



Date: January 09, 2023

BSE Limited
Floor 25, P J Towers,
Dalal Street,
Mumbai – 400 001
India

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051
India

Scrip Code: 543529

Symbol: DELHIVERY

Sub: Press Release - The Good Glamm Group strengthens its partnership with Delhivery to implement end-to-end supply chain solutions and increase customer satisfaction

Dear Sir/ Madam,

Pursuant to the provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the press release proposed to be released as **“The Good Glamm Group strengthens its partnership with Delhivery to implement end-to-end supply chain solutions and increase customer satisfaction”**.

The above disclosure is also being uploaded on website of the Company at www.delhivery.com.

You are requested to take the same on records.

Thanking you,

Yours faithfully,

For Delhivery Limited

Sunil Kumar Bansal
Company Secretary & Compliance Officer
Membership No: F4810

Place: Gurugram

Encl: As above



The Good Glamm Group strengthens its partnership with Delhivery to implement end-to-end supply chain solutions and increase customer satisfaction

Gurugram, Haryana, January 09, 2023: The Good Glamm Group, South Asia's largest content-to-commerce conglomerate, has further extended its partnership with Delhivery, India's largest fully integrated logistics provider, to implement end-to-end supply chain solutions and increase its customer satisfaction.

As their long-standing supply chain partner, Delhivery has customized its services to complement the brand's rapid growth and evolving logistics requirements. Starting from express parcel services, the Good Glamm Group now leverages the full suite of supply chain solutions, including warehousing and transportation across part-truckload freight, full-truckload freight, and last-mile customer deliveries.

For example, Delhivery and the Good Glamm Group collaboratively identified improvement areas in both networks to implement tailored supply chain solutions, which improved the order-to-delivery time by 24 hours across 500+ cities in India.

As the D2C brand looked to accelerate sales from Tier 1 and 2 cities, it leveraged Delhivery's pan-India network to reach Tier 3 and 4 markets, where Delhivery has a strong presence. The two companies have accelerated their partnership on technology as well. Recently, Delhivery launched a consumer communication application, which enables the Good Glamm Group customers to engage in real-time with the brand and Delhivery's on-ground operations teams to improve delivery success.

Sukhleen Aneja, Chief Executive Officer, Good Brands Co, The Good Glamm Group, commented on the partnership, saying, "Since our inception, the Good Glamm Group has maintained a long-standing relationship with Delhivery. Our collaboration helps us reach consumers nationwide and emphasizes the convenience, promptness, and quick turnaround we provide. We have been able to grow our customer base in India given Delhivery end-to-end logistics capabilities and their large pan-India reach."

Ajith Pai, Chief Operating Officer, Delhivery, commented on the partnership, "We have collaborated with Good Glamm Group since 2017 and are delighted to be part of their success story. Delhivery's services backed by technology, data, and infrastructure capabilities have driven higher efficiency, speed, and extended reach for them and their customers at every stage of their growth journey."

<About Delhivery X D2C Brands>

Delhivery directly partners with all the leading D2C brands providing them with a full suite of logistics solutions - pan-India warehousing, freight, international and last mile. In these deep client partnerships, such as with the Good Glamm Group, Delhivery customizes its logistics network to improve the speed at a lower cost. Delhivery also works with its clients to launch new products, such as same-day delivery, next-day delivery, quality checks for returns, and communication modules, which deliver an improved customer experience.

About The Good Glamm Group:

Founded by Darpan Sanghvi, Priyanka Gill and Naiyya Saggi, the Good Glamm Group is South Asia's largest content-creator-commerce conglomerate that comprises a portfolio of innovative and fast-



growing DTC beauty and personal care brands, powered by its proprietary digital ecosystem of content and creator assets.

The Good Glamm Group has three key divisions:

- The Good Brands Co led by Sukhleen Aneja, is South Asia's largest portfolio of DTC beauty and personal care brands: MyGlamm, St Botanica, The Moms Co, Organic Harvest, Sirona and BabyChakra.
- The Good Media Co led by Priyanka Gill is one of the world's largest digital media companies comprising POPxo, ScoopWhoop, MissMalini and BabyChakra. It has a large digital audience comprising 88 million POPxo annual users, 100 million users of ScoopWhoop, 35 million annual users of MissMalini and BabyChakra's 39 million mothers community & 10,000 doctors network.
- The Good Creator Co led by Sachin Bhatia is one of the world's largest influencer platforms tracking 1.5 million influencers. It also comprises celebrity influencer company MissMalini and Vidooly - one of the world's leading content and influencer analytics platforms.

The Good Glamm Group International team led by Asad Raza Khan is headquartered in Dubai. It functions as the international distribution and sales platform for the beauty and personal care brands within the Group.

This impressive digital reach when combined with the Good Glamm Group's 50,000 offline points of sale gives brands within the Good Glamm Group an unprecedented omnichannel scale, further amplified by the group's unparalleled expertise in DTC growth, new product development and technology & data science. The Good Glamm Group has also set up an international division with teams in Singapore and Dubai.

The 'Good' in The Good Glamm Group underscores its commitment to inclusive beauty and cruelty-free, vegan, environment-friendly, clean beauty products and focuses on creating engaging experiences for consumers, truly enhancing their lives through positive content and creator inspirations. The Good Glamm Group is South Asia's first DTC beauty unicorn and is backed by marquee equity investors such as Warburg Pincus, Prosus Ventures, L'Occitane, Bessemer Venture Partners, Accel, Amazon, Stride Ventures, Trifecta Capital, Ascent Capital, Alteria Capital, Tano Capital LLC and the Mankekar Family Office.

About Delhivery

Delhivery is India's largest fully integrated logistics services provider. With its nationwide network covering over 18,400 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 1.7 billion shipments since inception and today works with over 28,000 customers, including large & small e-commerce participants, SMEs, and other enterprises & brands. For more information about Delhivery, please visit www.delhivery.com.