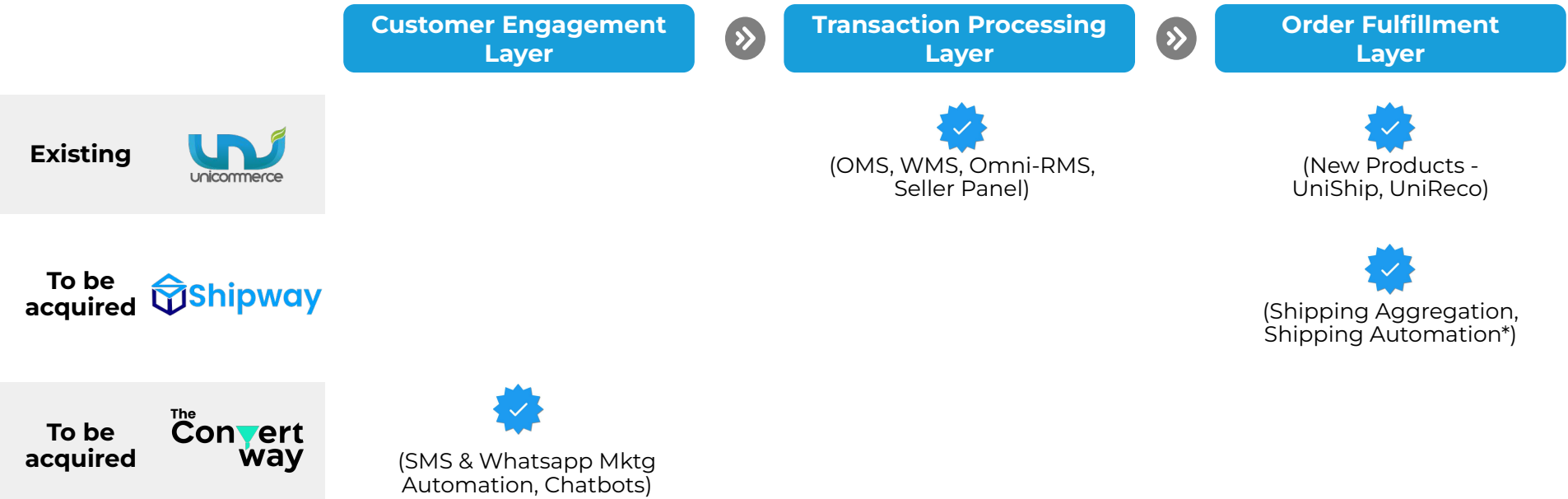
		Revenue Model
	<div style="background-color: #e0f2f7; padding: 10px; border-radius: 10px; text-align: center;"> <p>Courier Aggregation</p> </div> <div style="background-color: #d32f2f; color: white; padding: 5px; border-radius: 15px; text-align: center; margin-top: 5px;"> <p>Primary Business</p> </div> <ul style="list-style-type: none"> Integration with sales channels to receive orders Integration with couriers to book shipment Automated Non-delivery Report (NDR) process RTO detection And more ... 	<ul style="list-style-type: none"> Charges per shipment Varies based on courier, location, and route type
	<div style="background-color: #e0f2f7; padding: 10px; border-radius: 10px; text-align: center;"> <p>Shipping Automation</p> </div> <ul style="list-style-type: none"> Branded tracking page and notifications Returns and exchange management Logistics automation with own couriers And more ... 	<ul style="list-style-type: none"> Usage-linked subscription plans available based on features Quarterly and annual term
	<div style="background-color: #e0f2f7; padding: 10px; border-radius: 10px; text-align: center;"> <p>Martech</p> </div> <div style="background-color: #d32f2f; color: white; padding: 5px; border-radius: 15px; text-align: center; margin-top: 5px;"> <p>New Business</p> </div> <ul style="list-style-type: none"> SMS & Whatsapp Marketing Automation: Visitor list creation, automated campaigns, advanced segmentation, analytics and reporting Pre-purchase and Post-purchase chatbots 	<ul style="list-style-type: none"> Usage-linked subscription plans available based on features Monthly, quarterly and annual term

Courier aggregation contributed approximately 84% of the total revenue as of FY24

The transaction will strengthen Unicommerce's product portfolio and help become a one-stop shop for e-commerce enablement

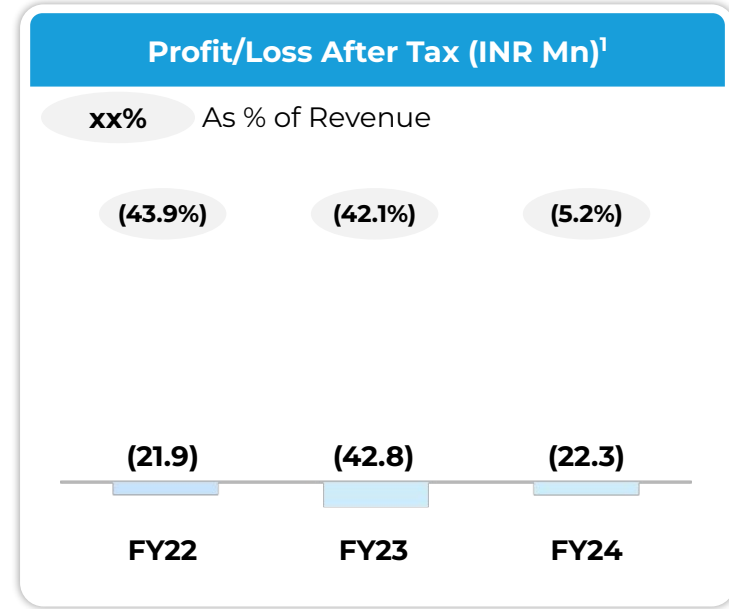
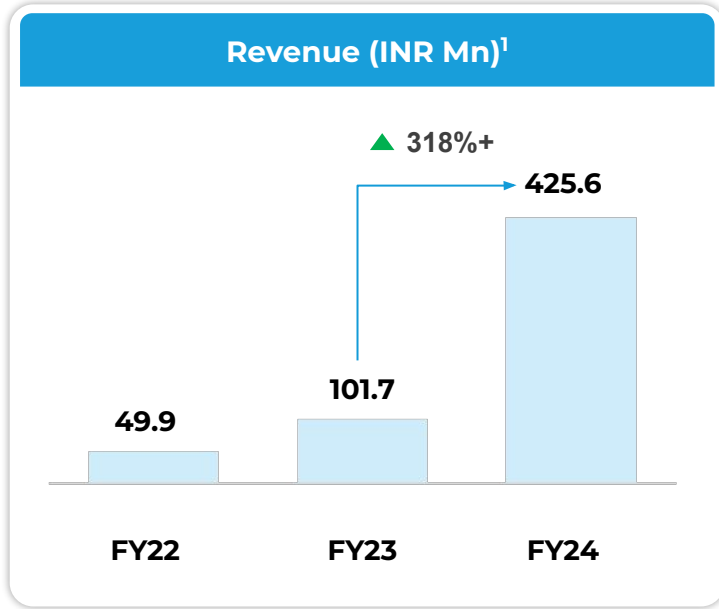


Shipway's complementary SaaS products are a strong strategic fit for Unicommerce's portfolio in both pre and post-purchase journey of eCommerce



Synergy: Offer all products from a single umbrella and cross-sell to each platform's existing customers

Shipway has shown consistent revenue growth with a focus on reducing loss margins and achieve profitability



The company has a sizable client base of 3,000+² customers across products, primarily in the SMB & mid-market segments. It also serves several notable brands such as Durex, Juicy Chemistry, Tresmode, Dot & Key, Amante, Libas, Sleepy Owl, Sennheiser and many more

Note: 1. FY22, FY23 and FY24 Revenue and Profit/Loss after Tax are as per audited financials; 2. Client count basis Q2 FY 25 time period across all businesses



For further information, please contact

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