



Date: May 23, 2024

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 – “Delhivery announces tie-up with SUGAR Cosmetics for Pan-India B2B shipments”

Dear Sir/ Madam,

Please find enclosed herewith a copy of the press release being issued by the Company as “**Delhivery announces tie-up with SUGAR Cosmetics for Pan-India B2B shipments**”.

Kindly note that the above intimation does not fall under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and the same is disclosed as a measure of adoption of good corporate governance practices.

The aforesaid disclosure will 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**

**Madhulika Rawat
Company Secretary & Compliance Officer
Membership No.: F8765**

Place: Mumbai

Encl: As above





Delhivery announces tie-up with SUGAR Cosmetics for Pan-India B2B shipments

Strapline: Vineeta Singh-led beauty brand SUGAR Cosmetics cements its partnership with Delhivery for an expanded logistics mandate.

Gurgaon, May 23rd, 2024: Delhivery, India's largest integrated logistics service provider, will spearhead the pan-India end-to-end B2B operations for leading beauty brand SUGAR Cosmetics, further cementing the relationship. The logistics company has been a long-standing partner for the brand's D2C express parcel shipping.

Launched in 2015, SUGAR Cosmetics was founded by Vineeta Singh and Kaushik Mukherjee and has scaled rapidly to become India's third-largest colour cosmetics brand. The company, which began as a D2C e-commerce brand before pivoting to an omnichannel model, ships significant B2B volumes, making this segment a priority for the startup. In addition to its robust online presence, the brand operates over 45,000+ retail touchpoints across more than 550+ cities in India.

Amartya Guha, Vice President, Supply Chain at SUGAR Cosmetics, said, "SUGAR Cosmetics is on a high growth trajectory and needs a logistics partner that comprehends the demands of the digital native generation. Delhivery's superior express part truckload (PTL) delivers B2B consignments at e-commerce speed, and its intuitive client dashboard, Delhivery One, provides end-to-end visibility of consignments being shipped across India, giving us the competitive edge."

Varun Bakshi, Head of Delhivery's Express Part Truckload business, said, "Our unique mesh network design, integrated linehaul for both B2B and B2C, automated sorters, and quick turn-around of tractor trailers give us a significant competitive advantage. Brands like SUGAR Cosmetics, which have an omnichannel strategy, heavily benefit from our express PTL service for quick stock replenishment and availability to fuel their retail expansion across India."

About Delhivery

Delhivery is India's largest fully integrated logistics services provider. With its nationwide network covering over 18,600 pin codes, the company provides a wide range of logistics services such as express parcel transportation, PTL freight, TL freight, cross-border, supply chain, and technology services. Since its inception, Delhivery has successfully fulfilled over 2.7 billion shipments and today works with over 30,000 customers, including large and small e-commerce participants, SMEs, and other enterprises and brands. For more information about Delhivery, please visit www.delhivery.com.



About SUGAR Cosmetics (www.sugarcosmetics.com):

SUGAR Cosmetics, a cult favorite amongst Gen Z and millennials, is one of the fastest-growing premium beauty brands in India. With its clutter-breaking persona, signature low-poly packaging and chart-topping products, SUGAR is the makeup of choice for bold, independent women who refuse to be stereotyped into roles. Crafted in state-of-the-art facilities across Germany, Italy, India, USA, and Korea, the brand ships its best selling products in the Lips, Eyes, Face, Nails & Skin categories worldwide. With a cruelty-free range high on style and higher on performance, the brand is obsessed with crafting products that are a perfect match for every Indian skin tone across seasons and around the calendar. Backed by the trust of marquee investors and the love of millions of makeup enthusiasts, SUGAR Cosmetics is rapidly scaling its physical presence with 45,000+ retail touchpoints across 550+ cities and a mission of reaching the doorstep of every makeup user in the country.

Social Media Page Links: Instagram: <https://www.instagram.com/trysugar/>

Youtube: <https://www.youtube.com/channel/UCKVqnev2idvmUNKc2b91B8g>

Facebook: <https://www.facebook.com/trySUGAR/>

Twitter: <https://twitter.com/trysugar>

LinkedIn: <https://www.linkedin.com/company/sugar-cosmetics/>