Arvind

July 19, 2022

BSE Limited
Listing Dept./ Dept. of Corporate Services
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400001

National Stock Exchange of India Limited
Listing Dept., Exchange Plaza, 5th Floor
Plot No. C/1, G. Block
Bandra-Kurla Complex
Bandra (E)
Mumbai - 400051

Security Code : 500101
Security ID : ARVIND

Symbol : ARVIND

Dear Sir/Madam,

Sub: Press Release

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we send herewith a copy of the press release being issued by the Company in respect of **"Shiprocket acquires Arvind's omnichannel technology business 'Omuni' for 200 crores in stock and cash deal"**.

You are requested to bring this to the notice of all concerned.

Thanking you,

Yours faithfully,

R. V. Bhimani
Company Secretary
Encl. As above

Fashioning
Possibilities

Shiprocket acquires Arvind's omnichannel technology business 'Omuni' for 200 crores in stock and cash deal

- *The acquisition will further strengthen the omnichannel offering of Shiprocket*
- *The deal will leverage both companies' technology and resources to enable quick, efficient, hassle-free deliveries from the closest store/warehouse*
- *Customers will also have an enhanced and seamless post-purchase experience*

July 19, 2022: Shiprocket announces acquisition of Arvind's omnichannel technology business – Omuni. The transaction will be carried out as a combination of stock and cash for total consideration of Rs. 200 crores. The combination of both entities will facilitate quick, efficient deliveries of shipments from the nearest store or warehouse, significantly reducing delivery timelines and enhancing customer experience.

Both Shiprocket and Omuni are industry leaders and integral partners in a larger D2C commerce enablement segment. The ecosystem comprises of retailers, e-commerce shopfronts, marketplaces, ERPs, point-of-sale systems, warehouse management solutions, payment solutions, and CRM solutions required for best-in-class shopping experiences for consumers. With most retailers adopting an omnichannel retail strategy to cater to consumers across digital and physical storefronts, the Shiprocket-Omuni acquisition deal will deliver a more robust and seamless post-purchase experience to customers.

Focusing on leveraging cutting-edge technology to build data-driven solutions and integrated product offerings, the Shiprocket and Omuni deal will ensure better inventory utilization, faster localized fulfillment, optimize operational costs, and deliver delightful multichannel experiences. With seamless inventory sync and fulfilment between online and offline channels, order volumes and order fulfillment rates will increase for retailers.

Saahil Goel, Co-Founder, and CEO of Shiprocket said, "We are pleased to announce the deal and excited to have Omuni as a part of the ever-growing Shiprocket family. Omuni's SaaS products will allow us to unify inventory, order, catalog, content, pricing, and data across physical and digital storefronts for the best possible e-commerce experience for customers. Together, we aim to redefine e-commerce logistics through omnichannel retail enablement. We look forward to working with the Omuni team to make this happen."

Commenting on the transaction, **Kulin Lalbhai, Executive director of Arvind Ltd.**, said "We are delighted with the merger of our technology division into Shiprocket. We have built Omuni into an industry leading product used by some of the largest brands in the country. By combining our retail stack with the Shiprocket Ecosystem we will be able to make the extensive inventory of retail stores available to be sold seamlessly via Shiprocket's logistics as a service solution. The coming together of these two product stacks will create a lot of value."

The global rollout of this combined tech stack is also expected to be a game-changer for both Shiprocket and Omuni.

About Shiprocket

Shiprocket is India's largest eCommerce enablement platform providing digital retailers an end-to-end customer experience platform. The platform, which is creating an operating system for direct commerce, enables shipping, fulfillment, customer communication, and marketing tools as well as providers for SMEs, D2C retailers, and social commerce retailers in India. With 17+ courier partners on board, the brand enables Pan-India as well as international shipping deliveries. Its shipping solutions are available across 29,000+ pin codes within India and 220 countries worldwide.

Launched in 2017, Shiprocket is on a mission to create a seamless logistics data platform that connects retailers, carriers, and consumers across national and international locations. Shiprocket provides a technology stack to help retailers integrate their shopping websites on Shopify, Magento, Woocommerce, Zoho, or others with the platform's multi-carrier API to manage orders, print shipping labels, and avail tracking information from multiple providers, including managing Cash on Delivery (COD) orders and payment reconciliation. Shiprocket also offers state-of-the-art fulfillment solutions with more than 20 warehouses located across India. The technology stack provides a robust post-purchase experience to consumers, resulting in higher engagement and lower RTO (failed deliveries).

Today, Shiprocket is the platform behind 2.5 lakh plus sellers who generate a GMV of more than $2.5B annually. The platform delivers packets to more than 70M consumers annually and is growing transactions 2.5-3X year on year.

About Omuni

Founded in 2014, Omuni (Arvind Internet Pvt. Ltd.) is India's leading omnichannel retail enablement platform for brand and retailers. Omuni's SaaS products enable brands to unify inventory, order, catalogue, content, pricing, logistics and data management across physical and digital storefronts to deliver seamless online/offline commerce journeys between stores, warehouses and digital channels.