



October 12, 2026

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 AceVector 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:-

Snapdeal's Swagatsav Sale Sees 59% Growth in Fashion Units as Festive Demand Surges

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://www.acevector.com/investors>

You are requested to kindly take the abovementioned on record and oblige.

Thanking you.

For ACEVECTOR LIMITED

**Prabha
s Singh**

Digitally signed by Prabhas Singh
DN: cn=Prabhas Singh, o=Prabhas Singh,
serialNumber=366840calleq7m1h6Zny/zwg
5d9w,
2.5.4.20=910b66774c23c7bdc3b68c6c6f60
56a531f83fb69d4181775f6d4948b0342
, postalCode=220010, st=Uttar Pradesh,
serialNumber=23464460d0b70386a6a3f6c
5e78e0937d6b67e4bac7984eb1635010464
6cd570, cn=Prabhas Singh
Date: 2026.10.12 10:48:51 +05'30'

Prabhas Singh
Company Secretary & Compliance Officer
Membership No.: 45753

Encl: As above



Snapdeal's Swagotsav Sale Sees 59% Growth in Fashion Units as Festive Demand Surges

- *Fashion customers grew 63% Y-o-Y, with Gen Z shoppers leading the growth*
- *Sales of Women's Western wear and salwar suits double, reflecting demand for both trendy styles and festive ethnic wear*
- *Active transacting sellers in fashion increased 94% Y-o-Y, with triple-digit growth in new sellers from smaller cities recording.*
- *82% of orders during this sale came from outside metros, underscoring Snapdeal's reach across Bharat*
- *Prepaid orders double as festive shopping gained momentum*

Gurugram, October 12, 2026: Snapdeal's Swagotsav Sale, which began on October 4, is seeing strong momentum with sales of fashion units growing 59% vis-a-vis the sale period last year and number of buyers for fashion products increasing 63% during the same period.

Gen Z shoppers are leading the growth, with strong demand across women's Western wear and traditional ethnic wear highlighting how festive shopping is bringing together contemporary fashion trends and occasion-led dressing.

Festive Fashion Meets Gen Z Trends

Women's Western wear like co-ord sets, t-shirts, jeans, night suits and women's salwar suits both recorded a doubling of sales during the measured period. The trends point to two complementary drivers of festive fashion demand: younger shoppers embracing contemporary styles, and consumers shopping for traditional attire for festive occasions.

With Gen Z customers leading fashion customer growth, the performance also highlights the growing appetite for trend-led fashion at accessible prices.

Bharat Drives Fashion Demand

The momentum extends well beyond India's largest metropolitan markets, with 82% of orders coming from outside metros during this sale. The trend reinforces Snapdeal's position as a marketplace serving value-conscious shoppers across Bharat, where affordable fashion and access to a wide assortment remain important parts of the shopping experience.

The growth is mirrored on the seller side. Active transacting sellers in fashion increased 94% vis-a-vis the sale period last year, with triple-digit growth in new sellers from smaller cities. Cities such as Bhilwara, Meerut, Hosur, Kota, Amroha, Alwar and Solapur, among others, are contributing to this momentum, highlighting the growing participation of sellers from across India in the online fashion opportunity.

Prepaid orders doubled during this period, adding another dimension to the sale's performance, alongside the growth in fashion units and customers.

Ahead of the festive season, Snapdeal has been working closely with sellers through **Project Gati**, a 45-day acceleration programme designed to help first-time sellers prepare for the surge in festive demand. The programme supports sellers through training, AI upgradation, free advertising credits, analytics sharing for relevant assortments and shorter working capital cycles.

Achint Setia, CEO of Snapdeal, said: *"Gen Z is increasingly buying looks, rather than simply buying clothes for their functional value. From Western wear to ethnicwear and accessories, shoppers are exploring styles that reflect their personality and the occasion. We have organised Swagotsav around this shift, bringing together affordable, trend-led choices that help consumers create their festive looks without stretching their budgets."*

About Snapdeal: Snapdeal is India's leading value-fashion marketplace, bringing together affordable, trend-led fashion and lifestyle products for value-conscious shoppers across the country, particularly beyond the largest metropolitan markets. With a focus on making fashion accessible to Bharat, Snapdeal connects shoppers with a wide assortment of products while enabling sellers to grow their businesses through a zero-commission marketplace model.



FASHION / STYLE / FESTIVE VIBES

The festive season starts
with a bang

59%

Growth In Fashion Units
As Festive Demand Surges



2X

Women's Western Wear
And Salwar Suits
Doubled Sales



82%

Orders From
Outside The Metros



101%

Prepaid Orders
Growth



63%

Growth In Fashion
Customers Led By GenZ



94%

Growth Of Active Transacting
Sellers In Fashion

*Strong Festive Momentum,
Starting October*

For Initial Days of 9th Oct 2026 v/s 23rd Sep 2025