



Democratizing eCommerce

QUARTERLY INVESTOR UPDATE

JUNE 2023



1



Business Update

2



Product Update



Marketing Update



People Update

3

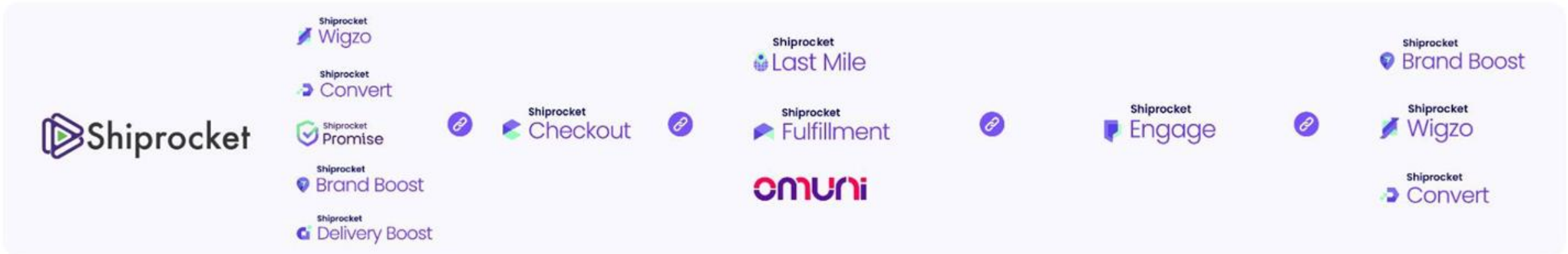


Recognitions, Events
and Coverage

Shiprocket has built an integrated one-stop product suite for direct commerce sellers



End to end services provided by Shiprocket



Direct Commerce	Conversion	Checkout	Fulfillment and Shipping	Customer Communication	Tracking Returns
<ul style="list-style-type: none"> Targeted marketing for abandoned carts Data driven customer re-engagement enabling repeats "Amazon Prime" CX with purchase protection 	<ul style="list-style-type: none"> Delivery ETA shown on product page Seamless purchase via pre-filled addresses & single click sign in Switching b/w gateways for consistent uptime 	<ul style="list-style-type: none"> Premier 3PL offerings at competitive prices SDD and NDD ensuring low waiting timelines Distributed warehousing closer to demand 	<ul style="list-style-type: none"> Timely updates delivered via WhatsApp Enabling merchants to convert high risk COD orders into prepaid, reducing RTO risk Customer RTO scores basis historical behavior 	<ul style="list-style-type: none"> Targeted re-attempts of delivery for high intent buyers Post purchase communication & retargeting to drive repeat Inventory tracking & marketing across channels 	

100+ platform integrations help power commerce end to end

Order and Inventory Channels

Shopping Carts

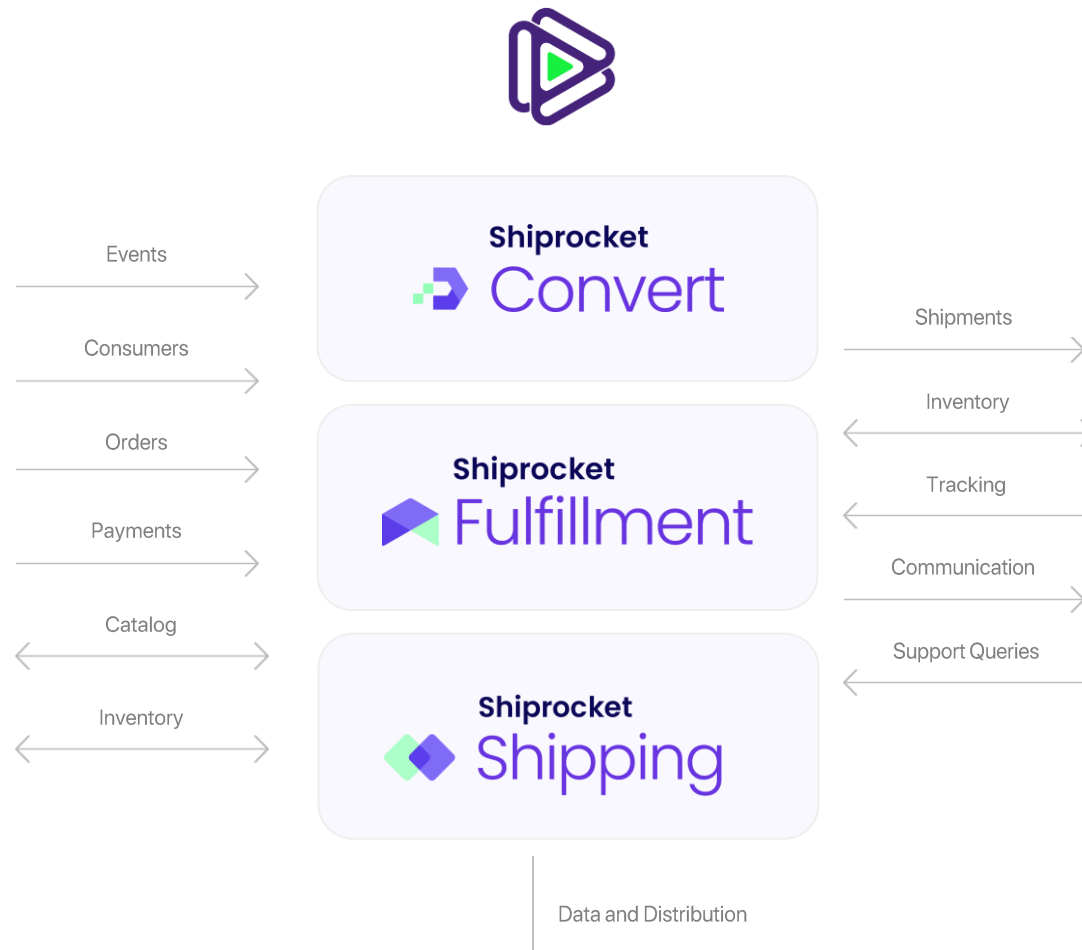
Social Media

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Payment Gateways

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ERPs



Network Partners

Carriers

Warehouse Providers

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Communication Platforms

	Consumer Products		Data Products		Financial Products		Satellite Products
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Cohesive product stack for the entire transaction journey are growing strong

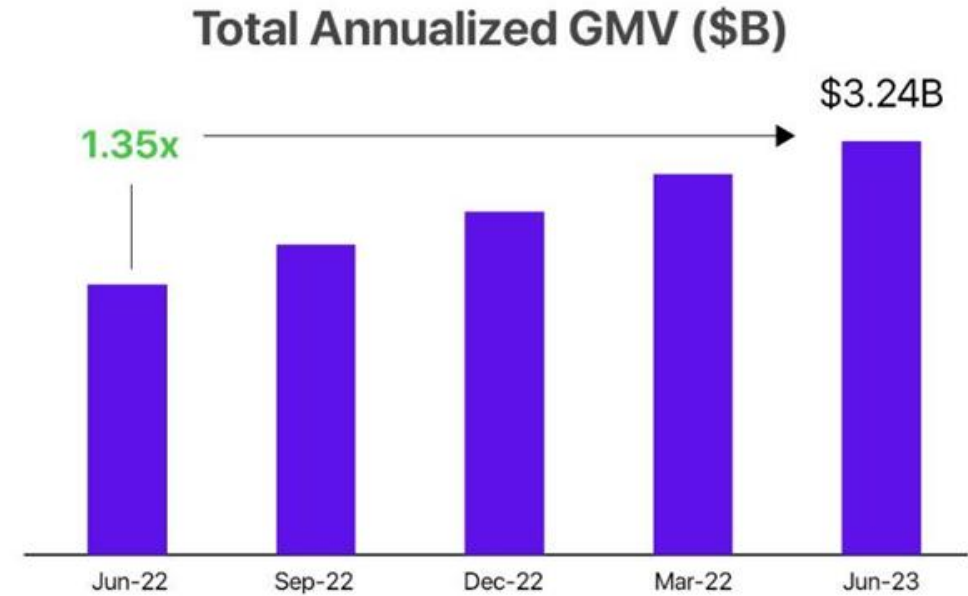
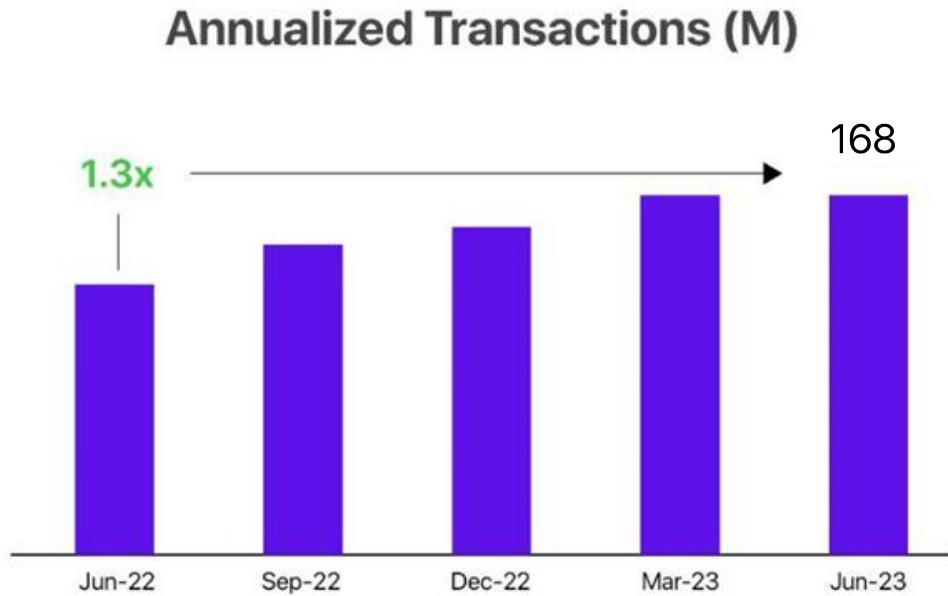
		Growth %	Brief Description	Adoption Maturity
Conversion and Checkout		164% Revenue Growth	<ul style="list-style-type: none"> Integrated Customer Data Platform 	●
		Recently launched	<ul style="list-style-type: none"> DIY MarTech tool 	●
		Recently launched	<ul style="list-style-type: none"> Customized post purchase experience 	●
		Recently launched	<ul style="list-style-type: none"> Purchase protection program for direct commerce shoppers 	●
		385% Revenue Growth	<ul style="list-style-type: none"> Frictionless one-click checkout experience provider 	●
Fulfillment		37% Revenue Growth	<ul style="list-style-type: none"> Plug and play enterprise grade supply chain solutions 	●
		Product Stack Integration in Process	<ul style="list-style-type: none"> Inventory tracking tool 	●
Shipping		32% GM Growth	<ul style="list-style-type: none"> Last mile shipping management platform 	●
		174% Revenue Growth	<ul style="list-style-type: none"> B2B First and Mid mile logistics enabler 	●
		584% Revenue Growth	<ul style="list-style-type: none"> Cross border logistics enabler 	●
Communication		390% GM Growth	<ul style="list-style-type: none"> Post checkout communication 	●
Tracking returns & feedback		Recently launched	<ul style="list-style-type: none"> NDR conversion tool 	●

● PMF/Growth ● Scaling ● Matured

Highlights for the quarter

- Successful migration of Pickrr Last mile shippers on the SR platform with focus on serviceability and customer experience
- Continue to focus on:
 - Tech vertical - increase its share in the revenue and gross margin
 - New growth engines : Cross-border - Finding great product market fit in serving the "premium economy" dropshipping export use-cases for Indian merchants selling abroad
- We have gone live with India Post in Last Mile
- Shiprocket Merchant App on ONDC has gone live and we have onboarded 50+brands, the plan is to make the same self sign up and accelerate the onboarding process.

Transactions and GMV powered by us continue to grow



Tech products and tools have enabled us to grow touchpoints in eCommerce transactions multi-fold. Giving us a foothold and also creating an opportunity to upsell and cross-sell high margin products in future.

1  Business Update

2  **Product Update**



Marketing Update



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Update on our NEW product development across the stack

Recent launches with initial revenue & scaling



Two-way smart communication with buyers to enable more deliveries in case of NDR



Branded tracking experience & reselling properties



Retargeting buyers with personalized recommendations & offers on WhatsApp & onsite



Products now newly launched



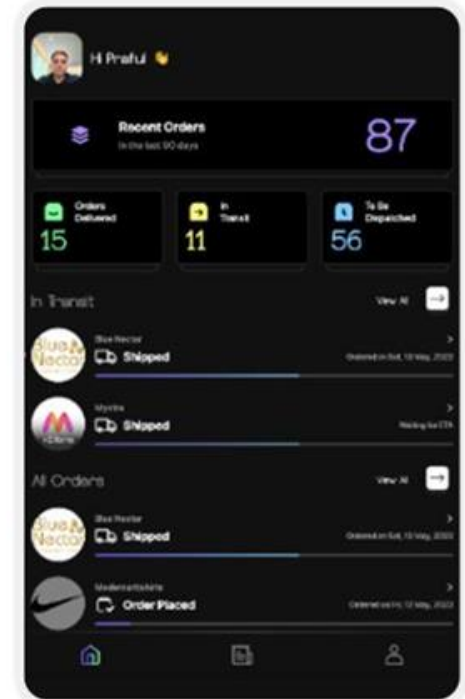
Consumer promise for D2C shopping solving for trust, delivery commitment & return experience



One click onboarding for Shiprocket sellers to ONDC network for additional orders

Our universal tracking app for consumers is also now Live

- Track all orders from marketplaces such as Amazon, Flipkart, Myntra, Ajo, Flipkart (many more in the queue) once you connect your Gmail.
- Populate & track all your orders as buyers which have been shipped via Shiprocket



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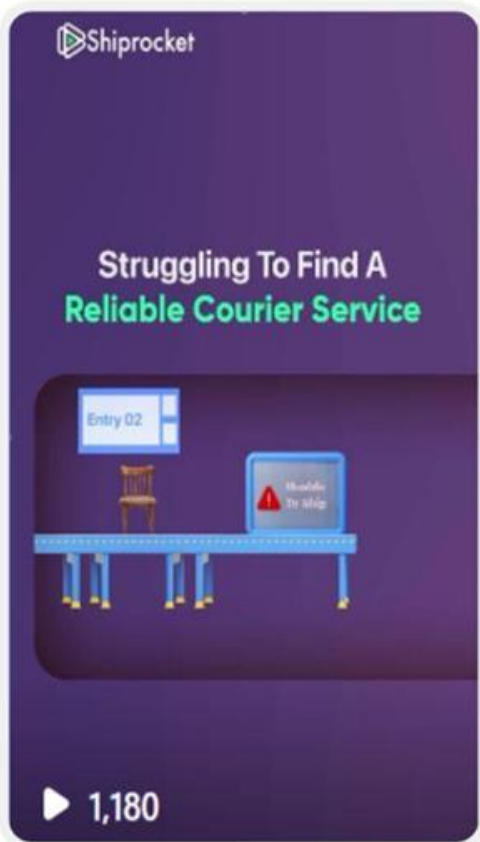


People Update

3  Recognitions, Events and Coverage

Brand awareness: Clutter breaking content on digital

Furniture Delivery
(New Release)



Refer & Earn Video
(1.5 Mn+ Views)



Shiprocket Engage



D2C Category Video
(872K+ Views)



Building thought leadership - Shiprocket and Google growth webinar on MSME Day

Shiprocket 54,812 followers
It's time for you to take your business 'performance' to the 'max'.
Catch Mr Somil Agrawal, our Senior Vice President & Head of Marketing ...see more

Shiprocket Webinar Coming Soon

Grow Your Business Using Online Ads

Meet Our Speaker
Somil Agrawal
SVP & Head of Marketing, Shiprocket

Register Now

27! 12:30 - 1:30..

with Somil Agrawal

Shiprocket 54,812 followers
Do you know shopping ads use your existing Merchant Center product data & not keywords to decide how and where to show your ads? ...see more

Shiprocket

Grow Your Local Store
Create Shopping Ads That Work

Join our webinar to learn how to promote products for maximum conversions.

Register Now

Shiprocket

CLAIM THIS URGENT MESSAGE BEFORE 27TH JUNE

Shiprocket

#YouAreAweSME
So Is Our Upcoming Webinar

Let's Master Online Ads

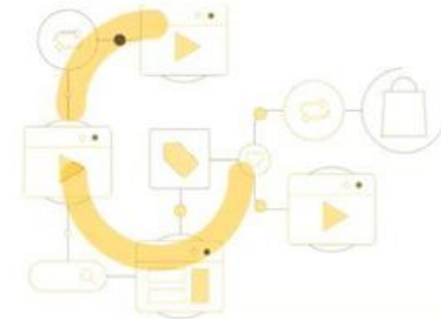
Register Now

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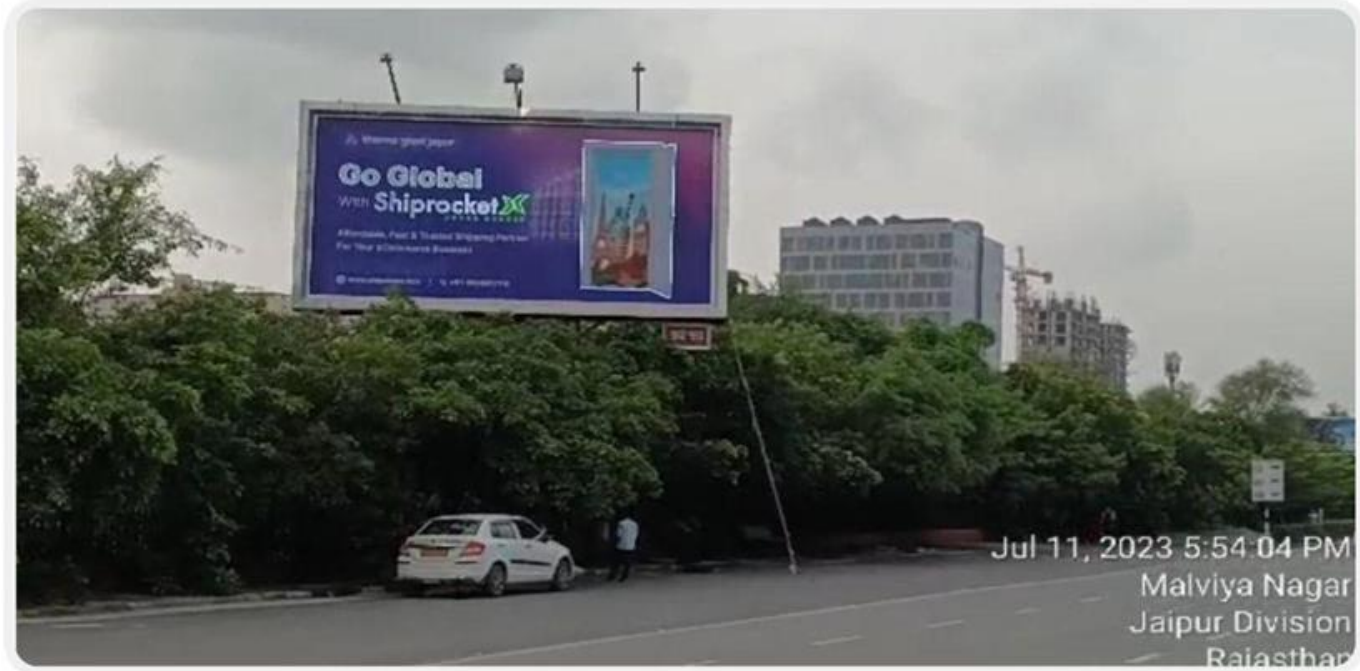
***This webinar recorded the highest number of registrations & attendees - 1300+ registration**

70%
consumers buy more online now than pre-COVID

For some purchases, buyers have
500+
digital touchpoints before a purchase.



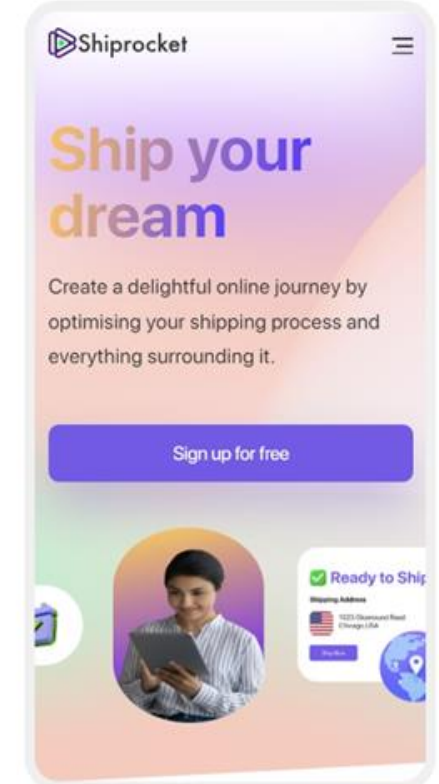
First 360 degree offline brand campaign with SRX



Offline campaign - OOH + Print Ad + Radio for SRX in priority market of Jaipur

Shiprocket's New website is now live

- Major milestone in elevating brand's online presence through a tech-first approach and impeccable design
- Fresh look and feel curated for a superior user experience, highlighting our commitment to innovation, with implementation of a new color palette capturing
- Mobile-first design showcasing excellence in technology and design.



<https://www.shiprocket.in>

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Learning Northstar of 'Leader As Teacher'

Leader As Teacher



Leading Lady Roundtable with CFO - SBI Cards



Pacesetter For New Joiners



Leading With Heart Workshop



Amplifying Communication & Recognition

Tech/Product All Hands



Last Mile All Hands



Marketing All Hands



SRX All Hands



Summer Camp for Employees' Children at Shiprocket office



Ensuring Employee Wellness | Preventive Health-Care

EyeCare Camp



Max Healthcare - Checkup



Celebrating International Yoga Day



Homeopathic Consultation



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Awarded 'Employer Of The Future' Across Categories

Fortune India's Employer Of The Future



Economic Times - Future Ready Organization



Completed 4th Edition of Shiprocket Yatra

Jaipur 21st Dec' 22



Surat 22nd Feb' 23



Ludhiana 27th Apr' 23



Mysuru 6th Jul' 23



Shiprocket Yatra –Mysuru event

- 4th SR Yatra Event held in Mysuru (6 July 23), after successful editions in Jaipur, Surat and Ludhiana
- Shiprocket Yatra helping spread on ground awareness about SR and its bouquet of products/ services, besides fortifying relationships & materialising reactivations/ new sales, all that reflects objectively in shipment's growth post such events



Shiprocket SHIVIR

Nurturing eCommerce Businesses of the Future

- Industry leaders share their insights
 - Keynote Sessions - ONDC, Saahil, Airtel
 - Growth, Cross-border, customer experience, brand building
 - Expert Panel discussions:
 - Fireside chats
- New Product Launches from Shiprocket
- Report Launch - eCommerce in the New Bharat and it's future
- Exclusive Masterclass on how to use AI for business growth
- Learn from the founders : Growth stories of exciting D2C / SMB brands
- Unparalleled networking opportunities

FOLLOWED BY

Gala Awards Night

August 04TH Pullman, Aerocity, New Delhi

1000+ Attendees | 100+ Speakers | 50+ Partners



Coverages (1/2)

THE ECONOMIC TIMES | Rise
English Edition • | 26 July, 2023, 04:41 PM IST | Today's Paper

Etsy partners with Shiprocket, announces domestic shipping labels for sellers in India

ET Online - Last Updated: Jun 13, 2023, 11:06 AM IST

Synopsis

Etsy sellers across India now can buy shipping labels on Shiprocket.



Etsy has been dedicated to empowering small businesses and strengthening communities across the country.

Etsy, the global marketplace for unique and creative goods, has partnered with [Shiprocket](#), a leading ecommerce enablement platform, to launch its domestic shipping label service in India. This partnership provides the thousands of small and local sellers on [Etsy](#) in the country with a more convenient and seamless way to manage their shipping needs on the Etsy platform.

Since entering India in 2018, Etsy has been dedicated to empowering small businesses and strengthening communities across the country. By introducing domestic shipping labels with the help of Shiprocket, Etsy is further expanding its commitment to support and enable Indian sellers to reach a wider audience and

grow their businesses.

With the launch of the domestic shipping label service in partnership with Shiprocket, Etsy sellers in India can now purchase shipping labels on Shiprocket through their Shop Manager/on the Etsy platform and have seamless access to carriers such as [Delhivery](#), [Blue Dart](#) and many more at competitive prices. All labels have tracking IDs, so buyers can follow their order's journey; tracking is automatically added to the order with no additional action required by the seller, making the process effortless. The labels help ensure an order's eligibility for Etsy's Purchase Protection program, which safeguards sellers if their eligible orders get lost or are damaged in transit. *

Business Standard

Shiprocket integrates it's app with ONDC to ease seller onboarding

Shiprocket aims to provide a seamless onboarding and post-support experience to sellers on ONDC

BS Web Team | New Delhi



Representative Image

Coverages (2/2)

Shiprocket and Sayl.ai partner to elevate WhatsApp commerce

This collaboration brings together Shiprocket and Sayl.ai's AI capabilities to empower brands with enhanced conversational commerce

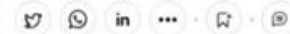
Written by [BrandWagon Online](#)

July 20, 2023 16:46 IST



MSMEs driving 40% of India's total exports: Shiprocket survey

"With around 63.4% million units spread across the geographical expanse of India, MSME exports are going to play the role of a catalyst in restoring the strength of the Indian economy," said the survey.



[ETRetail Desk](#) • ETRetail
Updated On Jun 15, 2023 at 12:28 PM IST



Representative Image

New Delhi: Micro, Small and Medium Enterprises (MSMEs) are driving about 40 per cent of India's overall exports and contribute approximately 6.22 per cent to the country's GDP, said a recent survey by Shiprocket

Indian E-Commerce Industry to become second largest by 2034: Shiprocket X Survey

By [Indiaretailing Bureau](#) | June 15, 2023 | 152 | 0



Shiprocket ties up with BillDesk to power payments for its one-click checkout solution

The consolidated offering combines the tech and logistical capabilities of Shiprocket, and the payments experience of BillDesk to provide a seamless one-click checkout experience for D2C merchants in India, they said

[Business Today Desk](#)
Updated Apr 12, 2023, 7:47 PM IST



Shiprocket to organise Shiprocket SHIVIR to nurture eCommerce businesses

The one-day event will take place at Pullman, Aerocity, New Delhi on 4th August 2023.

Contact Us



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