Shiprocket

Simplifying eCommerce

QUARTERLY INVESTOR UPDATE

DEC 2022

Shiprocket

1 **Business Update**

2 Product Update

3 Partnerships

4 People

5 Recognitions, Events and Coverage

Private and Confidential

Steps towards 'Transaction' focus from 'Shipping' focus

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Shipping

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Tech Value Added Services (VAS)

Shipping

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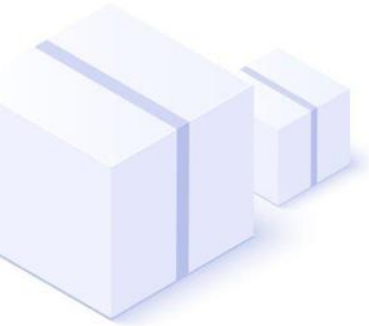
Fulfillment

Same day delivery

Post Order Experience

Powering best in class experience using tech products



High margin, Lower ticket size, Touching more ecommerce GMV

2017 — 2021 — 2023

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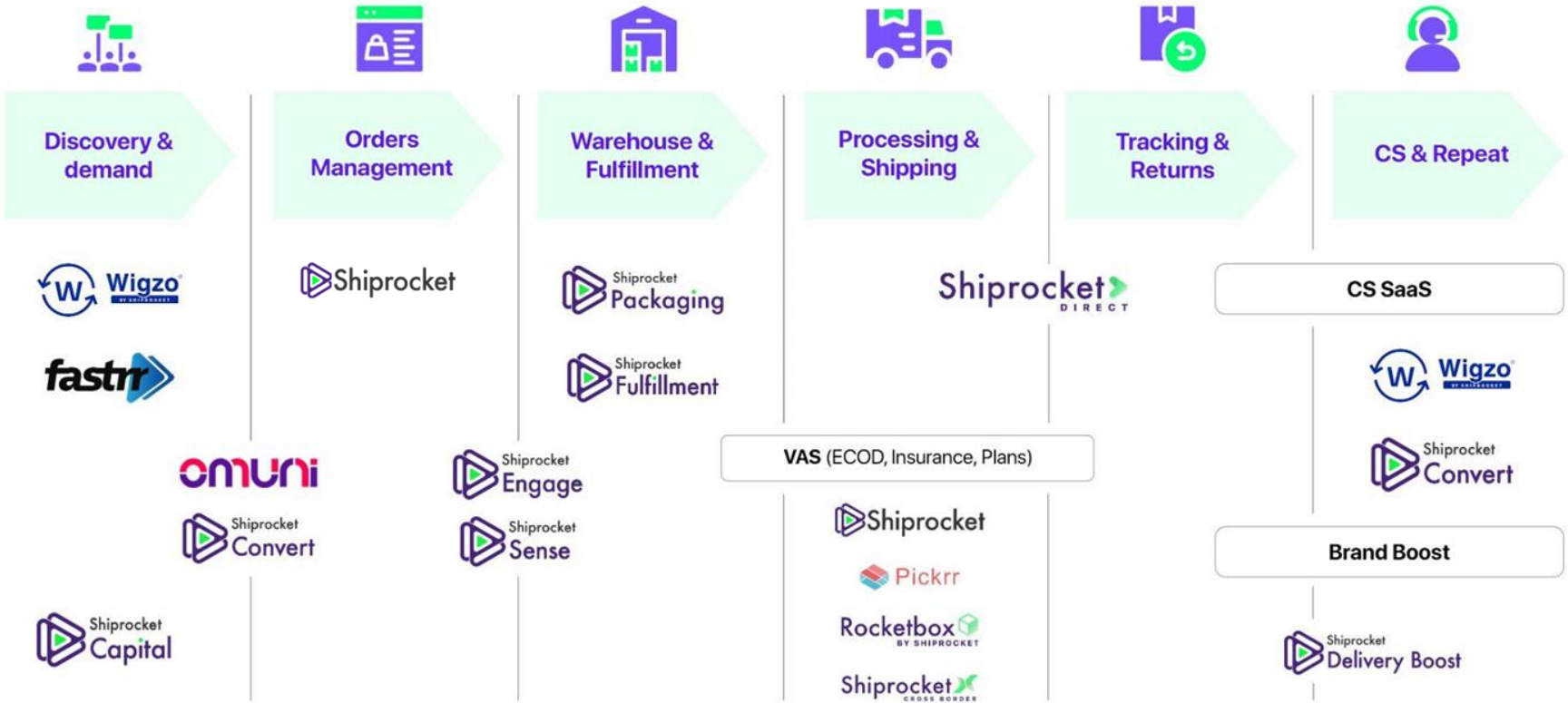
We have expanded our stack from Shipping to multiple legs of Post-order journey



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We have redefined our key metric to transactions powered

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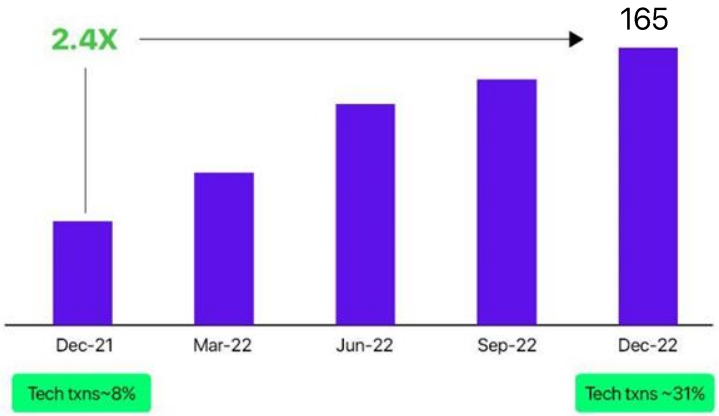
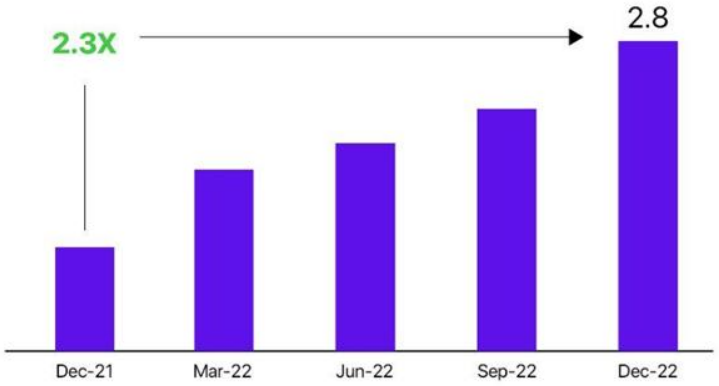
Annualized Transactions (M)



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.

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Offerings across customer journey are growing steadily

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Discovery & demand → Orders Management → Warehouse & Fulfillment → Processing & Shipping → Tracking & Returns → CS & Repeat

Note: The above graphs are basis the ARR (from last year/inception to current); Shiprocket Shipping revenue includes Pickrr and VAS; Fulfillment revenue includes Glaucus

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Strong integrations over the past year

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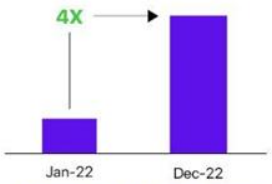
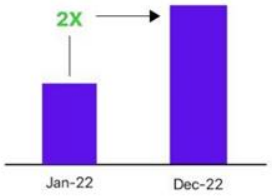
Wigzo

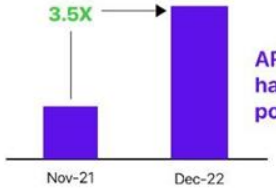


Transactions have grown 4x post-integration



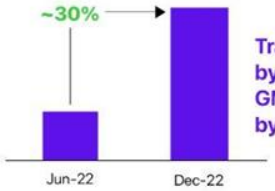
While ARR has grown 2X post-integration

Rocketbox BY SHIPROCKET



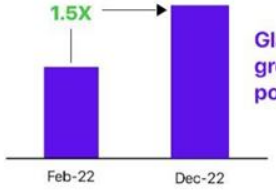
ARR for Rocketbox has grown 3.5X post-integration

Pickrr



Transaction growth by ~30%
GM improvement by ~400 bps

GLAUCUS



Glaucus + SRF ARR growth by 1.5x post-integration

omuni

Successful closure of transaction in Nov'22 and integration underway

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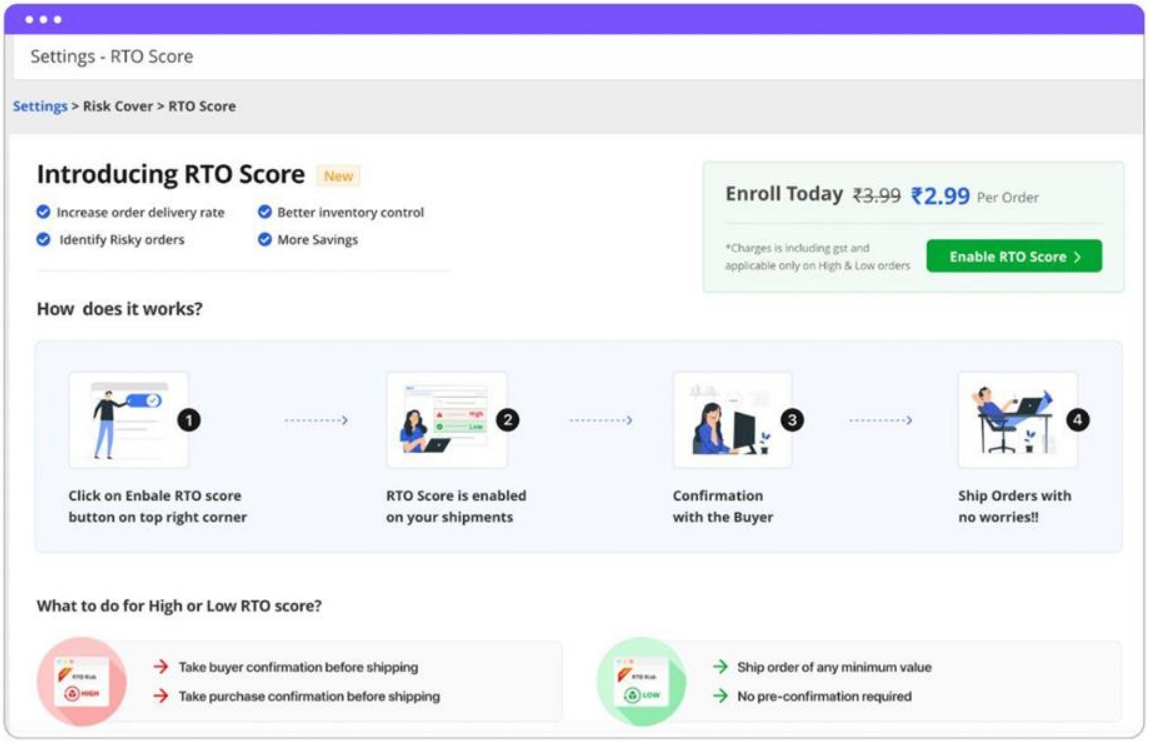
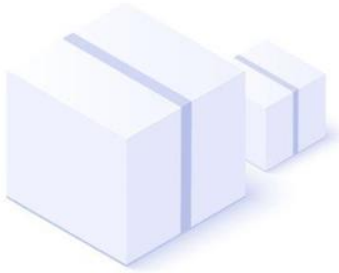
Launched an AI based RTO prediction tool



Sellers can identify RTO risk category for a buyer. Enabling them to take an informed decision on shipping the product.



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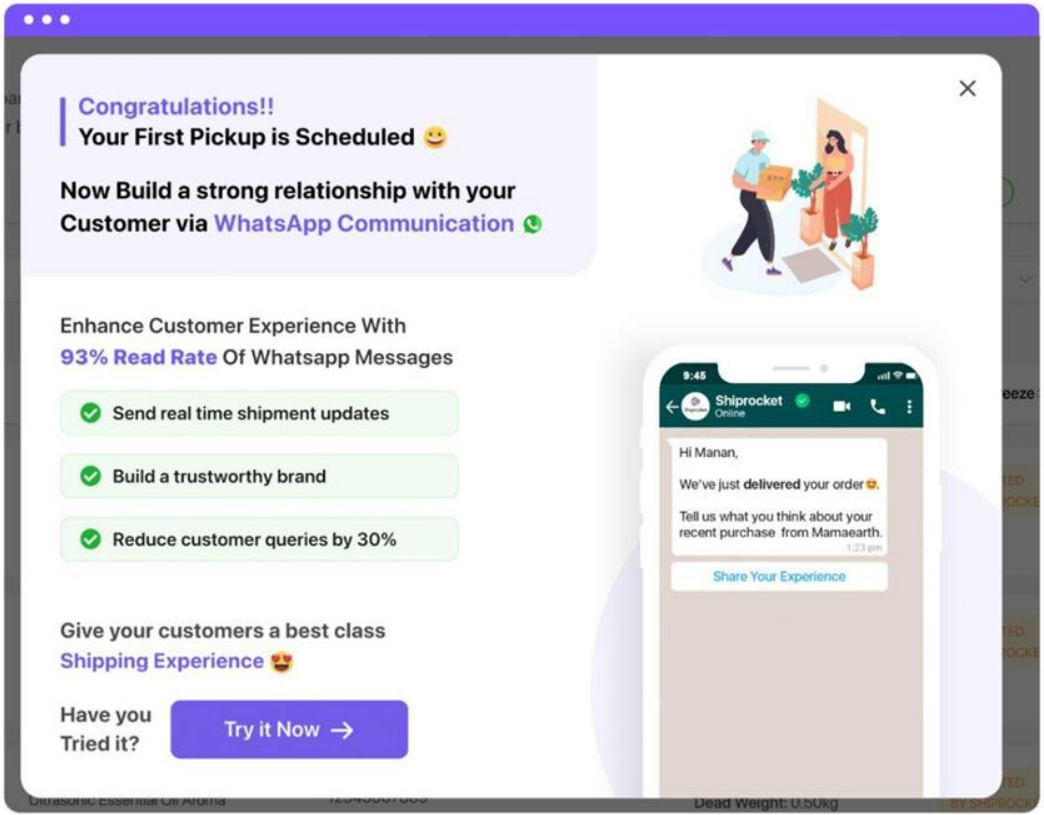
Whatsapp Communication for Buyers



Enabling sellers to send real-time custom/ personalised updates to buyers throughout the order journey Via WhatsApp.

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Shiprocket partnered with ONDC to democratize eCommerce

Shiprocket goes live on government's e-commerce platform ONDC as its first inter-city logistics provider

Logistics for MSMEs: ONDC and Shiprocket are also working to enable warehousing as a service on ONDC, the company said in its official statement. This facility will allow small and medium businesses to provide same-day shipping services to their customers.

Source: Financial Express

ONDC's mission is to enable an inclusive e-commerce ecosystem for all of India where a business in a small village in a remote corner of India can have the confidence and the opportunity to sell their products to customers anywhere in the country. **With Shiprocket and ONDC working in tandem, this is now a reality, said**

T Koshy, CEO, ONDC

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Gati Shakti - PM National Logistics Policy Launch

- We were amongst the few chosen brands who were present at the NLP launch by the Hon. PM.
- Democratising the eCommerce of India by empowering the Indian MSMEs

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Strengthening Capability For a Future Ready Org

Executive Leadership
Development Program

Leadership Excellence
& Acceleration Program

How Women Rise

Culture Conversations
On POSH

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Digitizing People Processes For Accelerating Business Results

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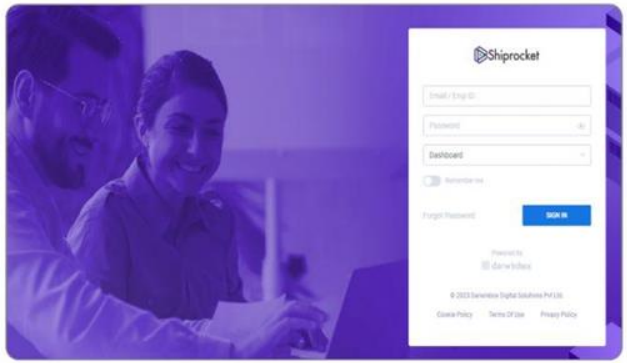
Feb'22 — **AMBER** (Employee Engagement Bot)

Apr'22 — **KLEETO** (Document Management System)

May'22 — **DARWINBOX** (HRMS)

Nov'22 — **DISPRZ** (LMS)



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Recognitions

- Businessworld BW Disrupt 40 Under 40
- Entrepreneur of the Year in Service Business (SCM & logistics) at Entrepreneur Awards 2022
- BW Businessworld Techtors Award for being the 'Top Tech Companies to Watch Out for'

Events

Brands of New India
presents
powered by
Shiprocket
D2C
CARWAAN

GLOBAL MSME BUSINESS SUMMIT
India@100 with Future Ready MSMEs
CII

Inc42
+
Shiprocket
PRESENT
FAST 42
D2C EDITION

YOURSTORY
SCALE IP INDIA
YOURSTORY
Making tech more consumer-centric

SHIPROCKET FULFILLMENT
D-06B
SHIPROCKET

Shiprocket
Yatra

Few Coverages

How This Shipping Startup Rocketed to Unicornhood

Shiprocket, whose valuation rose over $1 billion last month, aims to build a complete D2C enablement platform to revolutionise e-commerce in India

By Soumya Duggal

September 23, 2022

Opinions expressed by Entrepreneur contributors are their own.

On August 17, 2022, two days after India celebrated its 76th Independence Day, logistics startup Shiprocket joined an elite group of companies, "unicorns", whose mythical name perhaps rather aptly captures the nature of their billion-dollar valuations—more fancy than fact. Regardless, the huge milestone rightly drew in appreciation from friends, family and employees alike. Was turning a unicorn a clear target from the get-go? "It never was. It all happened organically," exclaimed an elated Sahil Goel, co-founder and CEO, Shiprocket, and a running enthusiast.

ET Future Unicorns and Decacorns. D2C logistics startup Shiprocket

FIEO partners with Shiprocket to support MSME exporters in India

Shiprocket said it has already integrated with Amazon, Shopify and many more, allowing IBP sellers and FIEO members to ship products sold on various marketplaces easily through their B2C orders to more than 220 countries.

ETRetail • Updated: December 14, 2022, 08:14 IST

New Delhi: Federation of Indian Export Organisations (FIEO) has signed a Memorandum of Understanding(MoU) with e-commerce enablement platform Shiprocket to support micro, small and medium enterprise (MSME) exporters in India showcasing their products on the Indian Business Portal(IBP), according to

LOGISTICS

The Shipping Master

SAAHIL GOEL, CEO AND FOUNDER, SHIPROCKET

TECH SPECS

- Year of inception: 2017
- No. of employees: 1200+
- Revenue for FY 2021-22: 611.1 crore
- External funding received so far: $309.79 million
- Major clients: Mamaearth, Boat, Da Milano, Bodycare

Shiprocket seeks to democratise Indian eCommerce by creating a simple, open and predictable shipping platform for all independent businesses, according to Saahil Goel, CEO and founder, Shiprocket.

Founded in 2017, the startup offers a suite of tech-led products for retailers to easily ship their goods across the country, offer delivery (same day/next day), reduce returns and failed deliveries through automated NDR processing and Whatsapp communication, integrate centralized dashboard and ship through over 17 carriers and 45 fulfillment locations. It also supports all modes of shipping such as air, surface, local, bulk and cross border.

"We believe that a level playing field for online commerce is necessary for entrepreneurs of all sizes to a robust entrepreneurial ecosystem," said Goel.

Shiprocket's offerings also include several value-added services: Shiprocket Fulfillment (a complete eCommerce fulfillment solution, providing same day/next day deliveries), ShiprocketX (makes cross-border shipments easy); Shiprocket Engage (a seamless buyer communication suite powered by AI-backed Whatsapp automation); etc.

According to Goel, the logistics platform helps 200,000 merchants annually by reducing the entry barriers, powering $4 billion of GMV through the platform, cutting down logistics costs for the merchants by 10-15 per cent and helping the latter in selecting the right shipping partners and creating a personalized brand experience.

"Shiprocket has made it possible for anyone to participate in full stack e-commerce without sharing a large chunk of their margins or without upfront investment. Further, we have successfully leveled the playing field by bringing world class experiences and workflows to the direct commerce universe in India," claimed Goel.

Indian e-commerce market is expected to reach $120 billion by 2026. Naturally, staying relevant as well as ahead of the curve in such an ever-changing marketplace poses a constant challenge in the industry for most logistics startups.

On path to profitability, Goel says, "With the right discipline and focus, any business can be profitable given they have a product that customers really need."

In the coming years, Shiprocket intends to grow its tech offering, fulfillment

Contact Us

Saahil Goel
CEO

Tanmay Kumar
Chief Financial Officer

Deepa Kapoor
Secretarial & Compliance

Shashank Garg
FP&A

Abhinav Garg
Investor Relations

Investors@shiprocket.com

Shiprocket Office Plot 416, Phase III, Udyog Vihar III, Sector 19, Gurugram, Haryana 122002

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FRAGILE
DO NOT DROP