



April 10, 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,

Greetings from Unicommerce eSolutions Limited.

Pursuant to Regulation 30 of SEBI Listing Regulations, as amended from time to time, we are enclosing herewith the Press Release titled as under:-

Zouk partners with Unicommerce and Shipway to scale its fast-growing multi-channel operations

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

Anil Kumar
Company Secretary
Membership no. F8023

Unicommerce eSolutions Ltd.

Registered Office: Mezzanine Floor, A-83, Okhla Industrial Area Phase-II, New Delhi 110020 India
Corporate Office: M3M Urbana Business Park, Tower B, 9th Floor, Sector 67, Gurugram 122001, Haryana, India
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CIN: U74140DL2012PLC230932

Zouk partners with Unicommerce and Shipway to scale its fast-growing multi-channel operations

Unicommerce's one-stop integrated solution helps Zouk with order & warehouse management, automated shipping and payment reconciliation



Delhi NCR, India, 10th April 2025: Zouk, India's leading 100% vegan, handcrafted, and proudly Indian lifestyle brand, offering bags, luggage, and accessories, has partnered with Unicommerce and Shipway to strengthen and streamline its growing e-commerce operations. This collaboration focuses on improving the brand's online inventory management, logistics efficiency, and delivery capabilities across India.

Founded in 2016, Zouk is a digital-first, direct-to-consumer (D2C) brand based in Mumbai. It operates in the USD 17 billion online fashion and lifestyle market, reaching customers through

its website, app, and leading marketplaces like Amazon, Flipkart, Myntra, Tata Cliq, and Nykaa, as well as quick-commerce platforms such as Blinkit, Zepto, and Swiggy Instamart. Today, Zouk fulfills nearly 40,000 online orders each month across these diverse digital channels.

While Zouk sees strong demand from major metro cities like Bengaluru, Chennai, Mumbai, Delhi, Hyderabad, and Kolkata, the brand also caters to a growing customer base across the country. To support this widespread reach, Zouk leverages Unicommerce's warehouse and inventory management solution to streamline order processing, optimise inventory allocation and tracking, and manage returns efficiently.

To further enhance its delivery capabilities, Zouk has also deployed Unicommerce-owned Shipway for automated courier selection. This helps choose courier partners best suited for each order based on delivery time and cost considerations. Shipway also provides reverse logistics and tracking tools. Through its courier aggregation and automation tools, Shipway ensures delivery coverage across over 29,000 pin codes in India, simplifying shipping processes and supporting efficient order fulfilment.

Zouk's rapidly expanding offline presence, spanning exclusive stores in Bengaluru, Delhi NCR, Mumbai, Pune, and Lucknow, along with multiple multi-brand outlets, adds another layer of complexity that Unicommerce helps simplify through its unified order management platform.

Kapil Makhija, MD and CEO of Unicommerce commented, *"Unicommerce is a one-stop shop for all e-commerce enablement technology needs. We are delighted to partner with Zouk to power their e-commerce operations and help them leverage technology to scale and optimize their online presence."*

Pradeep Krishnakumar, Co-Founder of Zouk, stated, "At Zouk, delivering a seamless and consistent consumer experience is at the heart of everything we do. Partnering with Unicommerce and Shipway has enabled us to strengthen our operations so that every order, whether from a metro or a remote town, is fulfilled smoothly and efficiently."

Uniware and Shipway solutions by Unicommerce are scalable and designed to accommodate the growing volumes as Zouk expands its business.

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About Zouk: Zouk is a proudly Indian, 100% vegan lifestyle brand offering bags, wallets, luggage, and accessories. Rooted in traditional Indian craftsmanship and blended with contemporary design, Zouk has redefined everyday bags by infusing them with thoughtful aesthetics and modern functionality. The brand beautifully balances tradition with innovation—delivering stylish, purposeful products that resonate with today’s conscious consumers. With a growing online and offline presence, Zouk serves 15 lakh + customers across India and beyond.

About UC: Unicommerce serves 7,000+ 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.

The company’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 ISO 27001 (standard for information security management system) & ISO 27701 (standard for data privacy controls) certified. It is listed on the National Stock Exchange of India Limited and BSE Limited.

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

Company website: www.unicommerce.com