

# DELHIVERY

Date: January 30, 2023

BSE Limited  
Floor 25, P J Towers,  
Dalal Street,  
Mumbai – 400 001  
India

National Stock Exchange of India Limited  
Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex,  
Bandra (E), Mumbai – 400 051  
India

Scrip Code: 543529

Symbol: DELHIVERY

**Sub: Press Release – “D2C brands leverage Delhivery's extensive warehousing network and supply chain capabilities to scale and drive better customer experience”**

Dear Sir/ Madam,

Pursuant to the provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure **Requirements**) **Regulations**, 2015, please find enclosed herewith a copy of the press release proposed to be released by the Company as “**D2C brands leverage Delhivery's extensive warehousing network and supply chain capabilities to scale and drive better customer experience.**”

The above disclosure is also being uploaded on website of the Company at [www.delhivery.com](http://www.delhivery.com).

You are requested to take the same on records.

Thanking you,

Yours faithfully,

For Delhivery Limited

SUNIL Digitally signed  
by SUNIL  
KUMAR KUMAR BANSAL  
BANSAL Date: 2023.01.30  
09:40:14 +05'30'

Sunil Kumar Bansal  
Company Secretary & Compliance Officer  
Membership No: F4810

Place: Gurugram

Encl: As above



## **D2C brands leverage Delhivery's extensive warehousing network and supply chain capabilities to scale and drive better customer experience**

**Gurugram, January 30, 2023:** Delhivery, India's largest fully integrated logistics provider, has scaled its engagement with many D2C brands, including The Souled Store, a casual wear brand, and Nestasia, a home-decor company through its full suite of integrated services designed to meet evolving customer requirements.

While Nestasia and The Souled Store initially used Delhivery's express parcel services, both now leverage Delhivery's extensive warehousing network and supply chain capabilities to stock closer to their customers, driving faster deliveries. Delhivery's supply chain solutions combine the strength of warehousing and transportation to provide comprehensive and integrated multi-channel order fulfillment solutions and better visibility over every aspect of the supply chain through a single, technology-enabled platform.

The Souled Store has recently partnered with Delivery to launch warehouses in Bengaluru and Kolkata to better serve customers in the South and East. Nestasia uses Delhivery for the majority of its logistics operations to fuel its growth.

*Talking about their association with Delhivery, Aditya Sharma, Co-founder, The Souled Store, said, "As our long-standing partners, Delhivery has fueled our business growth through its full suite of logistics services, including warehousing. Its proprietary warehousing management system has helped us optimize inventory to streamline operations and reduce processing times. We look forward to continuing to grow with their support and collaboratively give the end-consumer an excellent overall experience."*

*In addition, Anurag Agrawal, Co-Founder, Nestasia, said, "Delhivery is our partner of choice. Along with warehousing and express parcel, we also use Delhivery's freight services, making them end-to-end solution providers for all our logistics needs."*

*Commenting on the partnership, Ajith Pai, Chief Operating Officer, Delhivery, said, "We are very excited to partner with d2c brands and be a part of their growth story. Our integrated supply chain solutions, including warehousing and transportation, drive rapid growth for d2c brands enabling them to reach their customers across the remotest corners of India faster and more reliably."*

*Nestasia is one of the top brands for us in the lifestyle category, and we could not be more excited about their growth plans. The Souled Store has made a real name for itself on the D2C fashion vertical and we are proud to have partnered with them since inception. We really look forward to growing this partnership as they rapidly scale their business across India."*

### **About Delhivery**

Delhivery is India's largest fully integrated logistics services provider. With its nationwide network covering over 18,400 pin codes, the company provides a full suite of logistics services such as express parcel transportation, PTL freight, TL freight, cross-border, supply chain, and technology services. Delhivery has successfully fulfilled over 1.7 billion shipments since inception and today works with over 28,000 customers, including large & small e-commerce participants, SMEs, and other enterprises & brands. For more information about Delhivery, please visit [www.delhivery.com](http://www.delhivery.com).



### **About Nestasia**

Nestasia, the brainchild of entrepreneur couple Aditi Murarka and Anurag Agrawal, is one of India's fastest-growing home décor brands. Nestasia aims to be a design-led brand with a wide variety of products that cater to the needs of modern and traditional households. At present, the brand has over 6000+ products in eight key product categories, with new launches every fortnight. Being topical and offering seasonal ranges of products that can help refresh the look of a home is at the core of the brand. Their motto, Make Home Special, celebrates creativity and a sense of pride in upgrading homes. Adding a touch of elegance to every room, their unique pieces are beautiful and functional. Dinnerware & drinkware, decor, bags & accessories, stationery, bath, and garden are key categories where the brand brings a global contemporary aesthetic.

### **About The Souled Store**

The Souled Store is a homegrown youth casual-wear brand started in 2013 by Aditya Sharma, Vedang Patel, Rohin Samtaney, and Harsh Lal. It is also India's largest online merchandising platform with licenses like Disney, Warner Bros., Viacom18, to name a few. Apart from selling products with themed designs such as superheroes, movies, TV shows, and cartoons, the brand also is at the forefront of the latest youth style and fashion trends. Although primarily an online brand, The Souled Store has 10 exclusive brand stores.