



October 7, 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:-

Kidswear brand Gini & Jony adopts Unicommerce to boost its online business

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 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

Kidswear brand Gini & Jony adopts Unicommerce to boost its online business



7th October 2025, New Delhi:

Homegrown kidswear brand **Gini & Jony** has partnered with **Unicommerce**, one of India's leading e-commerce and retail enablement platforms, to streamline its online operations and scale its digital presence across India.

Gini & Jony, known for its stylish and comfortable range of kids' apparel is available across 50 exclusive brand outlets, at 250+ retail points, its brand website and on multiple online marketplaces. The brand has implemented Unicommerce's multi-channel order and warehouse management systems, to enable faster fulfilment, real-time inventory tracking, and seamless order processing for orders received across its brand website and multiple marketplaces.

Unlike adult fashion, kidswear requires frequent design changes, seasonal drops, and quick turnarounds due to evolving trends and age-specific sizing - all of which make inventory management and forecasting complex. Unicommerce's technology solutions will help Gini & Jony manage inventory more accurately across channels, enabling faster, more reliable deliveries and an improved shopping experience.

India's kids' apparel market, valued at USD 24.56 billion in 2024, is projected to reach USD 29.35 billion by 2030. This growth is driven by rising disposable incomes, growing brand consciousness among parents and the expansion of organised retail and e-commerce platforms, which have made kidswear more accessible by offering greater variety and convenience to shoppers across the country.

Commenting on the partnership, **Harsh Agarwal**, CEO of **Gini & Jony** said, *"The kidswear category within the apparel market holds significant growth potential in India, driven by a rising young population, increasing urbanisation, and growing demand for branded, fashion-forward clothing for children. Our*

focus is to increase our revenue share from our online channels, and this partnership will help us enhance our digital capabilities, streamline operations, and reach a wider customer base more efficiently.”

*“The apparel segment is often cited as one of the most challenging areas to manage within e-commerce. This is due to a combination of factors which Unicommerce solves for,” said **Kapil Makhija, MD & CEO of Unicommerce.** “We are thrilled to partner with Gini & Jony in their expansion journey, enabling them to strengthen their digital presence and reach a broader audience across India’s evolving kidswear market,”* he added.

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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