



Simplifying eCommerce

QUARTERLY INVESTOR UPDATE

MARCH 2023



1



Business Update

4



Process, People and
Governance

2



Product Update

5



Recognitions, Events
and Coverage

3

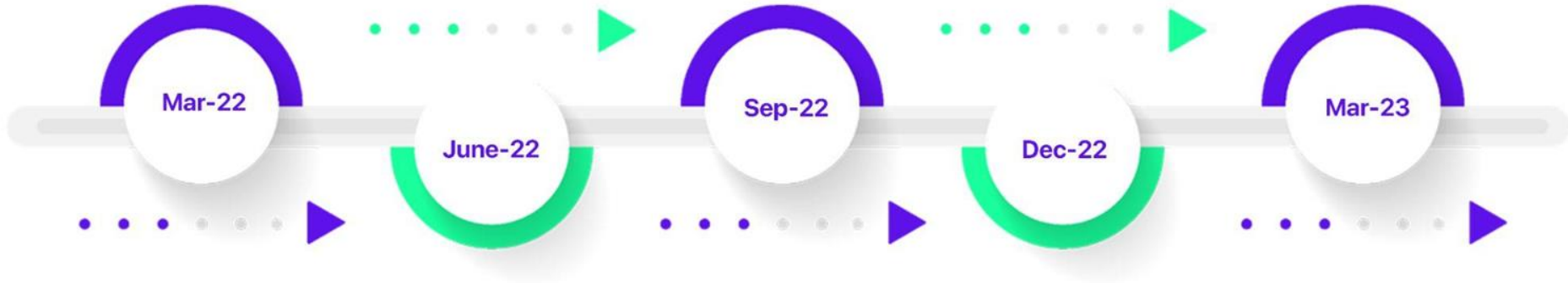


Partnerships

FY23 : Year at glance

- Shiprocket + Pickrr completed
- Fastrr Launched
- Oracle NetSuite ERP implemented

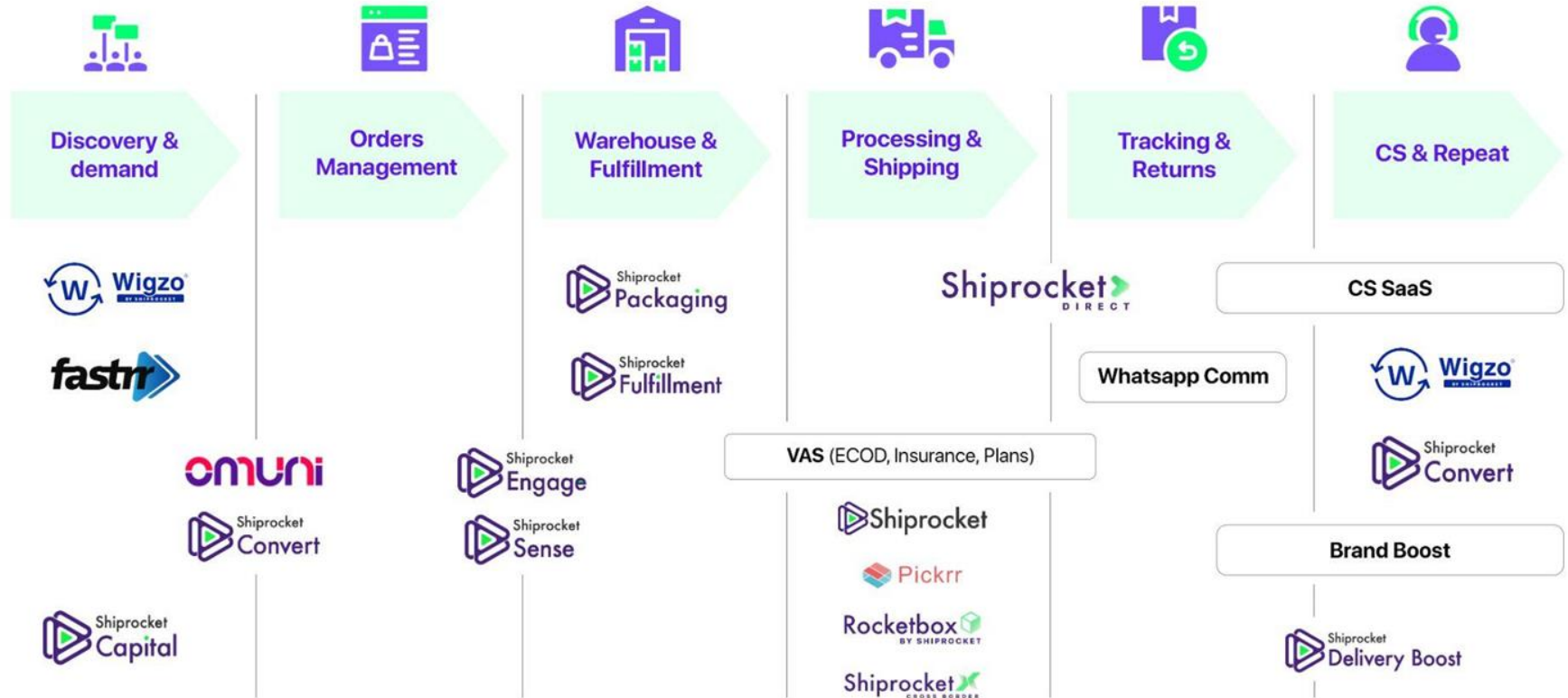
- USD 5B GMV powered
- Omuni acquisition completed
- New products– WA comm, Sense
- Fulfilment turns GM positive



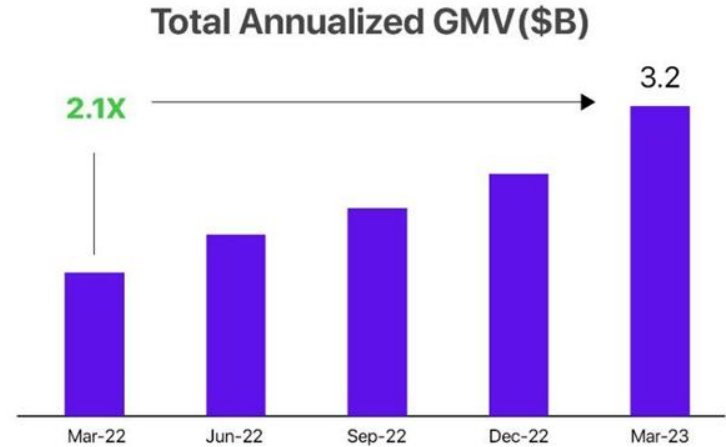
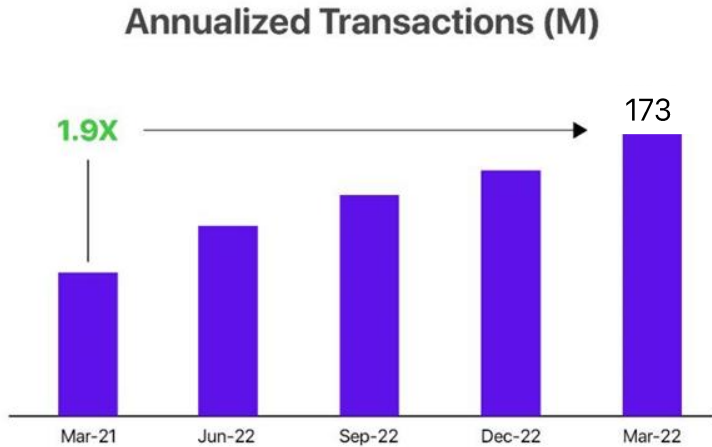
- Focus on Shipping ++
- ONDC integration
- Launched Returns Center
- New website, app launched

- Shifted to a new office
- New products – Brand Boost, Delivery Boost

We continue to expand our 'Post-order' journey stack




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.

Our products are growing steadily

Product	Product brief	Value drivers for Seller		Revenue Growth
	<ul style="list-style-type: none"> eCommerce shipping platform lets the seller manage all his inventory, orders, and catalog across multiple channels in a single place. 	<ul style="list-style-type: none"> All serviceable pin-codes Multiple shipping partners 	<ul style="list-style-type: none"> Inventory and order management 	1.6x 
	<ul style="list-style-type: none"> Ship your orders across 220+ countries via multiple carriers & track them all in a single place. 	<ul style="list-style-type: none"> Expand business internationally with Shiprocket X 		13.8x 
	<ul style="list-style-type: none"> Storing inventory closest to customers in a PAN India network of eCommerce fulfillment centers 	<ul style="list-style-type: none"> Faster Shipping Lower RTO 	<ul style="list-style-type: none"> Lower Weight Discrepancy 	1.5x 
	<ul style="list-style-type: none"> AI powered WhatsApp based CRM & post sale communication tools 	<ul style="list-style-type: none"> Brand building Lower RTO & 	<ul style="list-style-type: none"> Higher abandoned cart conversion 	3.4x 
	<ul style="list-style-type: none"> Seamless checkout, enables sellers to charge shipping fees 	<ul style="list-style-type: none"> Increased conversion 	<ul style="list-style-type: none"> Lower RTO 	5.1x 
	<ul style="list-style-type: none"> Pureplay software – Shipping management, Recommendations, RTO, NDR mgmt., address correction etc. 	<ul style="list-style-type: none"> Lower failed deliveries 	<ul style="list-style-type: none"> Improving throughput 	15.7x 

Strong integrations over the past year

Product	Product brief	Value drivers for Seller		GM Growth
	<ul style="list-style-type: none"> Integrated with our Last Mile vertical (eCommerce shipping platform) 	<ul style="list-style-type: none"> All serviceable pin-codes Multiple shipping partners 	<ul style="list-style-type: none"> Inventory and order management 	1.3x 
	<ul style="list-style-type: none"> All-In-One Platform To Convert, Retain & Grow 	<ul style="list-style-type: none"> Uplift Revenue Increase Retention 	<ul style="list-style-type: none"> Increase Conversions 	2.8x 
	<ul style="list-style-type: none"> Integrated with our Fulfilment vertical (Storing inventory closest to customers in fulfillment centers) 	<ul style="list-style-type: none"> Faster Shipping Lower RTO 	<ul style="list-style-type: none"> Lower Weight Discrepancy 	1.8x 
	<ul style="list-style-type: none"> Streamlined E-commerce and Cargo Shipping Solutions 	<ul style="list-style-type: none"> One Platform, Multiple Carriers 	<ul style="list-style-type: none"> Affordable Rates 	4.1x 

1



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Partnerships

We have successfully launched new value-added products (1/2)



WhatsApp Comms

Launched: Nov'22

Real time tracking updates on WhatsApp to buyers

Sense

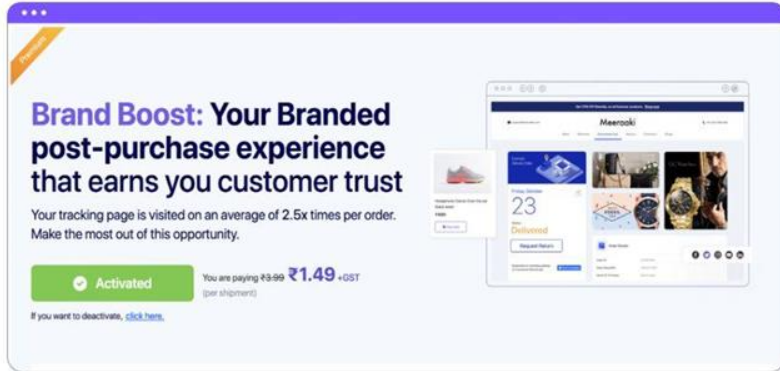
Launched: Oct'22

RTO & address intelligence for sellers decision making

We have successfully launched new value-added products (2/2)



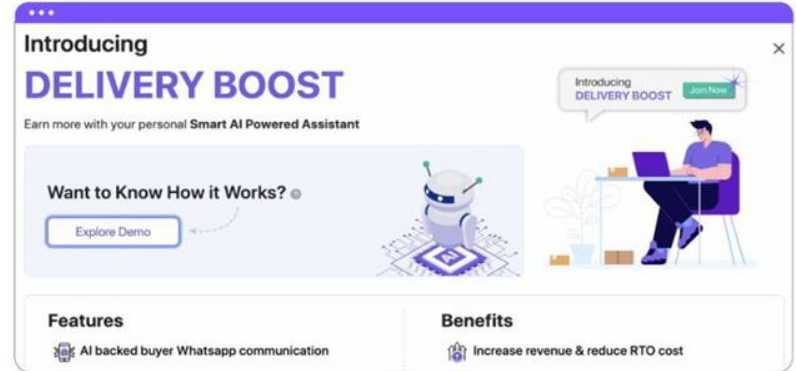
Brand Boost



Launched: Feb'23

Branded tracking experience & reselling properties

Delivery Boost



Launched: Mar'23

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

1



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Partnerships

India Post signs MoU with Shiprocket to enhance last-mile e-commerce penetration

- A surprising fact that rural India has **20% more active internet users** than urban India.

With 70% of the population residing in rural India, there lies a vast under-utilized market for the eCommerce industry to explore.
- This partnership will provide last-mile connectivity to large MSME base of India and will facilitate eCommerce **beyond large cities** & towns truly enabling **Bharat commerce**



Shiprocket partners with eBay to provide e-commerce solutions to Indian SMEs

- The partnership aims to provide cost-effective, **cross border shipping solutions to Indian eBay sellers** by integrating 'eBay Global Shipping' (EGS) and Shiprocket X



1



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Partnerships

Getting our processes, systems and security to best-in-class

- Oracle NetSuite integrated in Shiprocket
- Infosec: SOC2 compliant
- Ind AS compliant Financial Reporting
- ERP Implementation across subsidiaries
- Process automation & recon
(Billing, collection, settlements, claims ,etc.)



Governance and policies are aligned for future ready organization

- Active Board and Committees:
 - Audit Committee
 - NRC Committee
 - ESG Committee
- Strong Policies like Whistleblower, POSH, Social Media Policy, etc.
- Actively working with External Advisor on ESG

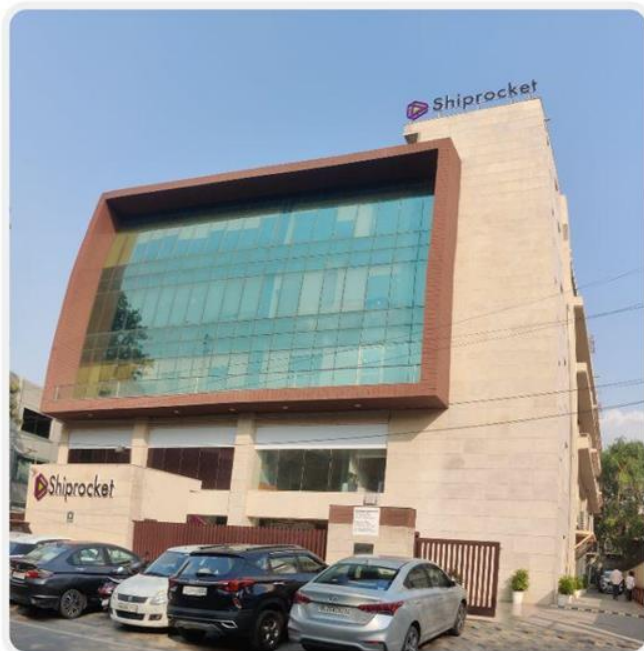


We are investing in world class people priorities

- Striving for Best Employee NPS
- Industry Standard benchmark for Comp. and benefits, upskilling
- Recognized as an 'Employer Of The Future' by Fortune India
- Received awards for Company culture and values



We moved to a new office in Jan'23!



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Partnerships

Recognitions



Shiprocket has been included in
**Emerging Startups 2023: Top Brands
Tech Startups.**

By Tracxn Emerging to
recognize the top global companies
across sectors



Recognizing excellence in the field
of **Technology Solution**, Internet and Mobile
Association of India is thrilled to announce the
winner of the '**Best Tech for Logistics**'

Shiprocket 'BigFoot Retail Solutions Pvt'
13th India Digital Awards 2023.



**IT4SMB Awards by
Economic Times**

Winner of Mid-Size
Business of the year



Events (1/2)

17th India Digital Summit
organized by IAMAI



MPCConclave- India's Biggest E-com
Marketplace &Website Conclave



TiE Delhi-NCR's conference themed
'Navigating the New World.'



"Then & Now" #HomeConclave 2023,
covering the shift in logistics

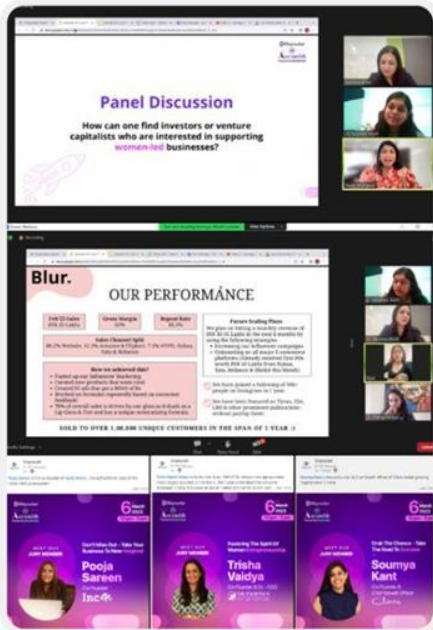


Unlock D2C
with ANScommerce



Events (2/2)

Aarambh'23 - Empowering India's Wonder Women



Shiprocket Yatra - Surat Edition



Omuni - Indian Fashion Forum



Coverages (1/2)

Logistics unicorn Shiprocket bets on growing D2C market for growth

March 25, 2023 - Updated 03:35 pm IST | Bengaluru

Shiprocket is looking at improving its services by increasing the shipping speed and creating a better post-checkout experience.

BY HARIPRIYA SUREBAN

 COMMENTS  SHARE

 READ LATER



The company plans to improve its offerings to make the post-checkout experience for businesses easier. | Photo Credit: KSL

Shiprocket Rolls Out Aarambh 2023 To Equip Women-led MSMEs

Under Aarambh 2023, the top three business ideas stand a chance to win upto Rs 1 lakh along with additional benefits from Shiprocket and other sister concern companies

India Post partners with Shiprocket and Pickrr to deliver last mile e-commerce products

India Post's partnership with Shiprocket for boosting last-mile e-commerce delivery across the country will benefit startups and small & medium enterprises.

Shiprocket partners with eBay for cross-border shipping solutions

As a part of this partnership, all eBay cross-border trade sellers from India will be able to choose its cross-border shipping solution, Shiprocket X, as their shipping partner for eBay shipments, the company said in a statement.

Interview: Saahil Goel, CEO and co-founder, Shiprocket

'We are projecting a return to profitability in FY24'

Written by [Alokananda Chakraborty](#)

February 15, 2023 09:20 IST

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 Shiprocket

Our mission is to democratise e-commerce by creating a simple, open and enabling platform for every independent business of the real Bharat.

Coverages (2/2)

Shiprocket partners with BillDesk to facilitate digital payments to its sellers

This partnership enables merchants to provide all payment methods to their buyers through Shiprocket's one-click checkout solution.

Written by [Sandeep Nandan, Co-Founder](#)
April 18, 2023 11:58:15T



Why Shiprocket's Saahil Goel wants to build deep rather than broad

Saahil Goel on the two skills he built during the pandemic and the pointed ways in which he executes his mentorship duties



Being a mentor means bringing the best out in people, says Saahil Goel, founder @shiprocket

expert speaks

BY **AKSHAY GHULATI**, CO-FOUNDER, SHIPROCKET

Why is it the Best Time for Indian SMEs to go Global?

Global expansion is a goal for businesses that are looking to tap into today's fast-paced, interconnected world. We see in the era of hardware companies, which is driving the next wave of globalisation, and thereby it becomes imperative for companies that have not yet expanded to tap into this space. Expanding into foreign markets has always been a strategic decision for growing brands to get access to new customers and markets. There are many such new studies that are expanding global companies to large economies.

Over the years, Indian SMEs are on the path of growing growth, creating jobs, and contributing to the country's overall development and GDP. Using digital provides SMEs with easy access to a larger customer base and new technologies, which further enable higher sales and expansion. While the opportunity is massive enough, there are a few other factors that make it "the best" time for SMEs to go global.

DIGITAL TRANSFORMATION & E-COMMERCE
Digital transformation has played a critical role in enabling Indian SMEs to expand globally by providing them with a robust online marketplace, increased visibility, improved efficiency, cost-effective communication, and access to global talent. Automation of processes such as accounting, inventory management, and customer relationship

MANAGEMENT HAS IMPROVED EFFICIENCY AND REDUCED COSTS FOR SMEs. Tech solutions have particularly enabled the ease of doing business globally. For example, technology integration in logistics and supply chain activities has enabled SMEs to providing a better post-purchase experience to customers.

EASE IN CROSS BORDER SHIPPING

INTEGRATED ACCESS TO CAPITAL
Increased access to capital has been a key driver of Indian SMEs' global growth. With growth to credit and funding, such as angel investments, venture capitalists, SMEs can raise capital to support their growth and expansion plans. Access to capital has allowed SMEs to invest in new technology, personnel, and product, improving their competitive edge in a global market. It has also enabled them to expand into new markets and increase their capacity to meet the demands of their products and services.

REMOVED TRADE BARRIERS & POLICY SUPPORT
The Indian government has signed several free trade agreements with other countries, which have reduced trade barriers and made it easier for Indian SMEs to reach new markets. Additionally, the government has launched several initiatives such as the Make in India program, and the MSME Export Promotion Scheme (MESSE).

ENHANCED DEMAND FOR INDIAN PRODUCTS
The rise in demand for Indian products and services in global markets has created new

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StartUp Central | India's 106th Unicorn Shiprocket, which powers over 100,000 sellers, plans to be profitable in the coming fiscal year

Akshay Ghulati, Co-Founder, discusses the strategies for building a great company

#Startups @ShiprocketIndia @avannedubash

THE BIG LISTEN

POWERING OVER 100,000 SELLERS IN INDIA

6:39 755 views

How data & tech are changing biz landscape

The digital transformation of businesses is a key driver of growth and innovation in the modern economy. This transformation is driven by a combination of factors, including the availability of data, the advancement of technology, and the changing needs of consumers. The digital transformation of businesses is a key driver of growth and innovation in the modern economy. This transformation is driven by a combination of factors, including the availability of data, the advancement of technology, and the changing needs of consumers.

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