



January 15, 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:-

Unicommerce's Convertway Rolls Out Bilingual AI Voice Agent 'Catalyst' for E-commerce Brands

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

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

Tel +91-888 7790 22, email: contactus@unicommerce.com | Web: www.unicommerce.com

CIN: L74140DL2012PLC230932

Unicommerce's Convertway Rolls Out Bilingual AI Voice Agent 'Catalyst' for E-commerce Brands



New Delhi | 15th January 2026:

Convertway by Unicommerce, a marketing automation platform for e-commerce and D2C brands, has launched a bilingual AI Voice Agent '**Catalyst**'- an automated voice-calling solution aimed at recovering abandoned checkouts and improving conversions through real-time, human-like conversations.

As India's e-commerce and D2C market expands, abandoned checkouts continue to be a significant source of revenue leakage. Recent studies indicate that the global online shopping cart abandonment rate has grown from around 59% in 2006 to over 70% in 2025, offering brands an opportunity to recover lost sales and potentially increase revenue. In many cases, drop-offs are driven by last-minute hesitation rather than lack of purchase intent, with customers seeking clarity on delivery timelines, product details, pricing, or payment options. Traditional follow-ups via SMS or WhatsApp often fail to address such concerns in real time.

Catalyst addresses this gap by instantly calling customers when a checkout is abandoned. The AI identifies the reason for hesitation, answers queries, handles objections, and guides users back to complete their purchase, without manual sales or support intervention.

The solution also addresses a structural challenge in the Indian market—high dependence on cash-on-delivery (COD). COD orders are linked to higher return-to-origin (RTO) rates, delayed cash flows, and increased logistics costs. By engaging customers immediately after order placement, the AI voice agent seeks to resolve trust and payment-related concerns and improve fulfilment efficiency.

Key features include instant outbound calls triggered by customer actions, real-time responses, natural voice conversations, contextual awareness of products and offers, built-in objection handling, and bilingual support in Hindi and English with automatic language switching.

Catalyst also helps enhance the effectiveness of marketing broadcast campaigns. While SMS and WhatsApp are largely one-way channels, voice-based follow-ups enable two-way interactions, allowing brands to respond to customer questions in real time and drive clearer actions such as completing purchases or revisiting the website.

Commenting on the launch, **Kapil Makhija, Managing Director and Chief Executive Officer of Unicommerce**, said, *“As India’s digital commerce ecosystem moves beyond early adopters, real-time conversations are becoming critical to conversion. AI enables brands to engage customers at moments of intent and hesitation and reduce revenue leakage while improving customer experience.”*

With this launch, Convertway aims to help Indian e-commerce and D2C brands improve conversion efficiency and strengthen customer trust through timely, AI-driven voice interactions.

About Unicommerce

Unicommerce’s solutions serve all the key processes of an e-commerce business. Uniware simplifies the backend operations of e-commerce businesses, including inventory management, order processing across multiple channels, warehouse operations, and seamless handling of return inventory. Shipway, a full-stack logistics management platform, offers courier aggregation and shipping automation. Convertway is an AI-enabled marketing automation platform designed to boost conversions and sales.

Unicommerce serves 7500+ clients across India, Southeast Asia, and the Middle East. Some of its marquee clients include FabIndia, Lenskart, Timex, TCNS, Mamaearth, Sugar, Emami, Urban Company, Cello, Symphony, Healthkart, GNC, boAt, Portronics, TMRW, Mensa, Landmark Group and many more. Unicommerce’s flagship platform, Uniware, achieved an annualised transaction run rate of over 1 billion order items in Q3 FY25.

Unicommerce’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

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