

# **Unicommerce Esolutions Ltd**

**IPO Meet Note** 

Price Band

Recommend

Rs. 102-108

SUBSCRIBE

Issue Size & Market Cap					
Type of Issue	Rs. Mn				
Offer for Sale	2,766				
Total Issue Size	2,766				
Post-Issue Market cap*	11,063				
*At upper price band					
Issue Break-Up					
Total Offer (Shares)	25.6mn				
Reservation for	% of Total Offer				
QIB	75%				
NII (HNI)	15%				
Retail	10%				
Indicative Offer Timeline	Indicative Date				
Bid/Offer Opening Date	06th August,2024				
Bid/Offer Closing Date	08th August,2024				
Basis of Allotment	09th August,2024				
Initiation of refunds/Credit of shares	12th August,2024				
Listing Date	13th August,2024				
Use of Net Proceeds					
Since the issue is purely OFS, the company will not receive					
any proceeds from the Offer.					
any proceeds from the C	niei.				
any proceeds from the C General Informatior					
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### SaaS player catering to E-commerce market...Subscribe

#### **Business Overview:**

 $\Rightarrow$ 

1.

- Unicommerce eSolutions Limited (UESL) is India's largest e-commerce enablement Software-as-a-Service ("SaaS") platform in the transaction processing or nerve centre layer. The company enables end-to-end management of e-commerce operations for brands, sellers and logistics service provider firms segregated as enterprise clients and small and medium business ("SMB") clients.
- ⇒ The growth of the eCommerce enablement SaaS industry is intrinsically linked with eCommerce sales. As businesses scale to process higher numbers of orders for their ecommerce operations, the scale of such challenges also increases exponentially, including keeping inventory updated across all sale channels processing orders through the correct warehouse, management of distributed inventory across multiple warehouses and adhering to service-level agreements ("SLAs") and procedures for respective sales channels. Given the range of issues, customers prefer comprehensive end-to-end transaction processing layer SaaS products.
- ⇒ To efficiently manage the journey of post-purchase in e-commerce operations, UESL offers a comprehensive suite of SaaS products which include:
  - Warehouse and Inventory management system ("WMS")
- 2. Multi-channel Order management system ("OMS")
- 3. Omni-channel Retail management system ("Omni-RMS")
- 4. Seller management panel for marketplaces
- 5. Logistics tracking and courier allocation ("UniShip")
- 6. Payment reconciliation ("UniReco")
- ⇒ UESL products are sector, size-agnostic and are designed to meet the business needs of various types and sizes of retail and e-commerce enterprises, both online and offline. Its products are configurable as per client needs, and clients can use one or more products at a time depending on their needs and configure them to suit their specific workflows. UESL also has several additional sub-modules, which form part of SaaS products, that clients can utilize for their business operations including procurement management, invoice management and logistics management.
- $\Rightarrow$  Clients prefer to use a SaaS solution which can continue to develop the technology as per changing market needs and add emerging integrations relevant to their business while they can focus on their business.
- $\Rightarrow$  UESL has a net revenue retention ("NRR") ratio of over 107.6% from its enterprise clients, representing consistent growth in revenue from existing clients.
- ⇒ In FY24, UESL clocked revenues of Rs. 1,036mn with EBITDA margins of 13.9% and PAT margins of 12.6%. Revenues/EBITDA/PAT grew a CAGR of 32%/69%/48% over FY22-24.

**Valuation and View:** At the upper price band, Unicommerce eSolutions Ltd is valued at P/Ex of 84.6x on FY24 earnings. We believe the issue is priced fairly given the strong prospects of the eCommerce SaaS market. We have a **"Subscribe"** rating on the company on account 1) its Integrated eCommerce Enablement SaaS Platform which is placed in the core area of transaction processing; 2) No listed player in this space which is profitable; 3) Net Revenue Retention of 100%+ indicates revenue growth from existing set of clients; 4) Sticky nature of the integration ensures the longevity of the client relationship, leading to high recurring revenue.

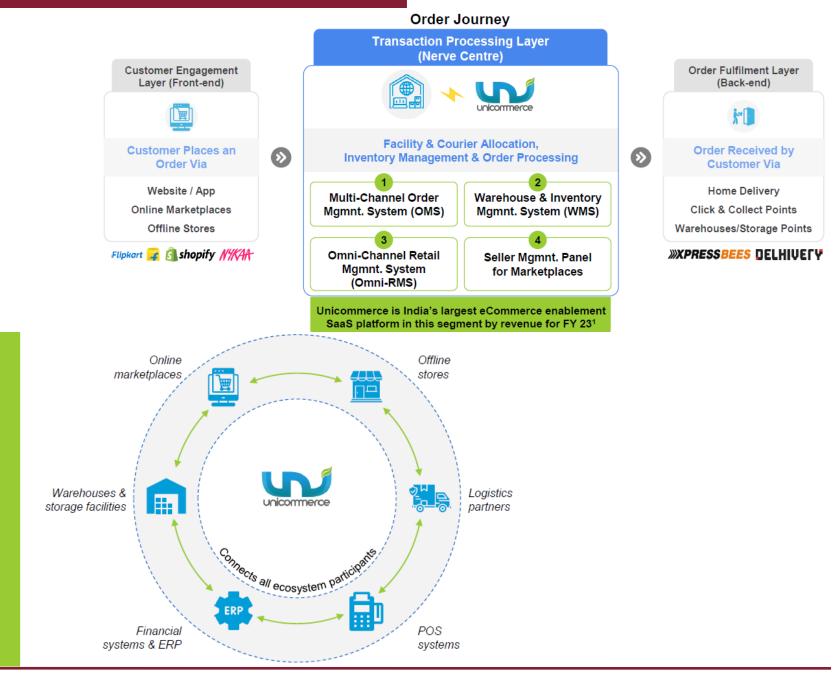


# Shareholding Pattern/Selling Shareholders/Issue break-up

Shareholding Pattern						
	Pre Issue # of shares		Offer # of shares		Post Issue # of shares	
	(in Mn)	%	Туре	(in Mn)	(in Mn)	%
Promoter & Promoter Group	49.8	48.6%	050	-9.4	40.4	39.4%
Public	52.6	51.4%	OFS -	9.4	62.1	60.6%
Total	102.4	100.0%			102.4	100.0%
Selling Shareholders		Туре	# of Sh	ares (in Mn	) OFS* (	in Mn)
AceVector Limited	F	romoter		9.4	Ļ	1,019
SB Investment Holdings (UK)	nent Holdings (UK) Limited Public 16.			16.2	2	1,746
Total				25.6	5	2,766
*At upper price band						
Particulars			No of shares Rs N		Mn	
			Floor	Сар	Floor	Сар
Offer for Sale		25,	608,512	25,608,53	12 2,612	2,766
Total Offer		25,	608,512	25,608,53	12 2,612	2,766
QIB Portion (75% of Net Offe	r)	19,	206,384	19,206,3	84 1,959	2,074
Total Anchor portion (60% of QIB)		11,	523,830	11,523,83	30 1,175	1,245
QIB Portion reserved for MF (5% of Net QIB)			84,128	384,128	3 39	41
Balance Available QIB Portion			298,426	7,298,42	6 744	788
Non Institutional portion (15	% of Net Of	fer) 3,8	341,277	3,841,27	7 392	415
Retail portion (10% of Net Of	ffer)	2,5	560,851	2,560,85	1 261	277



## UESL: Where is it placed and who are its ecosystem participants ?



Unicommerce's SaaS products enable end-to-end management of e-commerce operations for brands, sellers, and logistics service provider firms



## **UESL : Marquee Enterprise clients and its Growth Flywheel**



Enterprise Client Base Growth<sup>1</sup>

UESL charges its clients on a bundled pricing basis, rather than charging them for individual products that they may use.

The company offers **3 different subscription plans** for their products, i.e., standard plan, professional plan, and enterprise plan with usage-linked pricing.

Clients using the **enterprise plan** have a monthly minimum commitment in terms of number of items processed and pay corresponding fee in advance, while charges for transactions over and above the minimum commitment are billed at the end of the month.

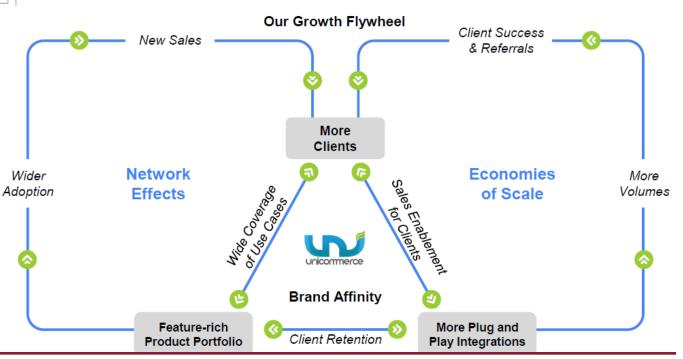
Clients on **standard and professional plans**, mainly consisting of e-commerce retailers and upcoming businesses, categorized as SMB clients. Each plan offers different levels of services and features which are suitable for different client needs.

### Subscription plans:

**Standard Plan** (focused on small retailers) allows client to manage only 1 facility and upto 1 lakh SKU's.

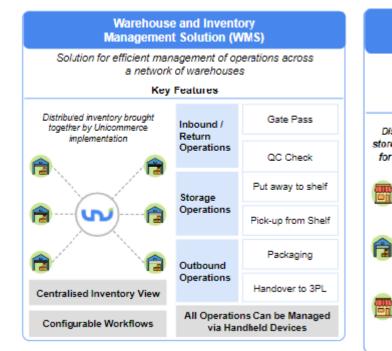
**Professional Plan** (focused on growing retail businesses) allows clients to manage 2 facilities and upto 3 lakh SKU's.

**Enterprise Plan** (focused on large enterprises) offers all the features of standard/professional plans and can be configured based on clients' business requirements which includes plugand-play integration with clients' existing ERPs.





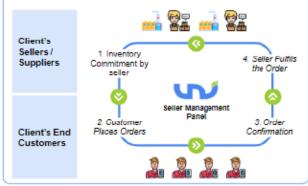
# **UESL : Products, Technology & Partner Integrations**



#### Seller Management Panel for Marketplaces

Single-window solution for marketplaces to manage dropship operations of sellers

- No need for marketplaces to develop own seller panel
- Integrate diversified supplier base leading to increased product catalog for marketplaces





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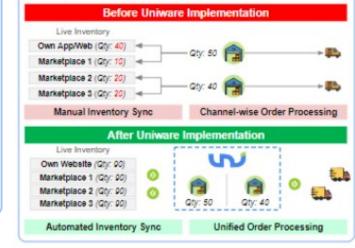
Crder Offline, Return Online
Route Online Orders to Nearest
Store
Store to Store Transfer
Endless Alsle

Seamless Integration with Existing POS & ERP systems



Centralized solution for managing orders received across sales channels

- Auto-order fetch and single-view of orders from multiple channels
- · Updated inventory exposed to all sales channels
- Batch processing of multi-channels orders in a single flow with configurable invoicing and 3PL allocation



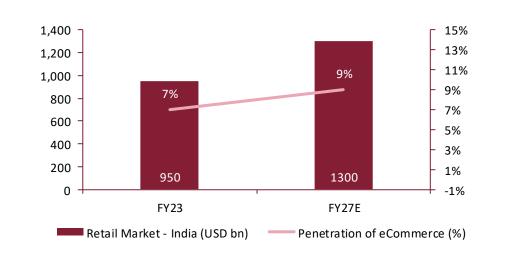
Technology & Partner Integrations						
131 Marketplaces & Carts	101 Logistics Partners	11 ERPs and POS systems				
Flipkart 🔐 MKAA meesho						
Pull orders from across sales channels, processes them through a unified workflow and keeps the latest inventory information updated across channel	Automate order pick-up and other 3PL-related processes by exchanging key order information directly with 3PLs	Enable automated transfer of transactional information for smooth financial reporting, reconciliations & enabling omni-channel solution				



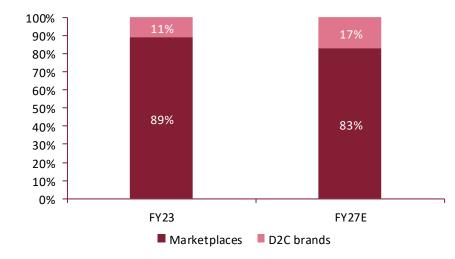
## Industry

Retail Market - India (USD bn) (FY23-FY27e CAGR @ 8%)





### Composition of eCommerce Market





### SaaS Market— India (USD Bn) (FY23-FY27e CAGR @ 33%)





## Industry

eCommerce enablement SaaS TAM (USD bn) (FY23-FY27e CAGR @ 28%)





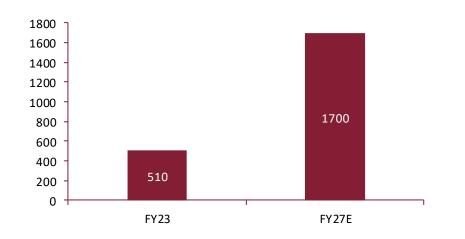
Transaction Processing Layer TAM (USD Mn) (FY23-FY27e CAGR @ 34%)

Expansion of Product Portfolio TAM (USD Mn) (FY23-FY27e CAGR @ 34%)

FY27E

FY23

Expansion into Intl Geography TAM (USD Mn) (FY23-FY27e CAGR @ 35%)





## Strengths

### Largest e-commerce enablement SaaS products platform, acting as the nerve centre for business operations of clients

- ⇒ UESL enables end-to-end management of e-commerce operations for brands, sellers, and logistics service provider firms. Management states UESL is the only profitable company among the top 5 players in the industry in India during FY23. The company had an annual run-rate of processing ~792mn order items for 795 enterprise clients and 2,707 SMB clients.
- ⇒ The TAM for eCommerce enablement SaaS products in India in the transaction processing or nerve centre layer was ~USD 260mn in 2023 and is projected to grow at a CAGR of 34% to reach between USD 830mn-USD 840mn by 2027.

### Comprehensive and modular suite of products with a wide range of plug-and-play integrations makes UESL an integral part of their client's tech stack

- ⇒ UESL products act as an integrated technology stack for their clients, enabling end-to-end e-commerce operations and act as a nerve centre for management of all e-commerce data including sales, inventory, returns, procurement management, invoice management and logistics management.
- ⇒ UESL facilitates quick order-processing by integrating all sales channels into a single platform and allow its clients to efficiently track all the information and processes, including orders, inventory, fulfilment, returns management, after-sales service, and management of multiple SKUs across different warehouse throughout all marketplaces in India.
- ⇒ The company has an extensive suite of technology and partner integrations, which as on Mar-24 comprised of 131 Marketplaces and Webstore integrations, 101 Logistics Partner integrations and 11 ERPs, POS and other system integrations.

### Large, growing, and diversified base of marquee Indian and global clients with long-term relationships and UESL capability to upsell or cross-sell new and additional products

- Client base includes D2C brands, brand aggregator firms, traditionally offline brands, e-commerce retailers, marketplaces, third-party logistics and fulfilment players and SMBs. UESL's clients belong to various sectors including fashion (apparel, footwear, accessories), electronics, home and kitchen, FMCG, beauty and personal care, sports and fitness, nutrition, health and pharma as well as third-party logistics and warehousing.
- $\Rightarrow$  Net Revenue Retention from enterprise clients for FY22/23/24 was 119.9%/136.3%/107.5%, representing consistent increment in revenue from existing enterprise clients.
- ⇒ The company cross-sell products to its existing clients based on their growing business needs over a period. In addition, UESL actively pitch new products, such as UniShip and UniReco, to their existing customers and build on them as they receive feedback.

### Proprietary technology platform built for scalability and high adaptability to accommodate various uses across different industries

- ⇒ UESL's technology platform functions on a multi-tenant architecture wherein a single farm of servers manages multiple tenants. A new tenant does not typically need provisioning of new hardware, thereby optimizing the operations costs for its products. The company has utilized various open-source technologies to develop its products. As they scale, UESL expects to keep their technology infrastructure costs efficient and consistent.
- ⇒ The company has minimized the need for outsourced technological solutions to reduce external dependence and operational expenditure. Their technology systems are maintained and enhanced by 63 employees in technology and product development teams, as on Mar-24.

### Consistent track-record of fast, profitable growth with strong cash flows over the past 3 financial years

- ⇒ UESL pricing and billing model allows them to earn revenue on incremental transactions processed by their clients. This allows company to grow revenues as volumes on their platform rise.
- ⇒ UESL satisfies the Rule of 40 for SaaS companies which states that the sum of the revenue growth over a year and profitability (EBITDA as a percentage of revenue) must be at least 40%. This indicates that SaaS companies grow efficiently.

### Strong governance practices, experienced management, and marquee investors

One of the key competitive advantages of UESL is its professional management team with requisite experience in their respective areas working at leading companies. The experienced management team has helped the company implement its development and operating strategies over the years. Management's understanding of user requirements and industry trends have enabled UESL to diversify its product offerings and capabilities thereby fostering growth.



## **Strategies**

#### Continue to expand its business in India.

- ⇒ UESL aims to continue growing its operations in India by adding new enterprise clients and SMB clients, as well as increasing revenue from its existing clients with whom they have established recurring relationships.
- ⇒ The GoI is taking active measures to accelerate usage of ecommerce in Tier 2+ cities, where e-commerce penetration is low, such as the "ONDC", which intends to reduce barriers to entry for new players, particularly local retailers and providing customers with a wider range of choices. This will initiate significant growth for Indian eCommerce industry in coming years.
- ⇒ UESL holds two major events called "SARAL" and "The Marketplace Conclave". In addition, they also conduct "DECODE" a smaller group event focused on brands in specific cities and "e-Kumbh" an event focused on SMBs in regional geographies. These events help the company increase brand recognition and social media presence, improve engagement with prospective clients and partners.
- $\Rightarrow$  Strategy going forward is to focus on expanding relationships with current clients and onboarding new clients to drive growth for its Indian business.

#### Drive expansion in current international markets and expand global footprint over time.

- ⇒ UESL aims to strengthen business operations in South-East Asia and Middle East, particularly in Singapore, Philippines, Indonesia, UAE, and Saudi Arabia, and further expand its global clientele. These countries are large and has a fast-growing nature of e-commerce markets with limited availability of similar technology companies.
- ⇒ Its international client base has increased consistently over the years, and revenue from customers outside India, registered a CAGR of 72.2% during the FY22-24 period.

#### Enhancement existing SaaS products and building advanced features for more use cases.

- ⇒ UESL intends to continue devoting substantial resources towards enhancement of its existing products. As of Mar-24, they had 312 employees in technology and product development teams focused on developing product enhancements and including new features.
- ⇒ UESL further intends to introduce various product enhancements offering value to existing clients as well as enable the company to generate additional revenues as client's business grows and increased cross-selling and upselling takes place.

Investment in development of recently launched SaaS products and develop additional, complementary products to expand portfolio of offerings.

⇒ UESL intends to develop specialized products for its clients to increase usage of its platform by addressing various e-commerce operational requirements and problems. The management expects this will allow them to add new client segments and utilize its existing data with incremental coverage without incurring significant additional costs or effort.

#### Continue track record of strong financial performance & expand Adjusted EBITDA Margin % with increased operating leverage.

- ⇒ Employee benefit expenses (excluding share-based payment expense) as a % of revenue declined in FY23 and FY24 compared to FY22. UESL has reported gross margin of 78.5% for FY24, after accounting for server hosting expense, software services and support cost attributable to business operation.
- As UESL continues to grow its revenues, maintain a high gross margin profile, and optimize fixed costs, including people costs, it will benefit from operating leverage and expand its adjusted EBITDA Margin.

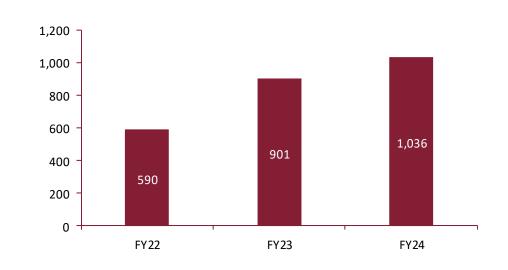


## **Key Risks**

- Enterprise Client retention ratio has been in a declining trend. (Retention ratios for FY22/FY23/FY24 was at 83.7%/81.0%/75.1%). To grow revenues and profitability, UESL focuses on retaining its current clients while actively seeking to expand its client base.
- ⇒ UESL revenues are closely linked to number of transactions on eCommerce platforms. Consequently company's business and growth are closely linked to the expansion of the e-commerce industry in India. Any changes in the dynamics of the e-commerce sector in India could negatively impact the company's growth and operations.
- ⇒ UESL revenues are dependent on its ability to generate recurring revenues from existing clients. Additionally, the Contribution to revenue from the Top 10 clients is declining. (Top Clients revenues for FY22/FY23/FY24 are at 32.1%/32.1%/27.4%)
- ⇒ A portion of UESL business is dependent on dropship volumes of its clients. Any changes in arrangement of their clients managing their dropship operations can adversely affect the company's financial performance.
- Ecommerce business in India is subject to seasonality patterns primarily associated with holidays and festive season in India. Such seasonality can be reflected in financial performance of the company.
- ⇒ UESL in the past has incorporated "open source" software into their code base which requires them to make their source code publicly available and therefore can limit their ability to protect their intellectual rights with respect to the software.
- There are 8 outstanding tax proceedings against the company aggregating to amount of Rs. 26.4mn. 2 criminal proceedings, 2 statutory/regulatory proceedings and 22 tax proceedings against Kunal Bahl, one of the individual promoter of UESL aggregates to amount of Rs. 1,293.7 mn. (118.2% of FY24 Total Revenues and 187.7% of Networth).
- ⇒ Employee benefits expense constitute the largest portion of its expenses. Though it has gone done during the years, it may hinder profitability unless they increase efficiency and productivity of their employees. (During FY22/FY23/FY24, Employee benefit expense as % of Revenue was 71.9%/68.9%/62.7% while Employee Expense as % of total expense was 77.8%/73.7%/70.6%)



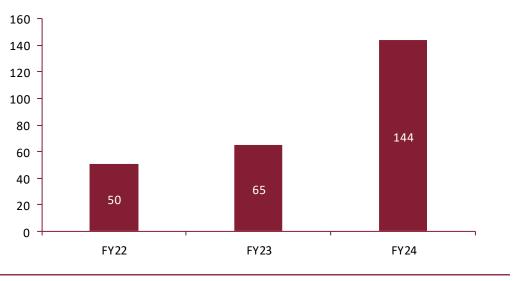
Revenue (Rs. Mn) (FY22-24 CAGR @ 32%)



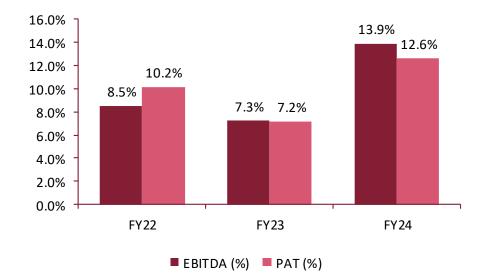
### Net Profit (Rs. Mn) (FY22-24 CAGR @ 48%)



EBITDA (Rs. Mn) (FY22-24 CAGR @ 69%)



Margins (%)



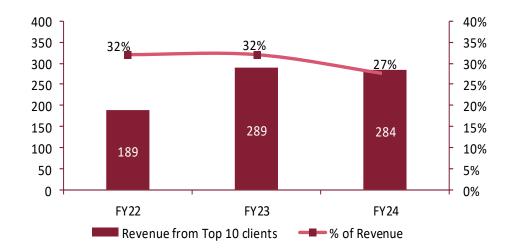




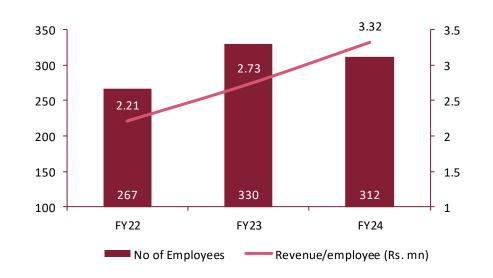
**Revenue Split (%)** 

In India Outside India

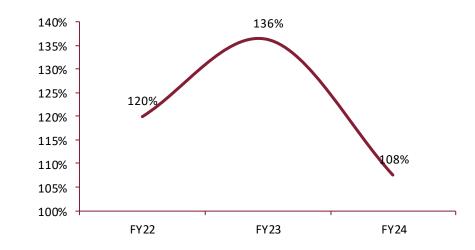
### Top 10 Clients Revenues (Rs. Mn) and contribution to Revenues (%)



### Number of Employees and Revenue/Employee (Rs. Mn)



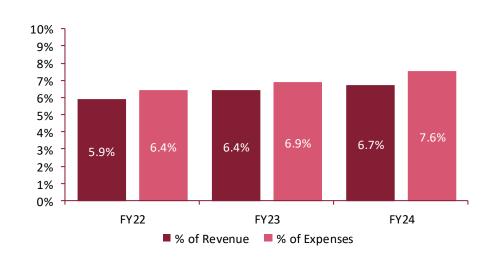
### Net Revenue Retention Rate (%)

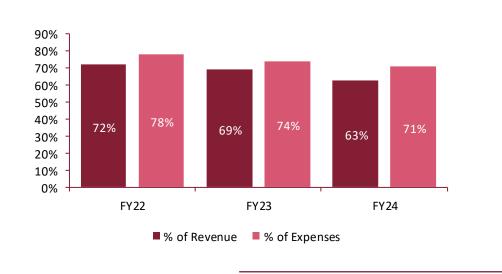




Employee Benefit Expenses as a % of Rev. & Exp.



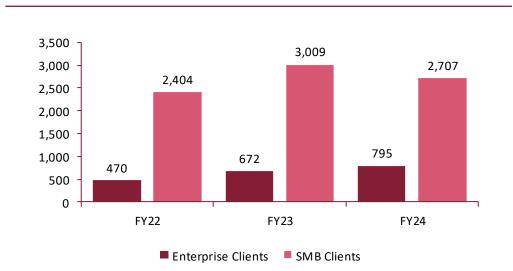




Items processed (in Mn) (FY22-FY24 CAGR @37%)

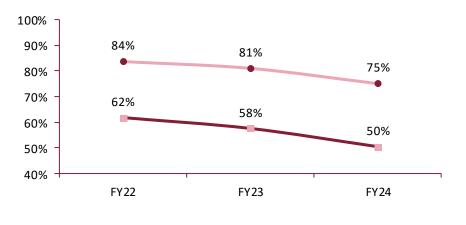






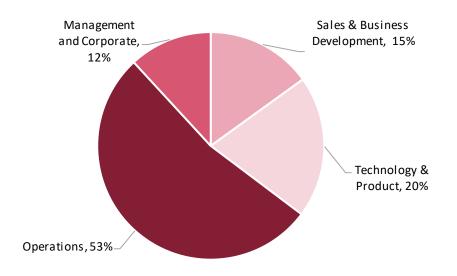
**Number of Clients** 

### **Retention Ratio (%) for Client Category**

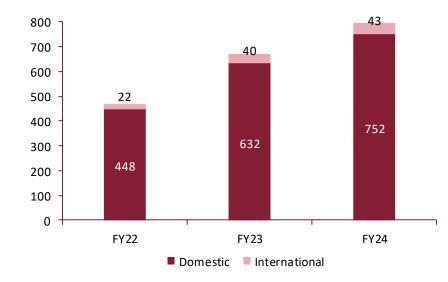


Enterprise Clients
 SMB Clients

FY24 Employee Split



**Enterprise Clients (Domestic vs international)** 





#### **INDSEC Rating Distribution**

BUY : Expected total return of over 15% within the next 12-18 months.
HOLD : Expected total return between 0% to 15% within the next 12-18 months.
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