December 22, 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:-

Moxie Beauty Signs Up Unicommerce to Power its E-Commerce 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 and oblige.

Thanking you.
For Unicommerce eSolutions Limited

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Anil Kumar
Company Secretary
Membership no. F8023

Encl.: as above

Moxie Beauty Signs Up Unicommerce to Power its E-Commerce Operations

New Delhi | 21st December 2025:

Haircare brand **Moxie Beauty** has partnered with **Unicommerce**, one of India's leading e-commerce enablement SaaS platforms, to streamline its e-commerce operations and enable faster, more reliable online deliveries of its beauty products.

Moxie Beauty specialises in haircare solutions tailored to Indian hair types and local climatic conditions. The brand offers a wide-ranging portfolio spanning shampoos, conditioners, styling products and scalp care.

As part of the partnership, Moxie Beauty has implemented **Unicommerce's flagship platform Uniware**, leveraging its multi-channel order management, warehouse and inventory management capabilities. Moxie Beauty currently processes online orders through its brand website, multiple online marketplaces, as well as quick commerce platforms. The integration will help the brand optimise warehouse operations and manage fulfilment across channels through a unified dashboard.

The brand will also deploy **Unicommerce's recently launched video management solution (VMS), UniCapture**, to automatically record and link short, timestamped videos to each order during packing and return inspections on marketplaces. These videos enable the creation of verifiable visual proof for shipments and returns - addressing a key challenge for brands dealing with e-commerce disputes and unverifiable returns.

With a focus on expanding its presence across modern trade, salon partnerships and shop-in-shop formats, Moxie Beauty has additionally integrated **Unicommerce's B2B suite** to enable faster, accurate and error-free bulk shipments.

Commenting on the partnership, **Shantam Tandon, Head of Operations & Supply Chain, Moxie Beauty**, said, *"As we scale our presence across multiple online and offline channels, having a robust and flexible technology backbone is critical. Unicommerce's platform gives us the operational visibility and control needed to manage complexity, improve fulfilment efficiency and support our next phase of growth."*

Speaking about the collaboration, **Kapil Makhija, Managing Director and CEO, Unicommerce**, said, *"Beauty and personal care is one of the fastest-evolving categories in e-commerce, with brands increasingly adopting omni-channel and quick commerce models. We are pleased to partner with Moxie Beauty and support its growth journey by enabling efficient order management, stronger dispute resolution and seamless B2B and B2C fulfilment through our technology platform."*

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 7100+ 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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