



September 9, 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:-

Dabur's NewU signs Unicommerce to power its omnichannel operations

~ Tech to drive seamless shopping experiences across 120+ stores in 35+ cities nationwide ~

This is for your reference and records and not a disclosure in terms of the requirements of Regulation 30 of SEBI Listing Regulations, 2015.

This information is available on the website of the Company: <https://unicommerce.com/>

Please take the abovementioned on record and oblige.

Thanking you,

For Unicommerce eSolutions Limited

Kapil Makhija

Managing Director and CEO

DIN - 07916109

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: L74140DL2012PLC230932

Dabur's NewU signs Unicommerce to power its omnichannel operations

~ Tech to drive seamless shopping experiences across 120+ stores in 35+ cities nationwide ~

9th September 2025 | New Delhi:

India's iconic beauty and personal care brand, **Dabur** has signed **Unicommerce**, India's leading e-commerce enablement SaaS platform to streamline and strengthen the omnichannel operations for its beauty and personal care retail brand, **NewU**.

NewU offers a comprehensive range of cosmetics, skincare, hair care, personal grooming and fragrance products sourced from leading national and international brands.

With this deployment, NewU has adopted Unicommerce's **comprehensive Uniware suite** to seamlessly integrate and automate order processing across its **brand website, online marketplaces, quick commerce platforms, and offline stores**.

The integration will enable the brand to offer a seamless experience to their customer - allowing them to discover products online, check availability, order from their preferred channel, and even choose fulfillment options such as home delivery or store pickup. This will strengthen the brand's ability to deliver consistent, reliable, and convenient shopping experiences across all touchpoints including through its rapidly growing retail network of **120+ stores in 35+ cities nationwide**. The NewU stores are operated by H&B Stores Limited, a 100% subsidiary of Dabur India Limited.

By giving real-time visibility into inventory across channels, Unicommerce's technology will ensure that stock levels are always accurate and up to date, optimising inventory and avoiding stockouts or over stocking.

Mr Manish Asthana, Chief Operating Office, of **NewU** said, *"At NewU, we are committed to offering consumers a wide choice of beauty and personal care products with convenience at the core. Customers today expect and appreciate seamless experiences across online and offline channels. Our partnership with Unicommerce is a step towards strengthening our technological backbone as an omnichannel retailer."*

"We are excited to support NewU in its omnichannel journey," said **Kapil Makhija, MD & CEO** of **Unicommerce**. *"As retail evolves, brands need agile technology to scale efficiently while maintaining a great customer experience. Our Uniware platform is designed to simplify inventory and order management across touchpoints, and partnering with NewU reinforces our mission of empowering retailers to serve customers better and grow sustainably."*

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 7100+ clients across India, Southeast Asia, and the Middle East. Some of its marquee clients include FabIndia, Lenskart, Timex, TCNS, Mamaearth, Sugar, Emami, Urban Company, Cello, Symphony, Healthkart, GNC, boAt, Portronics, TMRW, Mensa, Landmark Group and many more. Unicommerce's flagship platform, Uniware, achieved an annualised transaction run rate of over 1 billion order items in Q3 FY25.

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

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