



June 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:-

The Man Company partners with Unicommerce to strengthen its e-commerce operations and quick commerce fulfilment

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 and oblige.

Thanking you.

For Unicommerce eSolutions Limited

Anil Kumar
Company Secretary
Membership No. F8023

Encl.: As above

The Man Company partners with Unicommerce to strengthen its e-commerce operations and quick commerce fulfilment

~ The men's grooming brand will manage its e-commerce operations via Unicommerce's unified dashboard, including quick commerce fulfilment to power faster deliveries. ~

10th June 2025, New Delhi: Emami-owned leading men's grooming brand **The Man Company**, has partnered with **Unicommerce** to streamline its e-commerce operations and power quick commerce fulfilment for its premium range of grooming products for men's care.

Unicommerce's flagship platform Uniware, will enable multi-channel order management and warehouse management for the brand, automating the processing of orders received across online channels including its brand website, marketplaces and quick commerce platforms. Enhanced warehouse operations will allow the company to reduce the order-to-shipment time, thereby powering faster and error-free deliveries.

With the rise in demand for self-care products for men and the influence of celebrities and influencers on prioritising personal wellness, male grooming products are quickly gaining popularity among Indian consumers. Projected to grow at a CAGR of 11.06%, India's male grooming products market is estimated to reach a value of USD 1,844.65 mn by 2029.

Unicommerce's technology will also enable The Man Company to manage its order returns more efficiently, ensuring that customers can get a quick resolution without having to contact customer support for every query..

Speaking about the partnership, **Zairus Master, CEO of The Man Company**, said, *"Indian men are becoming increasingly conscious about their appearance, paying more attention to personal grooming. With the growing consumer demand for such products, an enhanced customer shopping experience with seamless order fulfilment and delivery become prominent factors beyond the quality of the product."*

Kapil Makhija, MD & CEO of Unicommerce, said, *"E-Commerce has emerged as a pivotal channel for D2C brands and legacy companies across sectors. With the men's grooming segment presenting a huge opportunity for innovation and growth amidst the evolving consumer landscape, we are thrilled to support The Man Company in their growth journey."*

Helios Lifestyle, the company that owns the D2C brand which was recently acquired by Emami, offers a premium range of men's grooming products including skin care, hair care, fragrances, body care, beard and shave care as well as tools and accessories. The digital-first lifestyle brand also operates through offline channels including its company-owned experiential stores, large format stores, hypermarkets and supermarkets.

The Indian e-commerce landscape is rapidly expanding, driven by strong growth in premium grooming products. At the same time, it is also witnessing the rise of quick commerce, which promises ultra-fast deliveries in as little as 10 to 30 minutes. This shift has redefined consumer expectations, and while it also presents unique challenges in logistics and supply chain management, Unicommerce's robust infrastructure can equip brands like The Man Company with the agility needed to thrive in this evolving landscape.

About Unicommerce

Unicommerce serves 7000+ 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 |
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| Unicommerce eSolutions Limited |
| For any media queries, write to us: pressoffice@unicommerce.com |
| Company website: www.unicommerce.com |