



May 13, 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:-

SuperBottoms achieves 95% delivery success rate with Shipway integration

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

SuperBottoms achieves 95% delivery success rate with Shipway integration

Delhi NCR; 13th May 2025: SuperBottoms, a sustainable baby and mother care brand, has partnered with Unicommerce-owned Shipway Technology Private Limited ('Shipway') to streamline and optimise its logistics operations.

Founded by Pallavi Utagi in 2018, SuperBottoms is leading India's "Guilt-Free Diapering" revolution by empowering parents to ditch disposable diapers in favour of safe, sustainable cloth diapers. Given its customers' close dependence on timely and reliable diaper deliveries, SuperBottoms deployed logistics management platform Shipway to handle deliveries in metros and tier 1 cities, where most of its customers are.

Through its integration with Shipway, SuperBottoms has achieved improvements in its logistics performance. These include **achieving a 95% delivery success** rate through algorithm-driven courier partner selection. The Shipway's technology platform utilises algorithms that factor in location, product type, and packet size and delivery time window to select the most-suited courier partner for each shipment.

Prompt order acceptance and processing and digitised order segregation removes any process delays. Shipway's technology provides **end-to-end visibility** and control over order fulfilment with its unified shipping allocation platform.

Pallavi Utagi, Co-founder of SuperBottoms, commented, *"Our customers place a lot of reliance on our commitment to make time-bound, error-free deliveries. Our partnership with Shipway has transformed our logistics operations, with higher delivery success rates and reduced RTOs. The unified platform has given us greater visibility and control, directly translating to better customer satisfaction and significant cost savings. This partnership is a key enabler in our journey to scale efficiently and delight our customers."*

"Our technology-driven capabilities drive operational efficiencies and cost savings. We are delighted to deliver high-impact outcomes for SuperBottom as they expand their business and establish high customer service standards," said **Saurabh Kumar Choudhary, Chief Business Officer at Shipway**

SuperBottoms also uses Unicommerce's Uniware platform to manage orders from its website and to service orders received through marketplaces such as Meesho, quick-commerce channels like Zepto, and baby-focused brands such as FirstCry. Uniware provides a unified dashboard for orders across multiple channels, making operations more efficient. Real-time inventory synchronisation across platforms reduces the risk of overselling and stock-outs, while automated order processing and fulfilment speed up dispatch and minimise manual errors.

According to [a report by Mordor Intelligence](#), India's baby care market is worth USD 4.94 billion and is expected to grow at a CAGR of 11.76% to USD 8.61 billion by 2030. Data analysed by Unicommerce shows

that online order volumes for baby care products grew by [30% in FY24](#) across India's Tier 2 and 3 cities. This highlights the rapid shift towards e-commerce and the growing demand for convenient, high-quality baby care solutions beyond metro areas.

As more parents seek safe, dermatologist-tested, sustainable products, brands like SuperBottoms are well-positioned to cater to these evolving needs with efficient, technology-driven logistics.

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About Shipway

Shipway is one of India's top logistics management platforms, offering courier aggregation and automation through partnerships with 10+ leading courier partners like Delhivery, Xpressbees, DTDC, Blue Dart, and India Post. With 35Mn+ annual transactions across the courier aggregation and automation space, Shipway is a strong #2 in the field, serving around 29,000 pin codes across India. Its smart courier allocation engine assigns shipments in real time, helping businesses reduce costs, improve delivery efficiency, manage returns, track orders, and detect high-risk CoD fraud. Trusted by leading brands like Lenskart, Timex, Revlon, SuperBottoms, and Sleepy Owl, Shipway was acquired by Unicommerce in 2025 and is now part of its integrated suite of e-commerce enablement technology solutions.

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