



Simplifying eCommerce

QUARTERLY INVESTOR UPDATE

SEPTEMBER 2023



1



Business Update

2



Product Update



Marketing Update



People Update

3

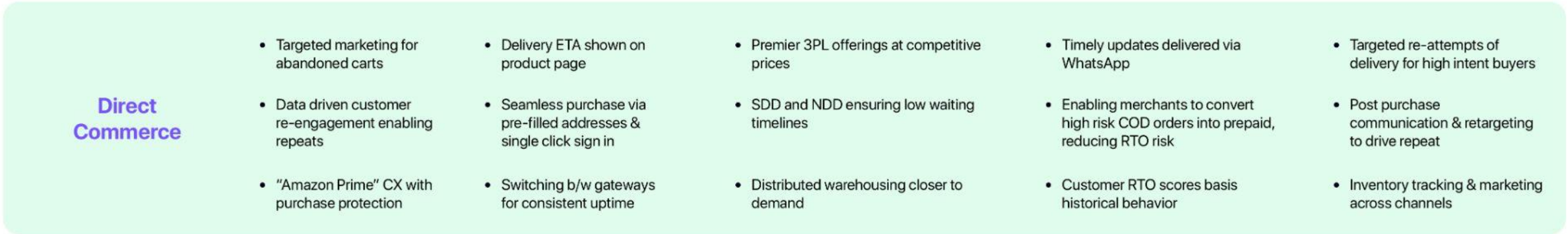


**Recognitions, Events
and Coverage**

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



End to end services provided by Shiprocket



Highlights for the quarter



- Strategic Partnership with McKinsey



- SRX (Cross border) significant milestone, reaching **1L+ shipments**
- **>70%** transactions now being cross-sold



- **Grade "A"** Warehouse Expansion- Pan India
- **Consolidation** of WH to improve Profitability & Performance



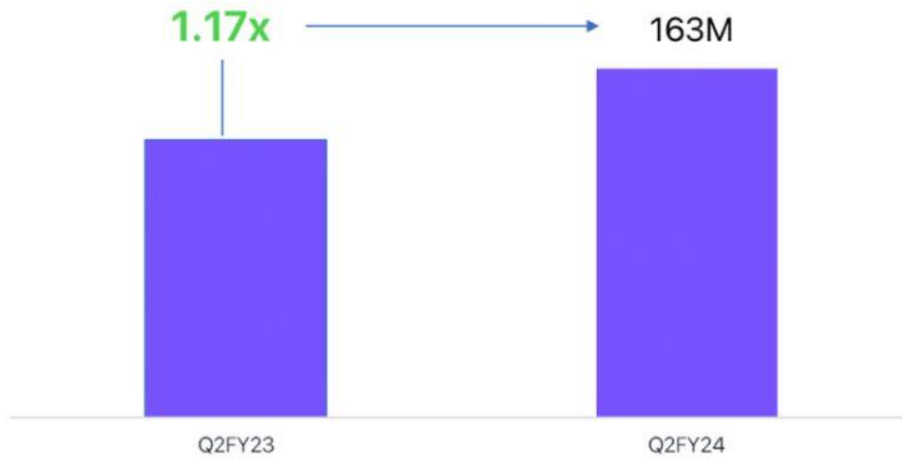
- Wigzo is expanding to businesses of all sizes including very small clients
- Wigzo is now operational from SR office



- Omuni 2.0 Planned: with key focus on SMBs
- New channel integrations – ONDC, Logic ERP POS and Wizapp POS

Transactions and GMV powered by us continue to grow

Annualized Transactions (M)

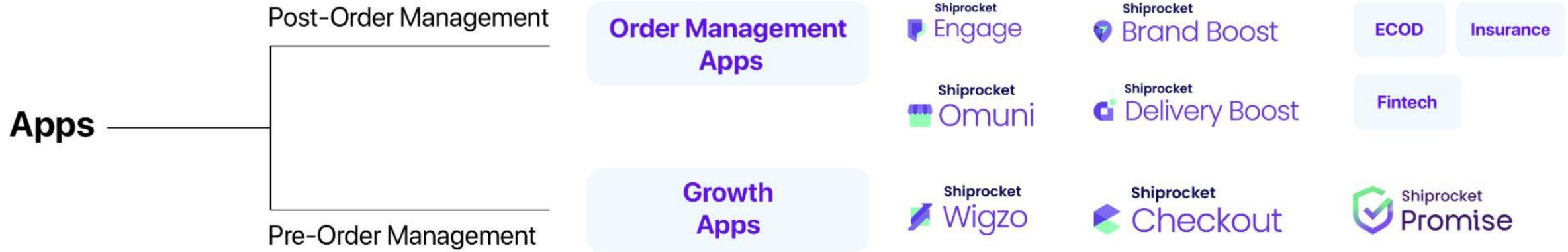


Total Annualized GMV (\$B)

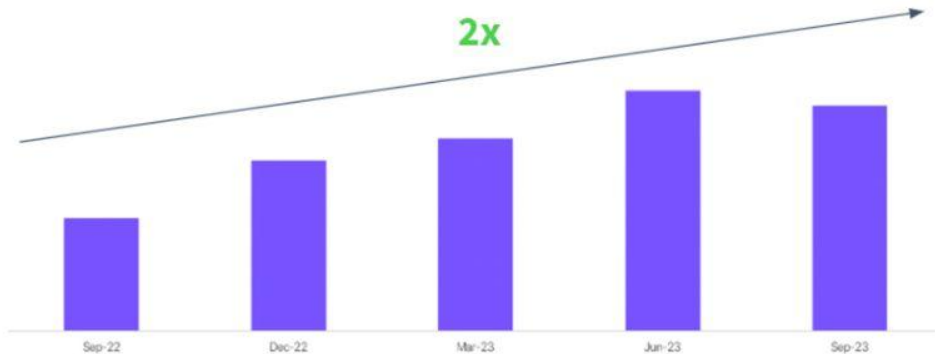


Tech products and tools have enabled us to grow touchpoints in eCommerce transactions multi-fold. Giving us a foothold and also creating an opportunity to upsell and cross-sell high margin products in future.

Transactions from Apps grew 2X in past 1 year

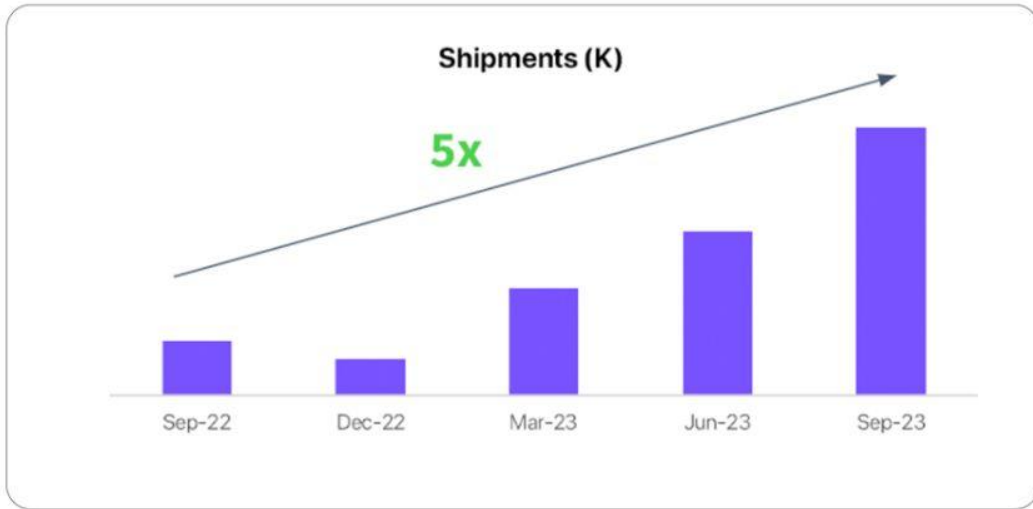


Transactions



- Massive growth in apps transactions and revenue
- Top contributors (Engage, Insurance, ECoD etc)
- Newly launched products (DB, BB, Sense) growing steadily

SRX @ 1L+ monthly shipments with improved profitability



Shiprocket
CROSS BORDER

SRX has shown excellent traction in the last six months

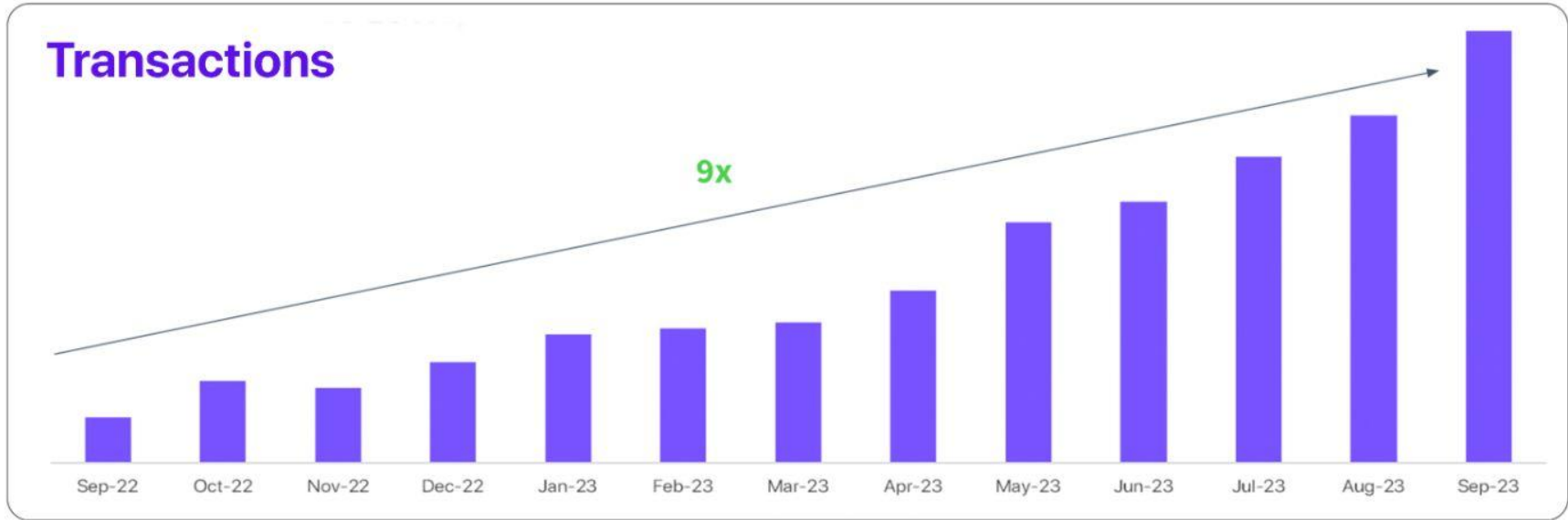
- US and UK scaling up fast
- RoW and Canada is live now
- SRX is live with all carriers on eBay

Some key finance highlights

- Shiprocket has transitioned to IND AS reporting at the group level from FY 22-23, this has been done along with restating of the financials for the previous two years.
- The status audit conducted by S. R. Batliboi & Associates LLP was completed well in advance, along with consolidating audited financials of acquired and other subsidiaries.
- Additionally, Glaucus Supply chain which was acquired in FY-22 was merged with Shiprocket (BFRS). This year also had several complex fair value accounting transactions successfully completed for investments in Pickrr, Wigzo, Omuni and other assets.



Checkout powering \$120Mn+ GMV, ARR grew 9x



3Ps of Checkout!!

Partnerships

Payment Gateways

Platforms

LIVE

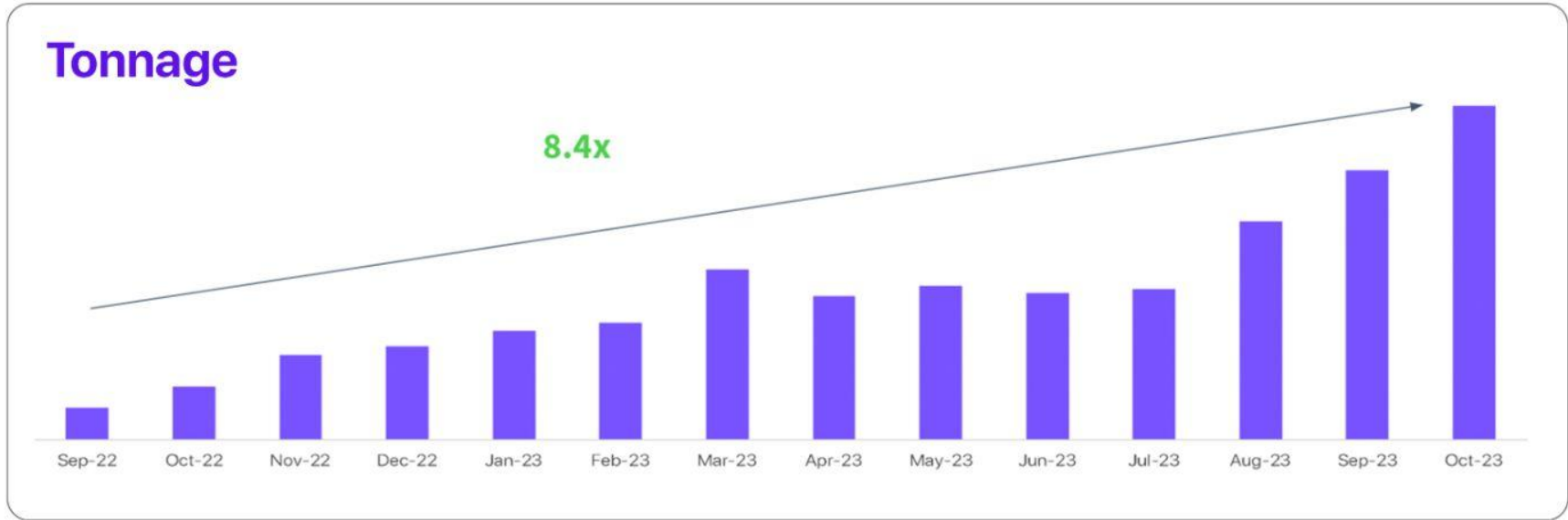


UPCOMING



CUSTOM

ARR from B2B Grew 9X+ IN ARR over the last year



What's New on 3Ps??

New Supply Partners



Platform Partnerships



Product enhancements

- Secure Shipments Feature
- Bill POD availability
- New and improved NDR tracking and actionable!!

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**Recognitions, Events
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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



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



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

Products now newly launched



Powered by One Impression

Influencer marketing platform for SMBs simplified with a few clicks

Influencer marketing with a few clicks is LIVE now!

The image displays two screenshots of the Shiprocket Amplify platform. The left screenshot shows the campaign selection process with four options: Starter (2 creators, ₹5,000/-), Standard (4 creators, ₹10,000/-), Growth (10 creators, ₹25,000/-), and High growth (20 creators, ₹50,000/-). The right screenshot shows the campaign manager for 'SR003831 - Fossil New Test Product - Brand Building', which is currently in the 'Content live' stage. The analytics dashboard shows 2 creators live, 3 content pieces live, 29.4K total views, 2.0K total engagements, 12 total comments, and 2.0K total likes, all with 100% completion rates compared to the last 48 hours. A progress indicator shows 75% campaign completion (3 of 4 content live) with a 'You're good!' message.

Brand boost is now automagically setup in a click

Orders International

Search for AWB, Order ID, Buyer Mobile Number, Email, SKU, Pickup ID

+ Add Order Sync Orders

New Ready To Ship

All Orders

0 Orders for Last 30 days

Order Details

Kickstart your tracking page personalisation effortlessly in just *One Click!*

1 Start your free trial. With the help of your Shopify channel, we'll integrate exciting features such as Banners, Product Recommendation, Menu Links etc.

People benefited using Brand Boost with

- 45%** Revenue Growth
- 23%** Increased Sales
- 2X** Better NPS
- 20%** Less WISMO Calls

Start your Brand Boost free trial today!
You'll get a 45 day free trial and after that it is just Rs. 2.99+GST / Shipment.
You'll be notified before your free trial ends.
[Learn more about Brand Boost!](#)

Yes, I want this exciting version No, I want the old boring version

Brand Boost

Current Page

Brand Boost

Order summary ₹2,000.00

Estimated Delivery Date **18 Mar 2023**
Your Order is Out for Delivery

Tracking ID: AMZ738399028

Tracking history

You May Also Like

Wala Air Jordan \$4,999

Wala Air Jordan 5 \$10,999

Wala Air Jordan \$7,999

1



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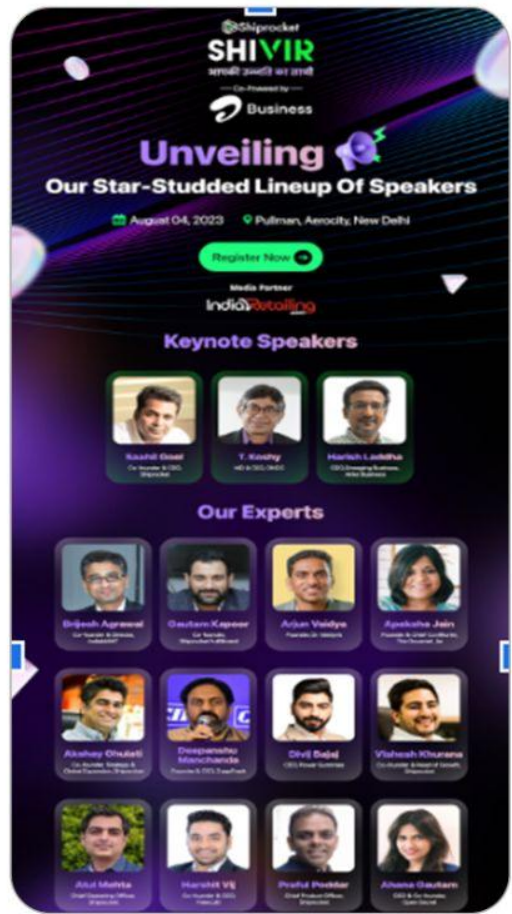
3



**Recognitions, Events
and Coverage**

Shiprocket SHIVIR: 360° Marketing Push

Offline Branding | Social Media | FB, Google, IG Campaign | Internal properties | Internal Buzz | Media Outburst | A lot more



Shiprocket SHIVIR Summary

Attendees	1672
Speakers	90+
Partners	24
Panel Discussions	8
Masterclasses & Keynotes	19
Growth Stories / Fireside Chats	5
Awardees	25
Award Nominations	141
Shiprocket Sellers' Felicitation	32



28 Mn+

Views on Reels

13%

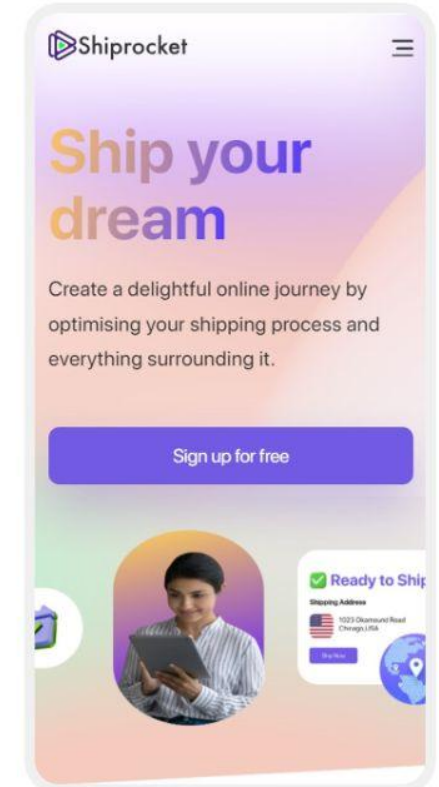
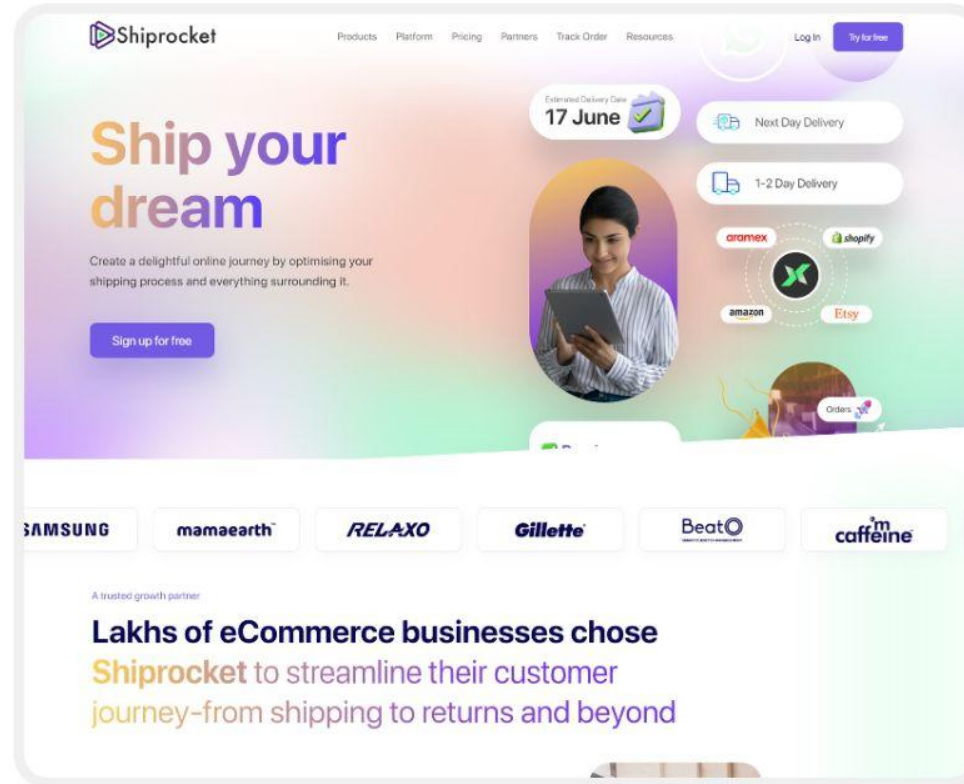
Increase in Traffic

18%

Increase in FTR

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>

Users +4.7%

Avg. Engagement Time Per +12%

New Initiatives

Offline campaign



G20 TV Spots



Shiprocket Stories

Struggling to choose the ideal courier partner for your online orders? We get it, it's not easy.

You need to consider various factors such as pickup time, SLA adherence, delivery success rate, weight accuracy and what happens if the initial delivery fails.

These 5 attributes vary across 3 Lakh city-to-city lanes, making it a complex optimisation problem with 15,00,000 variables. That's where CORE, our AI-powered courier recommendation engine, comes in.

CORE ranks courier partners for all 3 lakh city-to-city lanes, providing a weighted average score for each combination. This makes it easier for you to select the best partner for each order, improving your performance.

Start now: <https://bit.ly/3trRkKd>

#shiprocket #ai #shiprocketai



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**Recognitions, Events
and Coverage**

Integrating & Elevating Capability For Diverse Cohorts



Pacesetter - Omuni



New Joinee Trainings - Tajnagar WH



Leading Lady



BPC Session - Omuni



BPC Session - Pickrr



SRF BootCamp - Mundka

Continuous Cadence Of Communication & Deep Employee Listening



Townhall - Tech



Townhall -B2C Last Mile



Coffee Connect



Townhall - Omuni



Townhall - Finance (Ext. Speaker)



Townhall - Marketing

Ensuring Holistic Wellness with Preventive Health Checks



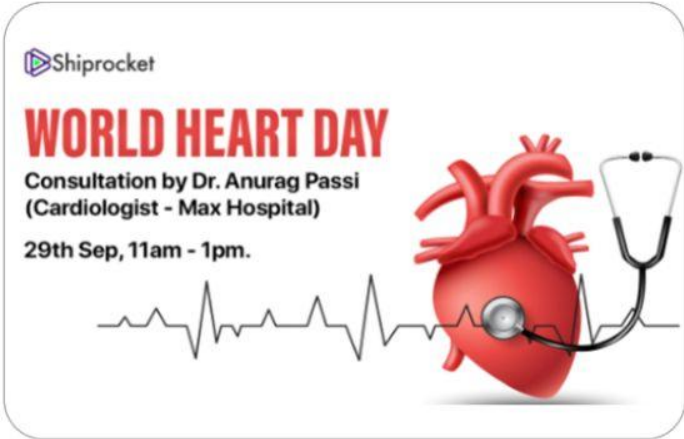
World Mental Health Day



Chumping - Omuni



Blood Donation Camp



World Heart Day



HIIT - Cult Fit

Providing A Platform For Self-Expression | Shiprocket's Got Talent



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**Recognitions, Events
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Shiprocket Yatra - Pune Event

- 5th SR Yatra Event held in **Pune (6 Oct 23)**, after successful editions in **Jaipur, Surat, Ludhiana and Mysuru**
- 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



Coverages(1/2)



Decoding India's Warehousing Story | Mad About Markets | CNBC TV18

Shiprocket to Host Offline Summit To Drive Innovation In Digital Commerce

BY BW RETAIL WORLD BUREAU | JULY 7, 2023



SHIPROCKET FULFILLMENT OPENS WAREHOUSES IN GURGAON, MUMBAI, AND BENGALURU

With these new facilities, Shiprocket aims to elevate customer experience and ensure efficient operations for its merchants.

Trisha Medhi • 1367 Stories



The Future of Bharat: Unlocking opportunities with ONDC's all-inclusive robust open network



With the ambition of bringing 30 million sellers and 300 million shoppers onto its network by the end of 2024, ONDC holds immense promise for the future of Bharat 2.0

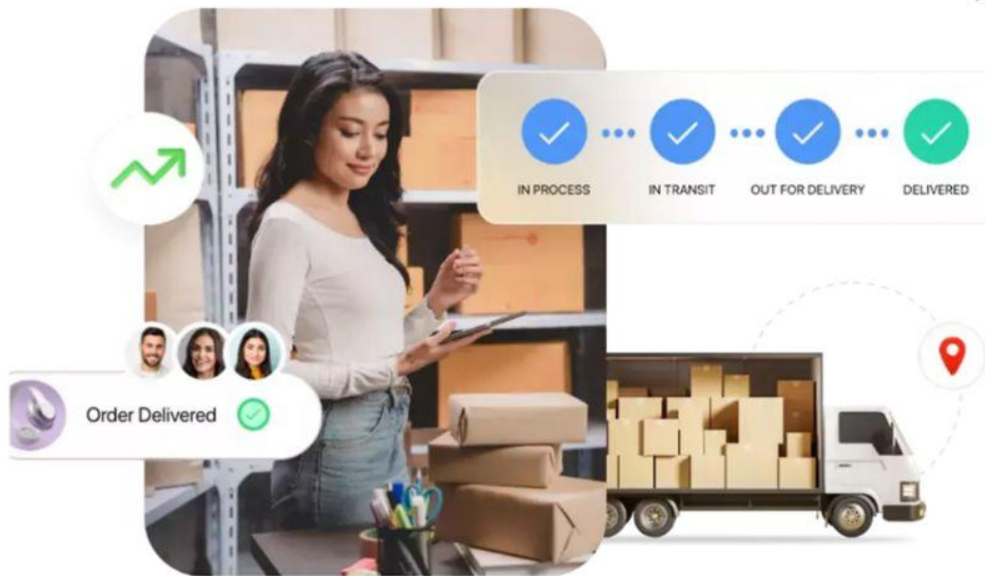
BY SAAHIL GOEL

FOLLOW ON: Full Bio

Coverages(2/2)

Shiprocket launches five new offerings to help MSMEs

New Shiprocket report forecasts consumer spending in India to exceed \$4 trillion by 2030.



To further strengthen their tech-stack, Shiprocket launched 5 new offerings, Brand Boost 2.0, ONDC, Shipping 2.0, Shiprocket Engage+ WhatsApp Suite, and Shiprocket Promise, adding to their existing product suite.

"These solutions have been introduced to help MSMEs become future-ready and drive business growth. Shiprocket's tech-enabled solutions enable seamless operations, empowering MSMEs to thrive in the digital landscape," reads the release.

"MSMEs not just economic contributors, but heartbeat of India's economic landscape" FINANCIAL EXPRESS

Read to Lead


Now, with the dawn of 'Amrit Kaal', India is at the threshold of a transformative journey, one which will translate into attaining an economic stature of \$35-45 trillion by 2047.



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