



20th February, 2025

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')

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI Listing Regulations, as amended from time to time, please find enclosed the Press Release titled:

Ethos signs up Unicommerce to elevate luxury e-commerce experience

~ Ethos dials up digital transformation as Indian luxury retail market set to reach \$14 Bn by 2032~

This is for your reference and records and not a disclosure in terms of the requirements of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

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: Kapil Makhija

Designation: Managing Director & CEO

DIN: 07916109

Address: Sector 67, Gurugram, Haryana

Encl: As above

Unicommerce eSolutions Ltd.

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Corporate Office: M3M Urbana Business Park, 9th Floor, Golf Course Road (extn) Sector 67, Gurugram, Haryana 122001

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L74140DL2012PLC230932

Ethos signs up Unicommerce to elevate luxury e-commerce experience

~ Ethos dials up digital transformation as Indian luxury retail market set to reach \$14 Bn by 2032 ~

New Delhi, 18th February 2025: Leading luxury watch company, **Ethos**, has deployed Unicommerce's Uniware suite of solutions to elevate the experience for customers to optimise order management and streamline delivery processes for its growing base of online buyers.

Established in 2003, Ethos operates over 70 Watch Boutiques in 23 cities across India. As an authorised retailer of luxury watches, it offers more than 70 premium watch brands, including Rolex, Tissot, Breitling, BVLGARI, Maserati, Corum, Hublot, Rado, Tag Heuer and Armin Strom, among many others. Ethos also sells through its own website and through multiple marketplaces.

Ethos has adopted Unicommerce's multi-channel order and warehouse management systems to streamline order processing from its brand website and various marketplaces. With this, Ethos aims to leverage cutting-edge technology to automate processes previously done manually.

By managing orders via Unicommerce's unified dashboard, Ethos is able to optimise its order processing across multiple platforms, enable seamless check-out for high-value items, and also make after-sales more efficient. The automated shipping allocation also makes order tracking updates available to the end customer from the point when the product is shipped. Unicommerce's technology also powers Ethos' returns management operations. This ensures customers enjoy a hassle-free experience for all orders placed across different platforms.

The Unicommerce platform also allows Ethos to offer a wider assortment of products online, making store inventory available to shoppers across smaller towns and cities where their physical stores are not present, ensuring their commitment to making luxury products accessible to tier 2 and tier 3 buyers.

Speaking on the partnership, **Nikhil Adhlakha, Head of E-Commerce at Ethos**, said, *"We are seeing a tremendous growth opportunity in the Indian market. We are optimistic that this partnership with Unicommerce will further strengthen our operational efficiency to meet growing demand."*

Kapil Makhija, MD & CEO of Unicommerce, said, *"We are excited to support Ethos in scaling their operations and achieving their e-commerce goals. Our technology solutions have consistently registered faster order processing and reduction in operational errors for our clients. We are confident that we will add value to Ethos' luxury e-commerce operations."*

According to consulting firm BCG, the luxury retail market in India is currently valued at approximately \$8 billion and is expected to grow to \$14 billion by 2032. This rise in wealth is contributing to an ever-expanding demand for luxury goods across the country. The growth in luxury retail is not limited only



to the big metros. Towns like Dehradun, Chandigarh, Bhopal, Guwahati, and many more are also showing a keen interest in premium goods.

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About Unicommerce:

Unicommerce serves 7000+ clients in India, Southeast Asia, and the Middle East. Some of its marquee clients include FabIndia, Lenskart, Timex, TCNS, Mamaearth, Sugar, Emami, Urban Company, Blue Star, Cello, Symphony, Healthkart, GNC, boAt, Portronics, TMRW, Mensa, Landmark Group, Edamama and many more. Unicommerce's flagship platform Uniware, achieved an annualised transaction run rate of over 1 billion order items in Q3 FY25.

Unicommerce's product suite is sector and size-agnostic and designed to meet the business needs of various types and sizes of retail and e-commerce enterprises, both online and offline. Incorporated in 2012, Unicommerce is listed on the National Stock Exchange of India Limited and the Bombay Stock Exchange.

Company
Unicommerce eSolutions Limited
For any media queries, write to us: pressoffice@unicommerce.com
Company website: www.unicommerce.com