Retail Research	IPO Note
Sector: IT - Platform	Price Band (Rs): 92 – 97
10th August 2026	Recommendation: SUBSCRIBE

Shiprocket Ltd.

Company Overview:

Shiprocket Ltd. is a new age technology platform built to facilitate e-commerce for merchants who sell directly to end consumers through their own websites, apps or social media channels. The Shiprocket platform simplifies logistics, checkout, payments, fulfilment, and cross-border trade, for merchants to sell online and offline efficiently and at scale. The company operates 2 businesses comprising **(i) Core Business**, through which it offers domestic shipping and complementary shipping apps, and **(ii) Emerging Business**, comprising additional products and offerings.

Key Highlights:

1. **Revenue model:** The company operates on a consumption-based pricing model whereby its revenue is linked to Merchants' usage of its product. This is measured based on different parameters for each product, such as the number of unique transactions or GMV processed. *For more details about the revenue model refer to pg. 3 of the note.*

2. **Core Business offerings:** Under its Core business, Shiprocket's domestic shipping platform offers end-to-end shipping. The platform provides multi-modal shipping (air, surface, heavy shipments, one-to-two-day delivery, same-day delivery, secure shipping, returns, and exchanges) along with AI-driven logistics provider allocation, a unified dashboard for order management, data-driven insights, and real-time communication with end consumers, making the entire post-order journey seamless. Additionally, the company's Shipping Apps further enhance operations with features like instant pickups, order tracking, secure shipments, weight discrepancy intelligence, and early COD remittance.

3. **Emerging business offerings:** Shiprocket's Emerging business offerings focus on new market creation and solving challenges in early stages of the order journey and underserved segments of e-commerce. Key products under the business comprise (i) cargo and fulfilment business, (ii) cross-border platform, (iii) ads and marketing solutions, and (iv) others (comprising capital solutions, hyperlocal deliveries and other merchant solutions). Such offerings extend the company's value proposition by enabling merchants to improve sales and conversion and scale their business.

4. **Low Customer Acquisition Cost (CAC) for Core business:** Shiprocket follows a digital-first merchant acquisition strategy. Under this approach, the company reaches, acquires and engages with merchants through digital channels, enabling them to discover and start using the platform organically, with minimal intervention. This has resulted in a low customer acquisition cost (CAC) for the company's Core business, with per-customer CAC of Rs 2,829 in FY26, compared to Rs 4,101/Rs 3,361 in FY24 and FY25, respectively.

5. **Large & diversified merchant base:** As of FY26, Shiprocket ranks as the largest new-age end-to-end horizontal e-commerce enablement platform in India by revenue. The company has a large merchant base spanning businesses of all sizes across diverse product categories, and served more than 2,10,000 active merchants in FY26 which collectively processed ~202 million unique transactions. During FY26, the company's top 1/5 merchants contributed to ~2.8%/7.4% of revenue, implying limited dependency on any single merchant. Further, the company's top 250 Power Merchants (merchants with an average of more than 100 unique transactions per active month) in FY26 included brand.com platforms such as Mamaearth and Boat, as well as traditional offline-first brands that transitioned to e-commerce like Levis, Bata and Blackberrys.

Valuation: Shiprocket operates as an e-commerce enablement platform and stands to benefit from the B2C market opportunity in India. Over the FY24-FY26 period, the company recorded Revenue CAGR of 24.0%, and narrowed its PAT loss (Adj) from Rs 351 cr in FY24 to Rs 76 cr in FY26. Going ahead, the company plans to utilize part of its fresh issue proceeds towards debt repayment of ~Rs 210 cr, which shall aid in significant deleveraging of its balance sheet (total debt to reduce from Rs 242 cr in FY26 to Rs 32 cr post-repayment), and improvement in profitability on the back of interest cost savings. At the upper price band of Rs 97, the issue is valued at FY26 EV/Sales multiple of 3.1x based on post-issue capital. We recommend investors to SUBSCRIBE to the issue at the cut-off price.

Issue Details	
Date of Opening	12th August 2026
Date of Closing	14th August 2026
Price Band (Rs)	92 – 97
Offer for sale (Rs cr)	732.0
Fresh Issue (Rs cr)	885.5
Issue Size (Rs cr)	1,617.5
Total issue size	16,67,51,031 shares @ UB
Face Value (Rs)	10.0
Post Issue Market Cap (Rs cr)	7,057 @ upper price band
BRLMs	Axis Capital Ltd, BofA Securities India Ltd, JM Financial Ltd, Kotak Mahindra Capital Company Ltd
Registrar	KFin Technologies Ltd
Bid Lot	154 shares and in multiple thereof
QIB shares	75%
Retail shares	10%
NII shares	15%
Employee Reservation (Rs cr)	1.0
Employee Discount (Rs)	9.0

Objects of Issue

Particulars (Rs cr)	Estimated utilization from net proceeds
Investment in the growth of platforms primarily for Emerging Business and for Core Business	365.6
Repayment/ prepayment, in full or part, of certain borrowings availed by the company including payment of the interest accrued thereon	210.0
Funding inorganic growth through unidentified acquisitions and general corporate purposes*	-
Net proceeds from fresh issue*	-

**The amount to be utilised for general corporate purposes and unidentified inorganic acquisitions shall together not exceed 35% of the Gross Proceeds. The amount to be utilised for either general corporate purposes or any unidentified inorganic acquisitions individually, shall not exceed 25% of the Gross Proceeds.*

Shareholding Pattern

Pre-Issue	No. of Shares	%
Promoter & Promoter Group	-	-
Public & Others	63,62,78,384	100.0
Total	**63,62,78,384**	**100.0**

Post Issue @ Upper Price Band	No. of Shares	%
Promoter & Promoter Group	-	-
Public & Others	72,75,67,044	100.0
Total	**72,75,67,044**	**100.0**

Source: RHP, SBICAP Securities Research

Key Financials

Particulars (Rs cr)	FY24	FY25	FY26
Revenue from operations	1,316	1,632	2,024
EBITDA	(293)	(60)	(67)
EBITDA Margin (%)	(22.3)	(3.7)	(3.3)
PAT	(595)	(74)	(79)
PAT Margin (%)	(45.2)	(4.6)	(3.9)
EPS	(9.4)	(1.2)	(1.2)
Adj. PAT	(351)	(74)	(76)
Adj. PAT Margin (%)	(26.7)	(4.6)	(3.8)
Adj. EPS	(5.5)	(1.2)	(1.2)
RoE (%)	(27.3)	(5.0)	(5.0)
RoCE (%)	(21.8)	(3.0)	(2.8)
P/E (x)*	-	-	-

Note: Pre-issue P/E based on upper price band
RoE and P/E are ratios calculated on Adj. PAT
Source: RHP, SBICAP Securities Research

Risk Factors

- **Reliance on third-party vendors:** The company relies on various third-party vendors, including logistics and fulfilment centre providers, communication platforms, cloud infrastructure providers, among others. Thus, if the vendors fail to provide quality services or to perform their obligations on time or as contractually agreed, Shiprocket's ability to meet the requirements of merchants on its platform or end consumers could be adversely affected.

- **Client risk:** As the company primarily operates on a consumption-based model, fluctuations in merchants' sales and transactions on platform directly affect its revenue. Thus, the company's performance depends on the operational results and business decisions of its merchants, the web traffic they are able to generate, and the ability to attract merchants through online channels, all of which are beyond its control.

- **Lack of exclusive agreements with logistics partners:** The company does not have exclusive arrangements with its logistics partners including couriers, suppliers and cargo partners, and they may prioritize the provision of services to competitors, refuse to renew their contracts, or expand their offerings to provide the services that Shiprocket offers. Such situations could adversely impact the company's business.

Growth Strategies

- Retain and grow Merchant base.

- Expand product offerings and drive cross-sales.

- Invest in Emerging business to unlock growth for Merchants' businesses and expand TAM.

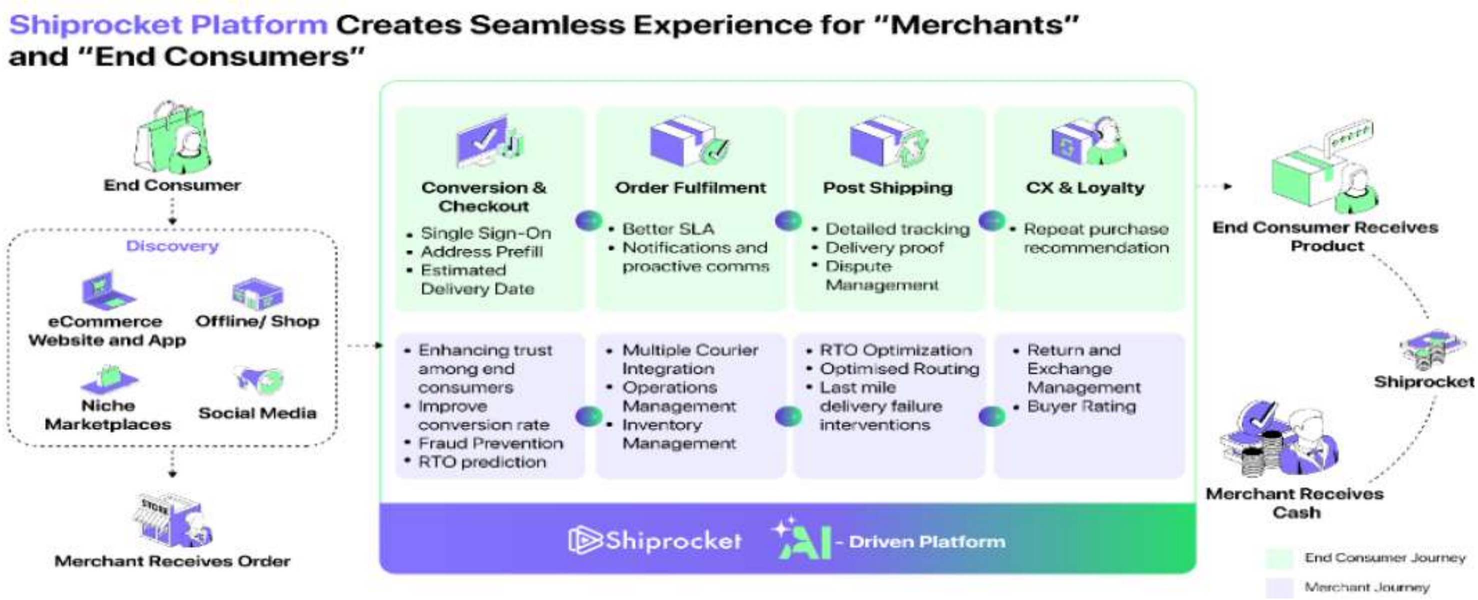
- Strengthen ecosystem by growing ecosystem network as well as through inorganic growth.

Selling Shareholders via OFS

Selling shareholder via OFS	Classification	Rs cr
LR India Fund I S.a.r.l. SICAV-RAIF	Public	271.7
Tribe Capital III, LLC - Series 1	Public	120.0
Gautam Kapoor	Public	61.0
Saahil Goel	Public	61.0
MCP3 SPV LLC	Public	55.5
AFOS, LLC	Public	54.0
Moore Strategic Ventures, LLC	Public	51.4
Agility International Investment L.L.C.	Public	21.1
Vishesh Khurana	Public	20.0
500 Startups III, L.P.	Public	16.3
Total	-	**732.0**

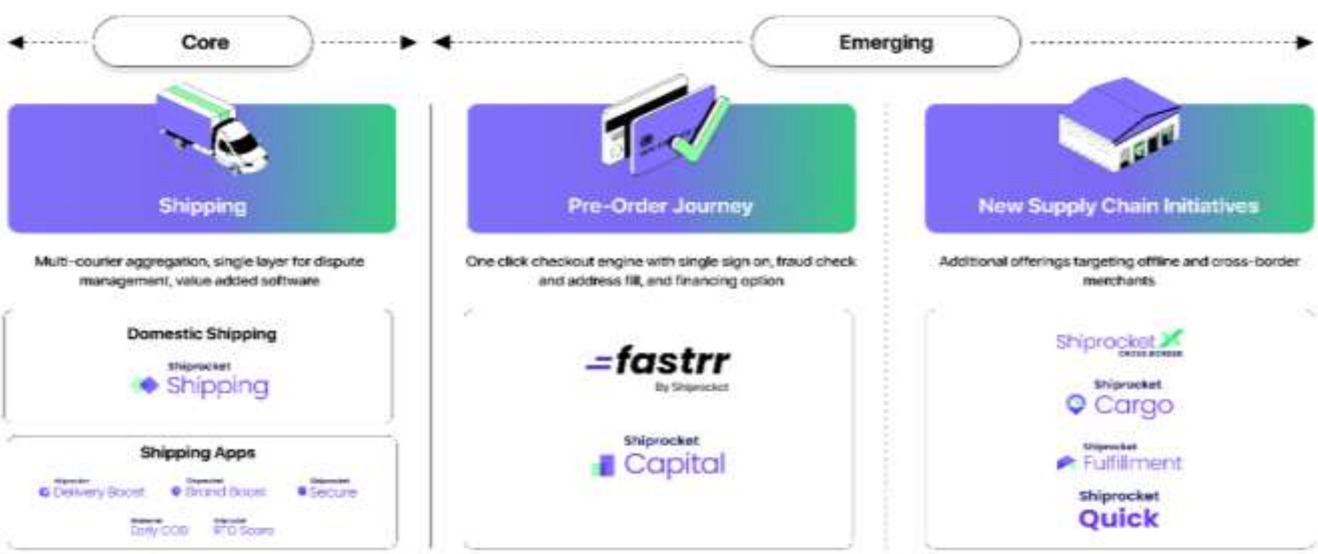
Source: RHP, SBICAP Securities Research

Business Overview



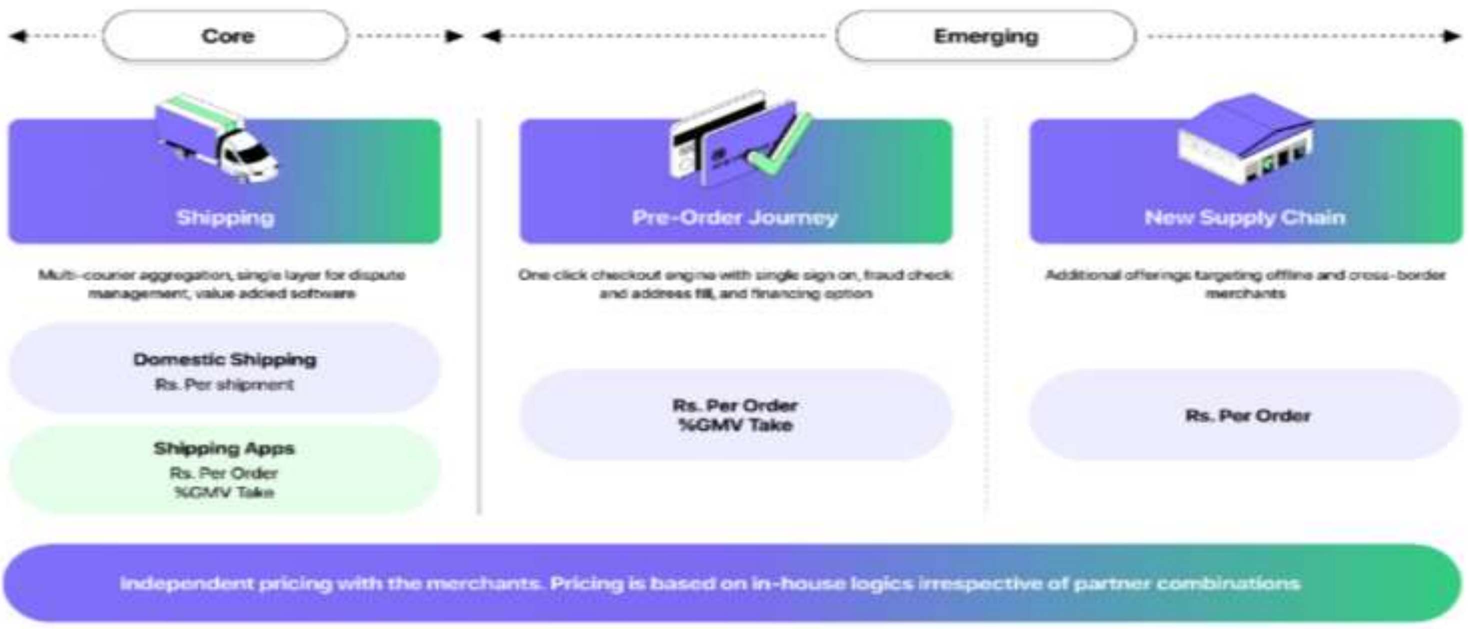
Source: RHP, SBICAP Securities Research

Business Segments



Source: RHP, SBICAP Securities Research

Revenue model



Source: RHP, SBICAP Securities Research

Revenue Split - Segments

Segment	FY24		FY25		FY26	
	Rs cr	% of TR*	Rs cr	% of TR*	Rs cr	% of TR*
Core business	**1,085**	**82.4%**	**1,306**	**80.0%**	**1,485**	**73.4%**
Emerging business	**231**	**17.6%**	**326**	**20.0%**	**539**	**26.6%**
Cargo and fulfilment	*141*	*10.7%*	*172*	*10.5%*	*303*	*15.0%*
Cross-border	*70*	*5.3%*	*122*	*7.5%*	*139*	*6.9%*
Ads and marketing solutions	*19*	*1.5%*	*27*	*1.6%*	*84*	*4.1%*
*Others**	*0*	*0.0%*	*5*	*0.3%*	*13*	*0.6%*
Total Revenue (TR)	**1,316**	**100.0%**	**1,632**	**100.0%**	**2,024**	**100.0%**

**Includes hyperlocal deliveries through Shiprocket Quick, capital solutions offerings and other Merchant solutions from the Emerging Business segment.*
Source: RHP, SBICAP Securities Research

Merchants served

Source: RHP, SBICAP Securities Research

Operational KPIs

Particulars	Units	FY24	FY25	FY26
Contribution Margin – Core business	%	17.9	21.1	21.2
Contribution Margin – Emerging business	%	1.5	9.5	10.6
Unique Transactions	Million	132.3	164.4	202.1
Power Merchants*	Count	9,020	10,005	10,090
Power Merchant ARPU	Rs cr	0.13	0.14	0.18
Revenue per Employee	Rs cr	1.02	1.28	1.48

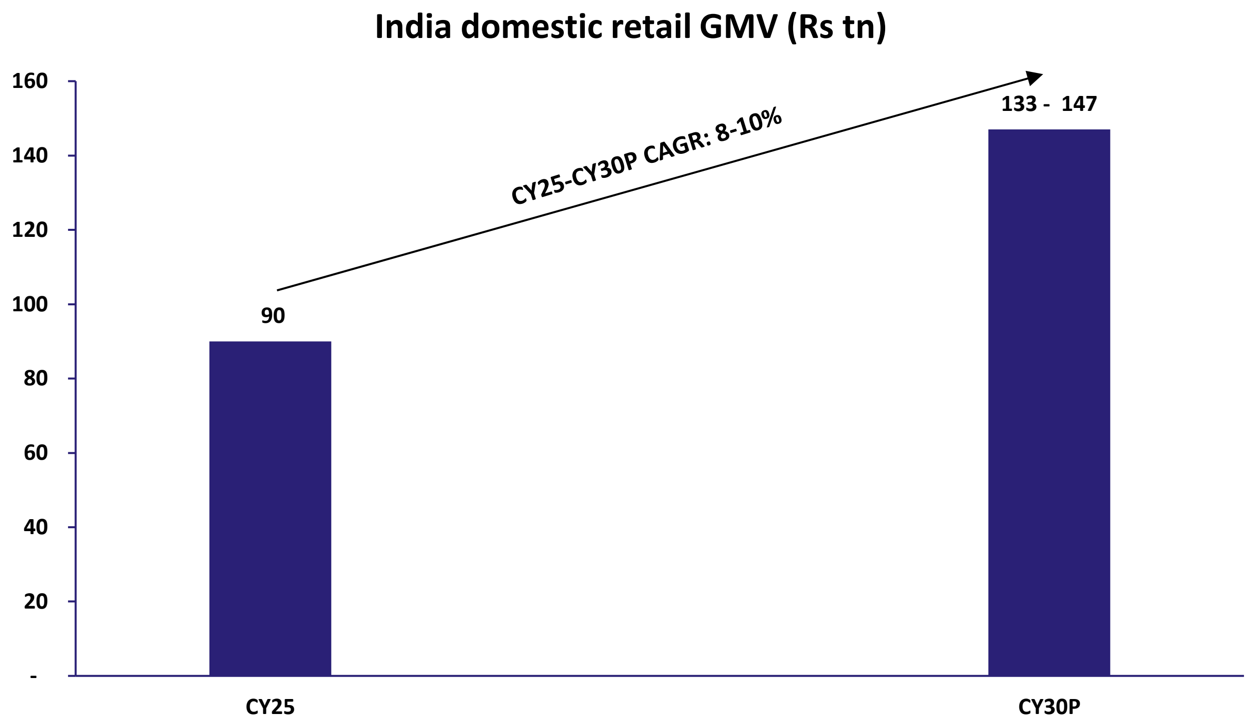
Merchants with an average of more than 100 unique transactions per Active Month
Source: RHP, SBICAP Securities Research

End consumers served in Core business

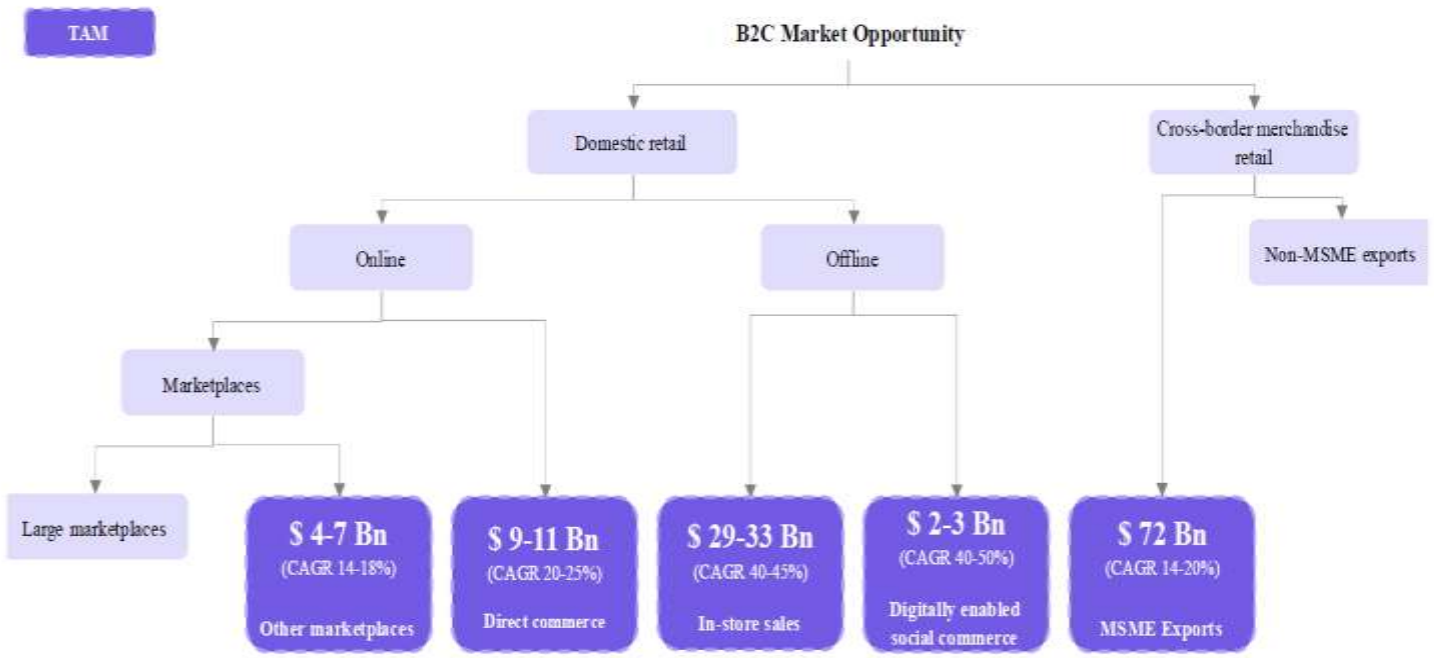
Particulars	FY24	FY25	FY26
End consumers served (mn)	48.3	61.6	69.6
New end consumers served (mn)	25.7	30.1	29.4
Repeat end consumers served (mn)	22.6	31.5	40.2
Repeat rate of end consumers served (%)	46.8%	51.1%	57.8%

Source: RHP, SBICAP Securities Research

Industry Overview



<u>Illustrative TAM (in terms of GMV) for New Age End-to-End Horizontal E-commerce Enablement Platforms</u>



Source: RHP, SBICAP Securities Research

Financial Snapshot

INCOME STATEMENT			
Particulars (Rs cr)	**FY24**	**FY25**	**FY26**
Revenue from Operations	**1,316**	**1,632**	**2,024**
YoY growth (%)	-	*24.0%*	*24.0%*
Cost of Services	1,012	1,221	1,515
Gross Profit	**304**	**411**	**509**
Gross margin (%)	***23.1%***	***25.2%***	***25.2%***
Employee Cost	431	315	379
Other Operating Expenses	166	156	196
EBITDA	**(293)**	**(60)**	**(67)**
EBITDA margins (%)	***-22.3%***	***-3.7%***	***-3.3%***
Other Income	42	43	53
Interest Exp.	23	22	26
Depreciation	76	35	36
PBT	**(351)**	**(74)**	**(76)**
Exceptional item	(244)	-	(3)
Tax	-	-	-
PAT	**(595)**	**(74)**	**(79)**
PAT margin (%)	***-45.2%***	***-4.6%***	***-3.9%***
EPS (Rs)	**(9.4)**	**(1.2)**	**(1.2)**
Adj. PAT	**(351)**	**(74)**	**(76)**
Adj. PAT margin (%)	***-26.7%***	***-4.6%***	***-3.8%***
Adj. EPS	**(5.5)**	**(1.2)**	**(1.2)**

BALANCE SHEET			
Particulars (Rs cr)	**FY24**	**FY25**	**FY26**
Assets			
Net Block	27	17	25
Right of use assets	96	81	89
Intangible Assets	4	1	0
Goodwill	915	915	915
Other Non current Assets	307	40	459
Current Assets			
Inventories	1	2	3
Current Investment	15	26	-
Trade receivables	117	147	236
Cash and Bank Balances	253	502	188
Short-term loans and advances	-	26	30
Other Current Assets	316	552	559
Total Current Assets	**702**	**1,255**	**1,017**
Current Liabilities & Provisions			
Trade payables	202	229	272
Other current liabilities	233	233	335
Short-term provisions	9	12	16
Total Current Liabilities	**444**	**474**	**623**
Net Current Assets	**258**	**780**	**393**
Total Assets	**1,607**	**1,834**	**1,881**
Liabilities			
Share Capital	1	1	636
Reserves and Surplus	1,286	1,491	888
Total Shareholders' Funds	**1,286**	**1,491**	**1,524**
Minority Interest	-	-	-
Total Debt	213	245	242
Long Term Provisions	5	8	12
Lease Liabilities	103	90	103
Total Liabilities	**1,607**	**1,834**	**1,881**

Cash Flow Statement (Rs cr)	FY24	FY25	FY26
Cash flow from Operating Activities	(216)	2	53
Cash flow from Investing Activities	176	(144)	53
Cash flow from Financing Activities	(2)	153	(45)
Free Cash Flow	(240)	(5)	35

RATIOS			
Particulars	**FY24**	**FY25**	**FY26**
Profitability			
Return on Capital Employed	(21.8%)	(3.0%)	(2.8%)
Return on Equity	(27.3%)	(5.0%)	(5.0%)
Margin Analysis			
Gross Margin	23.1%	25.2%	25.2%
EBITDA Margin	(22.3%)	(3.7%)	(3.3%)
Net Profit Margin	(26.7%)	(4.6%)	(3.8%)
Short-Term Liquidity			
Current Ratio (x)	1.1	1.7	1.2
Quick Ratio (x)	1.1	1.7	1.2
Avg. Days Sales Outstanding	32	33	43
Avg. Days Inventory Outstanding	0	0	0
Avg. Days Payables	56	51	49
Fixed asset turnover (x)	145.3	177.6	171.2
Debt-service coverage (x)	-	-	-
Long-Term Solvency			
Total Debt / Equity (x)	0.2	0.2	0.2
Interest Coverage Ratio (x)	-	-	-
Valuation Ratios*			
EV/EBITDA (x)	-	-	-
P/E (x)	-	-	-
P/B (x)	4.8	4.1	4.0
EV/Sales (x)	4.7	3.6	3.1
Market Cap/Sales (x)	4.7	3.8	3.0

Valuation ratios are based on pre-issue capital at the upper price band
RoE and P/E are calculated on Adj. PAT
Source: RHP, SBICAP Securities Research

Peer Comparison – FY26

Particulars (Rs cr)	Shiprocket	Unicommerce eSolutions
CMP (Rs)	97	84
Mkt Cap.	7,057	945
Enterprise Value	6,226	946
Revenue from Operations	2,024	204
EBITDA	(67)	35
Adj. Net Profit	(76)	20
EBITDA Margin (%)	(3.3)	17.2
Net Profit Margin (%)	(3.8)	10.0
RoE (%)	(5.0)	10.6
RoCE (%)	(2.8)	14.5
P/E (x)	-	46.2
EV/EBITDA (x)	-	27.0
EV/Sales (x)	3.1	4.6

For Shiprocket Limited, the Market Cap, P/E(x), EV/EBITDA (x), EV/Sales (x) are calculated on post-issue equity share capital based on the upper price band.

CMP for peer companies is closing price of 07th August, 2026

Source: RHP, Exchange Filings, SSL Research

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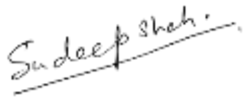

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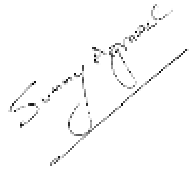

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