



July 14, 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:-

Sennheiser to power online sales with Unicommerce's Convertway

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 and oblige.

Thanking you.

For Unicommerce eSolutions Limited

Anil Kumar
Company Secretary
Membership No. F8023

Encl.: As above

Sennheiser to power online sales with Unicommerce's Convertway

14th July 2025, New Delhi: Swiss-headquartered Sonova Consumer Hearing Business Group has adopted Unicommerce's **Convertway** to boost online sales and enhance the visibility of its renowned audio brand **Sennheiser**.

Sennheiser, which carries forward a legacy of over 80 years of building audio products, is known for its versatile, ultra-high quality audio products.

Sennheiser will leverage Convertway's marketing automation capabilities to run targeted campaigns with customers getting the option to place prepaid orders directly through WhatsApp - making the shopping experience quicker and smoother. Convertway will also enable Sennheiser's brand website to automatically send personalised messages to customers with information like order ID, product, and delivery updates. Convertway's automated WhatsApp and SMS follow-ups will let customers confirm, fix, or cancel orders—helping reduce errors and return-to-origin (RTO) rates.

Online shopping carts abandoned at various points of the purchase process translate into lost sales. Recent studies indicate that the global online shopping cart abandonment rate has grown from around 59% in 2006 to over 70% in 2025, offering brands an opportunity to recover lost sales and potentially increase revenue.¹

Convertway's solutions will help Sennheiser re-target the abandoned shopping carts with smart, personalised reminders - all delivered where shoppers are most active. By improving abandoned cart recovery rates for the audio brand, Convertway will combine real-time tracking and actionable analytics - all geared toward guiding undecided shoppers back to the checkout page.

"As a brand with a rich legacy rooted in innovation, we believe that customer engagement can be greatly enhanced with meaningful, real-time interactions. Our partnership with Convertway is a strategic step toward building intelligent, automated journeys that will strengthen long-term customer relationships. By embracing platforms like Convertway, we're reinforcing our commitment to delivering premium experiences both in our products and in how we connect with our audience in the digital space," said **Saahil Kumar, General Manager, Sonova Consumer Business, India.**

Talking about the partnership, **Kapil Makhija, MD & CEO of Unicommerce** mentioned, *"We are proud to support an iconic brand like Sennheiser in redefining how premium consumer experiences are delivered online. As digital journeys become more dynamic and personalised, our focus is on equipping forward-looking brands with the tools to engage customers at the right moment and on the right channel. This collaboration reflects our shared vision of using technology to simplify commerce, drive retention, and build lasting brand loyalty."*

¹ <https://www.statista.com/statistics/477804/online-shopping-cart-abandonment-rate-worldwide/>

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, 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. With 30Mn+ annual transactions across the courier aggregation and automation space, Shipway is India's leading logistics enabler 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

About the Sennheiser Brand – 80 Years of Building the Future of Audio

We live and breathe audio. We are driven by the passion to create audio solutions that make a difference. This passion has taken us from the world's greatest stages to the quietest listening rooms – and made Sennheiser the name behind audio that doesn't just sound good: It feels true. In 2025, the Sennheiser brand celebrates its 80th anniversary. Since 1945, we stand for building the future of audio and bringing remarkable sound experiences to our customers.

While professional audio solutions such as microphones, meeting solutions, streaming technologies and monitoring systems are part of the business of Sennheiser electronic SE & Co. KG, the business with consumer devices such as headphones, soundbars and speech-enhanced hearables is operated by Sonova Holding AG under the license of Sennheiser.

www.sennheiser.com

www.sennheiser-hearing.com

About Sonova Consumer Hearing

Sonova Consumer Hearing offers premium headphones and hearables – primarily in the true wireless segment – as well as audiophile headphones, hearing solutions and soundbars under the Sennheiser brand. The business is part of the Sonova Group, a global leader in innovative hearing care solutions with headquarters in Switzerland and more than 17,000 employees worldwide.

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