



October 14, 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 Unicommerce eSolutions 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:-

***Quick Commerce records highest growth; volumes up 85% ~  
~ Tier 3 Towns lead festive sales with 42% order share ~***

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://unicommerce.com/investor-relations/>

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

Thanking you.

**For UNICOMMERCE ESOLUTIONS LIMITED**

**Kapil  
Makhija**

Digitally signed by Kapil Makhija  
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**Kapil Makhija**

**Managing Director and CEO**

**DIN: 07916109**

**Encl: As above**

**Unicommerce eSolutions Ltd.**

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**CIN: L74140DL2012PLC230932**

# Order Volumes Grew 31% During First Week of the Festive Season: Unicommerce

*~ Quick Commerce records highest growth; volumes up 85% ~*

*~ Tier 3 Towns lead festive sales with 42% order share ~*

**New Delhi, October 14, 2026:**

The initial phase of festive shopping shows healthy consumer momentum, with e-commerce order volumes climbing **31% year-on-year (YoY)**, according to the latest analysis by **Unicommerce**. This rise in order numbers was accompanied by a **17% YoY** growth in total Gross Merchandise Value (GMV), confirming higher overall spending across digital storefronts. In the same period, Average Order Value (AoV) came down by 10% YoY.

The analysis is based on over **33 million order items** processed by Unicommerce's flagship platform Uniware across the first week of the Diwali festive season sales in **2025 (22–28th September)** and **2026 (7–13th October)**.

## **Channel Specific Performance**

According to **Uniware**, quick commerce platforms stole the spotlight, clocking **85%** order volume growth, highlighting the increasing importance of quick deliveries. Online marketplaces grew by **26%**, and brand websites recorded a **27%** increase in volumes.

## **What People Bought**

**FMCG** products saw the biggest jump in order volumes of **over 190%** led by healthy foods. This was followed by **Beauty & Personal Care** items which saw an order volume growth of **over 69%**, driven primarily by elevated demand for makeup products. **Home Decor** also witnessed a steady growth of over **22%** with kitchenware products leading this category's growth.

## Where the Orders Came From

Tier 3 towns recorded the highest share of the overall e-commerce orders, accounting for 42% of the total orders during this period, while Tier 2 and Tier 3 cities together accounted for almost 2/3rd the total orders during this sale period.

## Turning Window Shoppers into Buyers

Technology continued to play an increasingly important role in the festive season. Data from Unicommerce's marketing automation arm **Convertway**, shows that **1.5 lakh AI-led automated calls** helped brands engage with undecided buyers to help them complete their purchases. This was done through personalized text, WhatsApp, and interactive voice reminders during the customers' purchase journey.

## Delivering Faster

Many leading brands leveraged Unicommerce's logistics arm, **Shipway** to keep deliveries moving smoothly, achieving a **30% improvement in delivery times** compared to last year. **ShipSense** Shipway's AI-powered logistics engine helped brands automate the selection of courier partners.

## About Unicommerce eSolutions Limited:

Unicommerce is a leading AI first e-commerce enablement Software-as-a-Service ("SaaS") platform that enables end-to-end management of e-commerce operations for brands, marketplaces, and logistics service provider firms. Unicommerce's comprehensive suite of SaaS products provides full-stack solutions that cover both the pre-purchase and post-purchase segments of e-commerce operations.

- Convertway by Unicommerce is a marketing automation platform that helps brands in customer engagement. It assists brands in increasing sales by capturing visitor information, enabling automated communications to prospective shoppers through AI- powered voice calls, WhatsApp, SMS and RCS running customised campaigns with smart segmentation, and providing support through live chatbots during or after order placement.
- Uniware is an order processing platform that handles the transaction processing once the customer has placed the order. It helps streamline operations by managing inventory across multiple locations, processing orders for multiple online and offline channels, managing returns, and reconciling order payments. Uniware comprises the seller management panel, order management, warehouse management, inventory management, and omnichannel retail solutions.
- Shipway by Unicommerce is a logistics management platform that offers full-service courier aggregation and shipping automation solutions that help brands and sellers

reduce shipment costs. Its key solutions include smart courier allocation, order tracking, return and exchange automation, and related solutions.

Unicommerce has a strong and growing network of 360+ plug-and-play technology & partner integrations across its three platforms with leading marketplaces, logistics partners, and ERP systems, which enables clients to seamlessly deploy Unicommerce for inventory optimization, logistics automation, and efficient transfer of transactional information that supports invoice generation, financial accounting & taxation, and other regulatory compliances.

Unicommerce serves 8,000+ clients in India, Southeast Asia, and the Middle East. Some of its marquee clients include FabIndia, Lenskart, Timex, TCNS, Mamaearth, Sugar, Emami, Urban Company, Cello, Healthkart, boAt, Portronics, TMRW, Mensa, Landmark Group and many more.

The company's product suite is sector and size-agnostic and designed to meet the business needs of various types and sizes of retail and e-commerce enterprises, both online and offline.

Incorporated in 2012, Unicommerce is ISO 27001 (standard for information security management system) & ISO 27701 (standard for privacy information management systems) certified. It is listed on the National Stock Exchange of India Limited and BSE Limited.

| Company                                                                                                          |
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| Unicommerce eSolutions Limited                                                                                   |
| For any media queries, write to us: <a href="mailto:pressoffice@unicommerce.com">pressoffice@unicommerce.com</a> |
| Company website: <a href="http://www.unicommerce.com">www.unicommerce.com</a>                                    |