



4th December, 2024

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,

Pursuant to Regulation 30 of SEBI Listing Regulations, as amended from time to time, please find enclosed the Press Release titled:

~ Danish Sportswear Brand Hummel Adopts Unicommerce to Power its E-Commerce Operations

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.

Thanking you.

For UNICOMMERCE ESOLUTIONS LIMITED

Name: Ajinkya Jain

Designation: Company Secretary

Membership No.: A33261

Address: Sector 44, Gurugram, Haryana

Encl: As above

Unicommerce eSolutions Ltd.

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U74140DL2012PLC230932

Danish Sportswear Brand Hummel Adopts Unicommerce to Power its E-Commerce Operations

Date, New Delhi:

Denmark headquartered sportswear brand Hummel has partnered with Unicommerce, one of India's leading e-commerce enablement SaaS platforms, to streamline its e-commerce operations and enhance its end customers' post purchase experience across India.

Hummel India has deployed Unicommerce's multi-channel order management and warehouse management systems to automate its order processing from across its brand website as well as multiple marketplaces. Unicommerce's technology will allow the brand to process orders placed across different channels through a unified dashboard, which can lead to error-free and faster deliveries of its sports and athleisure wear products.

Additionally, the brand has opted for Unicommerce's UniShip technology, which is a post-shipment journey solution to help end consumers track and return orders, providing a marketplace-like experience for orders placed on its brand website.

The sports and athleisure wear segment has been witnessing continuous growth in e-commerce order volumes with both new-age digital first brands and traditionally offline brands leveraging technology to manage and fulfil the rising demand. As per Unicommerce's recent analysis of the Black Friday sale 2024, **the sportswear and fitness products category has observed over 65% order volume growth** as compared to the same period of the sale last year.

With Hummel India planning to expand its footprint across the country with its exclusive brand stores, the brand's present focus is on growing its 'team sports' and 'institutional business' segments. It has currently integrated its brand website, and 3 warehouses with Unicommerce's platform.

Talking about the recent partnership, **Soumava Naskar, Managing Director at Hummel India** said, *"While our exclusive range of sportswear targets the younger generation which is more tech savvy and digitally driven, our partnership with Unicommerce will help us enhance our operational efficiency making our products widely available to our audience."*

"The Indian e-commerce market is changing with newer categories making a strong impact, one of which is the sportswear segment", said **Kapil Makhija, MD & CEO of Unicommerce**. *"We are excited to be a part of Hummel's growth journey as we offer our technology expertise to power their e-commerce operations."*

With a 930 Mn+ annual transaction run rate, 3550+ clients, 8800+ client warehouses and 3150+ client stores, Unicommerce works with India's marquee brands, leading marketplaces, and logistics service providers to technologically enable end-to-end management of their e-commerce operations. Beyond India, Unicommerce also serves clients in the Middle East & Southeast Asia.