



Date: October 19, 2023

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001
India

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400051
India

Scrip Code: 543529

Symbol: DELHIVERY

Sub: Press Release - ONDC partners SellerApp and Delhivery drive up sales for local Kanjeevaram weavers

Dear Sir/ Madam,

Please find enclosed herewith a copy of the press release being issued by the Company as “ONDC partners SellerApp and Delhivery drive up sales for local Kanjeevaram weavers”.

The aforesaid disclosure will also be hosted on the Company’s website at www.delhivery.com

You are requested to take the above on records.

Thank you.

Yours sincerely,
For Delhivery Limited

Vivek Kumar
Company Secretary & Compliance Officer
Membership No: A 20938

Place: Gurugram

Encl. As above



Delhivery Limited
Corporate Office: Plot 5, Sector 44, Gurugram - 122 002, Haryana, India
Registered Office: N24-N34, S24-S34, Air Cargo Logistics Centre-II,
Opposite Gate 6 Cargo Terminal, IGI Airport, New Delhi – 110037
(Formerly known as Delhivery Private Limited)

CIN: L63090DL2011PLC221234
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ONDC partners SellerApp and Delhivery drive up sales for local Kanjeevaram weavers

Sub-header:

ONDC and its partners, SellerApp and Delhivery, help Kanjeevaram saree weavers tap into a broader audience base through the digital marketplace.

Gurugram, 19 Oct 2023: Delhivery Ltd., India's largest fully integrated logistics services provider, along with SellerApp, both partners on ONDC, are enabling highly skilled local weavers from Kanchipuram to navigate the digital marketplace, bringing them greater visibility on a nationwide platform translating into increased sales.

The ONDC onboarding facilitated by SellerApp has brought the weavers a significant increase in visibility across 200+ cities in India. Delhivery – with its pan-India reach of 18,500+ pin codes, is enabling SellerApp and these small businesses from the textile town of Kanchipuram with on-time order fulfillment across multiple locations in India over the last six months. ONDC (Open Network for Digital Commerce) is a government-led initiative to create an open, secure, and interoperable network for digital e-commerce in India.

Kanchipuram-based weaver Jyoti, who handcrafts exquisite Kanjeevaram sarees and sells them offline or via WhatsApp groups, was able to access a broader market by taking her small business to ONDC. "This not only augmented my income but also reinforced my confidence. I now have the tools to optimize my pricing and marketing strategies to be competitive in the digital marketplace," Jyoti said.

Giving more insights, Sowmya Nagarajan, Vice President, SellerApp, said, "In Kanchipuram, we have made substantial efforts to address the digital divide, particularly for local weavers. This work has been enabled by Delhivery's pan-India reach and collaboration with ONDC."

"Through tailored educational workshops, we facilitated the transition of these weavers from traditional offline commerce to the online marketplace. In the initial phase, SellerApp successfully onboarded eight weavers, empowering them to create digital stores and list 84 live SKUs (stock-keeping units). We are confident that more will be onboard during this festive season," she added.

Commenting on the success of local Kanchipuram weavers, T Koshy, CEO of ONDC, said, "SellerApp's pivotal role in onboarding eight Kanchipuram Silk Weavers onto ONDC underscores the network's commitment to empowering businesses and artisans, transforming the way we connect, trade, and prosper in the digital age."



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"ONDC has unlocked a world of opportunities for small-scale sellers and consumers alike. With Delhivery helping us build a more inclusive e-commerce community - consumers can now revel in an ever-expanding array of products from the remotest of places in India," Koshy added.

*Delhivery is a trusted partner for small businesses, large enterprises, and consumers looking to ship parcels nationwide. **Ajith Pai, Chief Operating Officer, Delhivery, said, "I'm thrilled to witness the transformative journey of these skilled Kanchipuram weavers. Through our seamless logistics and pan-India presence, we have connected local businesses from the remotest corners of India with their customers to foster economic growth at the grass-root level."***

About Delhivery

Delhivery Ltd. is India's largest fully integrated logistics services provider. With its nationwide network covering over 18,500 pin codes, the company provides a full suite of logistics services such as express parcel transportation, PTL freight, TL freight, cross-border, supply chain, and technology services. Delhivery has successfully fulfilled over 2 billion shipments since inception and today works with over 26,500 customers, including large & small e-commerce participants, SMEs, and other enterprises & brands. For more information about Delhivery, please visit www.delhivery.com.

About SellerApp

SellerApp is an end-to-end software solution for e-commerce sellers looking to optimize their business by leveraging data-driven insights and automation tools. With SellerApp, sellers can track their sales and performance metrics, monitor their competitors, and optimize their product listings to rank higher in search results and increase their visibility.

[SellerApp's ONDC Solution](#) enables sellers to be live on the network. SellerApp is working closely with the ONDC Leadership team, bringing onboard retailers, CPG Brands, D2C Sellers to be part of the network.



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