



## FOUNDERS

### Saahil Goel

- CEO & Co-founder of the company
- Has done MBA and MS from the University of Pittsburgh (USA)

### Gautam Kapoor

- COO & Co-founder of the company
- Done BBA in Business from Western International University (USA)

### Vishesh Khurana

- Head of Growth & Co-founder of the company
- Received his BBA with a specialization in Marketing from Amity Business School

### Vishesh Khurana

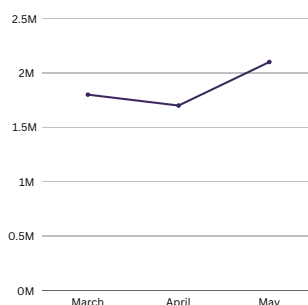
- Co-founder of the company

## ABOUT

- It is a **Tech-enabled platform** that provides end-to-end solutions for order fulfillment, shipping, and tracking, helping businesses streamline their logistics operations.
- It is founded in **2017**
- The company is headquartered in **New Delhi, India**.
- It delivers to **220 countries** and over **24,000 pin codes** across India at the lowest rates.
- It allows **direct-to-consumer (D2C)** businesses to choose their courier partner for every order, after comparing prices and assessing the track record of each service.

## ANALYTICS

### Website Traffic



### Website Ranking

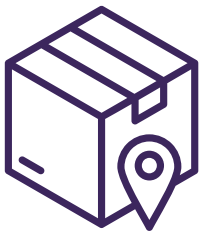
- Global Rank: 22112
- Country Rank(India): 1659
- Category Rank(shipping & logistics): 3

Source: Similarweb.com



## Multi-Courier Integration

Using the ShipRocket API integration, e-commerce companies can manage their orders with the integrated shipping partners from a single dashboard



## Order Tracking

The system provided by ShipRocket is a quick and simple one to use. You can use either the Order ID or the AWB to track orders from an easily accessible tracking portal on their website.



## Courier Recommendation Engine

Courier Recommendation Engine (CORE) helps you select the best courier partner based on ratings, pricing and performance



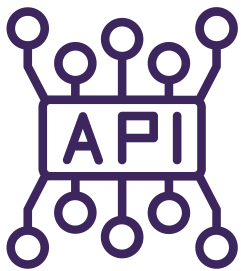
## Hyperlocal Delivery Services

ShipRocket's Hyperlocal Delivery App, SARAL, is a mobile app that enables e-commerce companies to create, manage and track deliveries within a 50 km area directly from a phone.



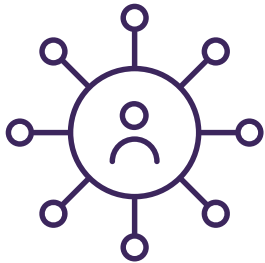
## Failed Delivery/NDR Management

Using the ShipRocket API integration, e-commerce companies can manage their orders with the integrated shipping partners from a single dashboard



## API Integration

Integrate your eCommerce store with your Shiprocket account and process all orders from one single platform.  
Sync the inventory and catalog from your website to receive all incoming orders into the panel.



## Multiple Channel Integration

Courier Recommendation Engine (CORE) helps you select the best courier partner based on ratings, pricing and performance



## Shiprocket Fulfillment

Using Shiprocket's inventory management replace guesswork with accuracy, accountability, and growth.

# BUSINESS MODEL

- It helps the users (e-commerce sellers) choose the right courier service provider for their needs.
- It offers an **automated interface** that connects e-commerce sellers with the right courier service provider.
- The revenue comes from every shipment that is shipped through its platform.
- There are also subscription-based options for small-medium sellers.
- The subscription plans give **negotiated shipping rates, numerous e-commerce channel integrations, and urgent support.**
- There are three different subscription plans as follows:
  - **LITE-** A free and simplified plan best for social, small, and medium e-commerce sellers.
  - **PROFESSIONAL-** Dynamic plans for sellers who sell on multiple marketplaces and websites.
  - **ENTERPRISE-** Get a customized solution to meet your business needs.
- Also, there are other value-added services such as
  - **Shiprocket Fulfilment:** It provides warehousing services/storage facilities for sellers.
  - **Packaging store:** The company sells all the packaging materials from its store online.

# MARKETING STRATEGY

## ⇒ Product Strategy:

- It is a shipping aggregator that connects with 17+ carrier partners from a single platform
- It provides small/medium-scale sellers with a readymade platform to go online and ship the products without any hassle.

## ⇒ Pricing Strategy:

- Sellers can sign up for free, they just need to use their Google/Facebook account.
- It is free to use. Recharge your account and pay only for the shipping of your orders
- Sellers can ship across India at starting rates as low as Rs.19/500gm.

## ⇒ Place Strategy:

- They Ship to over 220+ countries across the globe with leading courier partners such as DHL, FedEx, and Aramex
- Delivers to over 24000 serviceable pin codes in India at the lowest costs

## ⇒ Promotion Strategy:

- Their promotional strategy is inclined towards addressing the pain points of the target market than focusing on the promotion of the product solely.
- They give exciting coupons, promo codes, and cashback to customers.
- It promotes its services through social media platforms regularly.
- They publish blogs related to their services to generate traffic to their website.