



July 3, 2026

To,  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai-400001.  
Scrip Code: 512038

To,  
National Stock Exchange of India Limited  
Exchange Plaza, 5<sup>th</sup> floor, Plot no. C/1,  
G Block, Bandra Kurla Complex,  
Mumbai-400051.  
NSE Symbol: TCC

**Sub.: Press Release.**

Dear Sir/Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a Press Release titled as:

**"Pepcart Announces Its First B2B Alliance with Shiprocket to Democratize Big-Box Logistics Across India"**

Kindly take the same on records.

Thanking You,  
For TCC Concept Limited

Isha Arora  
Company Secretary & Compliance Officer

Encl: As Above

**TCC Concept Limited**

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## **Pepcart Announces Its First B2B Alliance with Shiprocket to Democratize Big-Box Logistics Across India**

- *Moving beyond initial D2C brand onboarding, Pepcart enters its first major B2B ecosystem alliance with Shiprocket to democratize big-box logistics*
- *The partnership seamlessly integrates Pepcart's specialized, decade-tested big-box supply chain into India's largest e-commerce technology platform*
- *Shiprocket sellers gain access to white-glove delivery, assembly, and a sub-1.5% damage rate across 7,000+ pin codes*

**Mumbai, 3<sup>rd</sup> July 2026:** Pepcart Logistics Pvt. Ltd., India's largest specialized big-box supply chain company, a wholly owned subsidiary of BSE & NSE listed TCC Concept Limited, today announced a landmark B2B partnership with Shiprocket, India's leading e-commerce technology enablement platform. Under the agreement, Pepcart will provide a dedicated first-mile pickup, last-mile delivery, and white-glove assembly for big-box and large-format products flowing through Shiprocket's network.

This milestone marks a significant expansion of Pepcart's Logistics-as-a-Service (LaaS) journey. The platform has been operational for over a decade and has successfully managed end-to-end supply chains for a robust cohort of leading D2C brands across the furniture, home decor, and kids' categories and has been professionally run with industry experts and highly trained blue collar staff of 500+ people. The Shiprocket alliance cements Pepcart's position as a leading provider of LaaS and incorporated the company's proven operational model into high gear within the B2B business model.

**Alok Varman, Director, Pepcart Logistics Pvt. Ltd., stated,** "We are delighted to partner with Shiprocket and are confident that this strategic alliance will further strengthen Pepcart's leadership position in the Logistics-as-a-Service (LaaS) ecosystem. Through this collaboration, we aim to provide thousands of merchants with access to a reliable, low-cost and low-damage logistics solution for shipping big-box items which is an area that has traditionally faced significant operational challenges. Building on our proven track record and scalable operating model, this partnership marks an important step towards democratizing access to efficient, technology-driven logistics solutions for businesses across India."

### **A Decade of Specialized Infrastructure, Open to the Market**

Originally set-up in 2016, PepCart has been serving Furniture and Home Businesses like Pepperfry, Home Town, Spacewood, Duroflex, D2FH and 100s more through decade of perfecting the complex art of handling large, fragile, and assembly-intensive goods. While standard courier networks struggle with big-box items, Pepcart operates an infrastructure custom-built for them, featuring EPE-padded delivery fleets, specialized warehousing, and carpentry-trained field professionals.

### **Core Capabilities Extended to Shiprocket Sellers:**

- **Scale & Infrastructure:** Access to 5 mega-fulfillment centers and 25+ distribution hubs spanning 7L+ sq. ft. of managed space.
- **Transit Safety:** A fleet of 240+ customized, padded vehicles driving an in-transit damage rate of under 1.5% (compared to the 8–12% industry average for heavy goods).
- **True White-Glove Last-Mile:** Appointment-based delivery with on-site assembly from 350+ certified transit-carpenters.
- **Unparalleled Reach:** Seamless coverage across 500+ cities and 7,000+ pin codes, including traditionally underserved regions like Jammu & Kashmir and the Northeast.
- With a historical track record of over 10 million successful deliveries and a Net Promoter Score (NPS) of 80+, Pepcart completes on-site assembly for over 95% of its shipments within 48 hours.

**Gautam Kapoor, COO, Shiprocket, said,** "At Shiprocket, our mission has always been to simplify commerce by enabling merchants with the infrastructure they need to scale. As more brands expand into categories such as furniture, home décor, appliances, and other large-format products, access to reliable big-box logistics becomes essential. Our partnership with Pepcart strengthens our ecosystem by giving merchants access to a specialized logistics network that delivers superior handling, wider reach and enhanced customer experience for bulky shipments."

At Pepcart, new brand onboarding typically takes just 2 to 4 weeks, allowing digital-first companies to scale their heavy-goods operations almost instantly. By transitioning to Pepcart's LaaS platform, brands can eliminate capital expenditure on heavy supply chains, reduce return/replacement costs, and offer consumers premium post-sale services like appointment-based delivery and professional installation. Looking ahead, Pepcart is actively advancing network-expansion talks across the mattress, consumer electronics, and modular interior sectors.

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### **About Pepcart (A Subsidiary of TCC Concept Limited)**

Pepcart Logistics Pvt. Ltd. is India's largest specialised big-box supply chain company. Founded in 2016 as the dedicated logistics arm of Pepperfry [now a subsidiary of TCC Concept Limited], Pepcart has spent a decade perfecting every element of large-format goods delivery — from EPE-padded fleets and build-to-suit warehousing to trained assembly professionals and technology-enabled last-mile delivery. With 5 fulfilment centers, 25+ distribution centers, 240+ owned vehicles, and live operations across 500+ cities and 7,000+ pin codes, Pepcart now offers its end-to-end infrastructure as a commercial Logistics-as-a-Service (LaaS) platform, serving furniture, appliance, mattress, electronics, and home improvement brands.

Pepcart is part of the TCC Group, a new-age-leading technology and innovation-driven concept company committed to developing forward-looking solutions in the digital and IT-enabled services sector with Data Centre Solution, comprehensive solution for the real estate sector under Trythat.ai and newly launched storage platform MyFlopy.com. Backed by the scale, operational expertise, and long-term vision of the TCC Group, Pepcart is well positioned to redefine logistics for large-format commerce in India.