



March 27, 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 to power Duroflex's digital and omnichannel expansion

~ Unicommerce's Uniware will automate order processing on Duroflex's brand website and various marketplaces ~

~ Unified dashboard will link 3000+ retail outlets, 80+ Experience Centres and 20+ warehouses to support faster, error-free fulfillment of physical & online orders ~

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.

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Unicommerce to power Duroflex's digital and omnichannel expansion

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New Delhi, 27 March 2025: Duroflex - a leading name in India's sleep solutions industry, has joined hands with Unicommerce to optimise its e-commerce and retail operations and enhance its end-customer experience.

Duroflex operates through 3000+ outlets across India and sells through three retail formats: multi-brand outlets, exclusive outlets, and Innovate Experience Centres in select metros. With a strong offline presence, Duroflex is riding the digital transformation wave and expanding its digital footprint by leveraging Unicommerce's multi-channel order management and warehouse management systems.

Unicommerce will also support the expansion of Duroflex's online-first D2C brand Sleepyhead, which aims to cater to the rising demand for recliners, sofas, sofa beds, mattresses, and bed frames.

By deploying Unicommerce's Uniware platform, Duroflex will automate order processing across its online sales channels, including its own brand website and major marketplaces. It aims to enable faster and error-free order fulfillment via Unicommerce's unified dashboard and enhance the end customer's shopping experience.

With Unicommerce's technology, store staff can now help customers book products of their choice at Duroflex's experience centres. These products are then delivered to them from the nearest warehouse. The robust point-of-sale integrations allow Duroflex to leverage this feature across its **80+ stores** and **20+ warehouses** in India.

Unicommerce also provides intelligent delivery estimate timelines for bulky products based on the procurement process that Duroflex follows for different products. This helps the brand optimise inventories across its facilities and minimise stock discrepancies with real-time inventory tracking.

Additionally, Unicommerce will enable the brand to handle its returns efficiently, ensuring that customers can get a quick resolution without the need to handle customer support calls.

Speaking on this collaboration, **Sudhanshu Krishna, CSO at Duroflex**, said, "As we expand our online presence, operational efficiency and customer satisfaction remain our top priorities. Unicommerce's technology-driven solutions have helped us streamline our backend operations, allowing us to focus on delivering quality sleep solutions to our customers with speed and reliability."

Adding to this, **Kapil Makhija, MD & CEO of Unicommerce**, commented, *“We are thrilled to support Duroflex in their e-commerce journey and their endeavor to serve both online and offline customers seamlessly. Our advanced order and warehouse management systems empower brands to scale effortlessly while ensuring smooth operations. We look forward to driving further efficiencies and growth for Duroflex.”*

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 10,000 brands across 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. With 35Mn+ annual transactions across the courier aggregation and automation space, Shipway is a clear number two in the field with a strong presence and a footprint spanning 29,000 pin codes.

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