



October 21, 2026

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:-

Kenstar partners with Unicommerce to power e-commerce growth

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/investor-relations/>

You are requested to kindly take the abovementioned on record and oblige.

Thanking you.

For UNICOMMERCE ESOLUTIONS LIMITED

**Kapil
Makhija**

Digitally signed by Kapil Makhija
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Kapil Makhija

Managing Director and CEO

DIN: 07916109

Encl: As above

Unicommerce eSolutions Ltd.

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CIN: L74140DL2012PLC230932

Kenstar partners with Unicommerce to power e-commerce growth

New Delhi, 21st October 2026:

Kenstar, one of India's leading home appliance brands, has partnered with **Unicommerce**, India's leading AI-powered e-commerce enablement platform, to strengthen the technology backbone supporting its growing e-commerce business.

As part of its long-term growth strategy, Kenstar is expanding its presence across digital commerce channels while deepening its reach in Bharat through a growing portfolio of innovative, energy-efficient home appliances. Today, Kenstar serves customers through leading e-commerce and quick commerce platforms, its own brand website, 30,000+ retail touchpoints/dealers, and modern trade and regional retail outlets and has 18+ warehouses and fulfilment centres across India.

As the scale and complexity of its e-commerce operations continue to grow, the company is investing in technology that provides a unified view of inventory, orders, and warehouse operations to enable efficient fulfilment across channels.

Through this partnership with Unicommerce, Kenstar has adopted Unicommerce's flagship platform, **Uniware**, deploying its Order Management System (OMS) and Warehouse Management System (WMS) to streamline its e-commerce operations.

With this, Kenstar will now be able to manage orders across multiple sales channels through a single platform while providing real-time inventory visibility and improving warehouse efficiency. By bringing together order, inventory, and warehouse operations, the platform will support faster order processing, better stock utilisation, and more efficient fulfilment as the brand continues to expand its digital commerce footprint.

Kenstar, one of the most trusted brands in India for the past 30 years, has been strengthening its presence across categories including air coolers, water heaters, small home appliances, and washing machines, while continuing to introduce innovative and energy-efficient products for Indian households. The partnership with Unicommerce will help build a scalable operational foundation to support higher order volumes, improve inventory utilisation, and deliver a consistent customer experience as the brand continues its next phase of growth online.

Speaking on the partnership, **Sunil Jain, CEO, Kenstar**, said, *"At Kenstar, we are focused on making everyday life easier for consumers through innovative and reliable products. As we continue to expand our online presence and deepen our reach across India, it is equally important to build a technology foundation that can scale with the business. By partnering with Unicommerce, we aim to strengthen inventory visibility, improve fulfilment efficiency, and deliver a seamless shopping experience regardless of where customers choose to shop."*

Commenting on the partnership, **Kapil Makhija, MD & CEO, Unicommerce**, said, "*Kenstar has built a strong legacy in the Indian home appliances market by consistently evolving with changing consumer needs. As the brand accelerates its D2C growth, technology will play a critical role in ensuring that operational excellence keeps pace with business expansion. We are delighted to partner with Kenstar and provide the digital infrastructure that enables scalable growth.*"

About Unicommerce eSolutions Limited:

Unicommerce is a leading AI first e-commerce enablement Software-as-a-Service ("SaaS") platform that enables end-to-end management of e-commerce operations for brands, marketplaces, and logistics service provider firms. Unicommerce's comprehensive suite of SaaS products provides full-stack solutions that cover both the pre-purchase and post-purchase segments of e-commerce operations.

- Convertway by Unicommerce is a marketing automation platform that helps brands in customer engagement. It assists brands in increasing sales by capturing visitor information, enabling automated communications to prospective shoppers through AI- powered voice calls, WhatsApp, SMS and RCS running customised campaigns with smart segmentation, and providing support through live chatbots during or after order placement.
- Uniware is an order processing platform that handles the transaction processing once the customer has placed the order. It helps streamline operations by managing inventory across multiple locations, processing orders for multiple online and offline channels, managing returns, and reconciling order payments. Uniware comprises the seller management panel, order management, warehouse management, inventory management, and omnichannel retail solutions.
- Shipway by Unicommerce is a logistics management platform that offers full-service courier aggregation and shipping automation solutions that help brands and sellers reduce shipment costs. Its key solutions include smart courier allocation, order tracking, return and exchange automation, and related solutions.

Unicommerce has a strong and growing network of 360+ plug-and-play technology & partner integrations across its three platforms with leading marketplaces, logistics partners, and ERP systems, which enables clients to seamlessly deploy Unicommerce for inventory optimization, logistics automation, and efficient transfer of transactional information that supports invoice generation, financial accounting & taxation, and other regulatory compliances.

Unicommerce serves 8,000+ 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, Healthkart, boAt, Portronics, TMRW, Mensa, Landmark Group and many more.

The company'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 privacy information management systems) 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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