



WOMANCART

Q3 Business Update

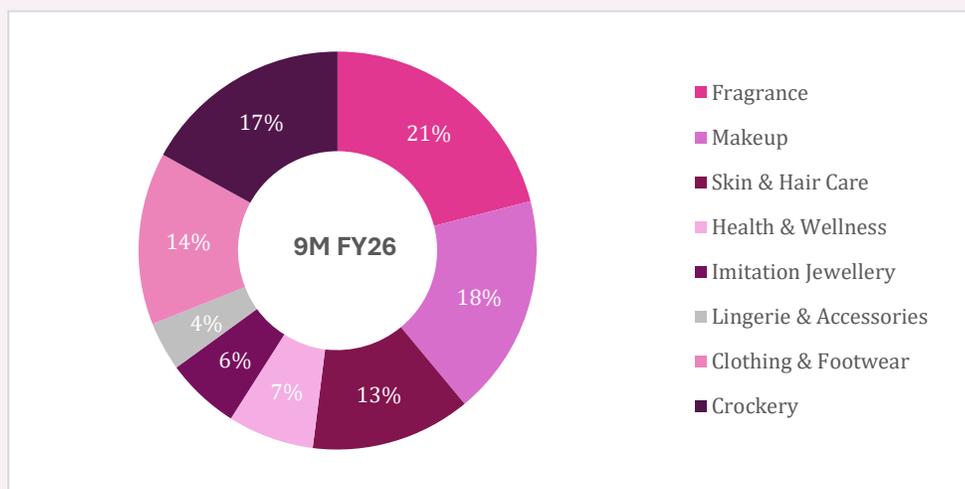
WomanCart Limited Reports Strong Category Momentum and Retail Expansion in Q3 FY26

New Delhi, India, 11th February 2026: WomanCart Limited, a women-focused affordable lifestyle retailer, announced its **Q3 FY26 Business Update**, highlighting steady demand across core categories, continued retail expansion, strengthening logistics infrastructure, enhanced technology integration, and strong customer engagement across channels.

Product & Segment-wise Business Highlights

- During 9M FY26, the company executed **9.62 lakh orders**, reflecting sustained operational activity and consistent demand across key product categories.
 - **Fragrance** was the largest revenue contributor in 9M FY26, accounting for **21%** of total revenue, reflecting strong customer demand and healthy repeat purchases in the category
 - **Makeup** contributed **18%** to overall revenue, supported by portfolio expansion, curated offerings, and steady customer traction across price segments.
 - **Crockery** accounted for **17%** of revenue, gaining traction on the back of gifting demand and increased household consumption. The introduction of new SKUs helped broaden the assortment and improve average ticket size.
 - **Clothing & Footwear** contributed **14%**, reinforcing apparel and daily-wear categories as stable demand drivers. The core apparel segment remained a key growth contributor, with nightwear witnessing rising acceptance driven by comfort-focused designs and strong repeat purchases.
 - **Skin & Hair Care** represented **13%** of revenue, reflecting consistent consumption in personal care essentials and everyday-use products.
 - **Imitation Jewellery (6%) and Lingerie & Accessories (4%)** further diversified the revenue mix. The jewellery segment recorded steady traction during the quarter, supported by an expanded design portfolio catering to both fashion and everyday wear preferences.
 - **Health and Wellness contributed 7%** to revenue, driven by steady demand for hygiene and self-care products amid rising wellness awareness.

Categories- wise



Retail and Infrastructure Expansion

- **Two new crockery retail stores** were opened—one in Rohini, Delhi NCR, and another in Model Town, Delhi NCR—strengthening the Company's presence in key catchment areas. The distribution network is now better positioned to support scale, operational efficiency, and future category launches.

New Crockery Stores



Other Highlights

- The Company continued to strengthen its **digital presence**, reaching **32.1K followers** across platforms, which supported higher brand visibility, improved customer engagement, and stronger online traction.
- Ongoing focus on **technology enablement** enhanced overall operational efficiency, streamlined order processing, and enabled reliable **2-hour delivery** in Delhi NCR, improving customer experience.
- With **technology integration**, the Company significantly improved **order and Return-to-Origin (RTO) management** by enabling real-time shipment tracking, structured RTO monitoring, packaging documentation, and faster courier claim resolution.
- Improved **operational visibility and inventory control** allowed better tracking of dispatch processes and product availability, leading to more informed inventory planning and stock-related decision-making.
- Strengthening the **packaging process** through increased camera surveillance enhanced monitoring standards, improved accountability, and ensured smoother and more controlled packaging operations.
- Higher **customer retention** during the quarter, reflected in increased repeat purchases, indicates rising customer satisfaction and growing brand loyalty.
- The Company remained committed to its **women-centric product strategy**, continuously expanding categories aligned with women's needs to offer a comprehensive, convenient, and value-driven product basket.
- Demonstrating **strong fragile product handling capability**, the Company successfully ensured safe and timely delivery of delicate products such as glassware and crockery within 2 hours in Delhi NCR, despite inherent packaging complexities.

Commenting on the Business Performance, Mr. Madhu Sudan Pahwa, Managing Director, said: "Q3 FY26 was a steady and encouraging quarter for WomanCart. We continued to see consistent demand across our core categories, reflecting the strength of our women-centric, value-driven business model. Our investments in retail expansion, warehousing, and product refreshes are aimed at building a scalable platform while enhancing customer experience. As we move forward, we remain focused on disciplined growth, category expansion, and strengthening our brand connect with customers."

Disclaimer: Certain statements in this document that are not historical facts are forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances

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