



April 22, 2025

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:-

FAE Beauty deploys Unicommerce to enhance quick commerce operations

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/>

You are requested to kindly take the abovementioned on record.

Thanking you,

For Unicommerce eSolutions Limited

Anil Kumar
Company Secretary
Membership no. F8023

Encl.: as above

Unicommerce eSolutions Ltd.

Registered Office: Mezzanine Floor, A-83, Okhla Industrial Area Phase-II, New Delhi 110020 India
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CIN: U74140DL2012PLC230932

FAE Beauty deploys Unicommerce to enhance quick commerce operations

22nd April 2025, New Delhi: India's beauty and personal care industry is experiencing remarkable growth and is expected to reach USD 34 billion by 2028. While global conglomerates dominate the cosmetics market, domestic brands like **FAE Beauty** are gaining popularity because their products are better suited for Indian skin and hair types.

A successful appearance on a business reality show led to a surge in FAE's orders earlier this year. **FAE Beauty**, also known as **Free and Equal Beauty**, found managing orders on multiple marketplaces challenging. To manage its fast-growing business, it partnered with Unicommerce, India's premier e-commerce enablement SaaS platform, to streamline its online operations and enhance quick commerce capabilities.

With Unicommerce's Uniware system, FAE Beauty can manage inventory across all marketplaces, ensuring smooth operations across pan-India. The technology eliminates manual processes, such as raising purchase orders, increasing operational speed and reducing complexities.

Unicommerce's plug-and-play integration empowers FAE Beauty to process quick commerce orders on platforms like Blinkit efficiently by managing bulk deliveries at centralised warehouses and further distribution to dark stores. A centralised Unicommerce dashboard ensures timely deliveries and prevents stock-outs, enabling FAE Beauty to meet consumer demands speedily.

With this solution, FAE Beauty is now equipped to handle the dynamic demands of quick commerce platforms while maintaining exceptional service quality.

Kapil Makhija, CEO and Managing Director of Unicommerce, said, "We are delighted to partner with FAE Beauty, a brand rapidly making its mark in the beauty industry. As one of the startups featured on Shark Tank India, FAE Beauty exemplifies innovation and growth. We aim to empower them to manage their growing operations more efficiently, enabling faster deliveries and seamless inventory management across marketplaces."

Karishma Kewalramani, Founder of FAE Beauty, said, "Partnering with Unicommerce has been a game-changer for us. Managing thousands of orders monthly across multiple marketplaces was a challenge, but now we have a single platform that simplifies everything—from order processing to returns. The ability to handle quick commerce orders seamlessly ensures we can meet our customers' demands quickly and precisely."

FAE Beauty is among a growing list of startups and D2C brands that rely on Unicommerce's e-commerce solutions to scale their operations.

About Unicommerce

Unicommerce's solutions serve all the key processes of an e-commerce business. **Uniware** simplifies the backend operations of e-commerce businesses, including inventory management, order processing across multiple channels, warehouse operations, and seamless handling of return inventory. **Shipway**, a full-stack logistics management platform, offers courier aggregation and shipping automation. **Convertway** is an AI-enabled marketing automation platform designed to boost conversions and sales.

Unicommerce serves 10,000 brands across 7000+ clients in India, Southeast Asia, and the Middle East. Some of its marquee clients include FabIndia, Lenskart, Timex, TCNS, Mamaearth, Sugar, Emami, Urban Company, Blue Star, Cello, Symphony, Healthkart, GNC, boAt, Portronics, TMRW, Mensa, Landmark Group, Edamama and many more. Unicommerce's flagship platform, Uniware, achieved an annualised transaction run rate of over 1 billion order items in Q3 FY25. With 35Mn+ annual transactions across the courier aggregation and automation space, Shipway is a clear number two in the field with a strong presence and a footprint spanning 29,000 pin codes.

Unicommerce'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 data privacy controls) certified. It is listed on the National Stock Exchange of India Limited and BSE Limited.

Company
Unicommerce eSolutions Limited
For any media queries, write to us: pressoffice@unicommerce.com
Company website: www.unicommerce.com
