



Date: May 10, 2024

BSE Limited

Phiroze Jeejeebhoy
Towers, Dalal Street,
Mumbai – 400001
India

National Stock Exchange of India Limited

Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400051
India

Scrip Code: 543529

Symbol: DELHIVERY

Sub: Press Release – “Delhivery’s AI-powered RTO predictor drives success for D2C brands by minimizing return shipments”

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 being issued by the Company as “**Delhivery’s AI-powered RTO predictor drives success for D2C brands by minimizing return shipments**”.

The aforesaid disclosure will be hosted on the Company’s website at www.delhivery.com.

You are requested to take the above on records.

Thank you.

**Yours sincerely,
For Delhivery Limited**

**Amit Agarwal
Chief Financial Officer**

Place: Gurugram

Encl: As above





Delhivery's AI-powered RTO predictor drives success for D2C brands by minimizing return shipments

Strapline: RTO predictor solution enables over 4800 D2C companies to reduce logistic costs by assessing return risk.

Gurgaon, May 10, 2024: Delhivery, India's largest fully integrated logistics service provider, is successfully enabling D2C brands by significantly reducing their cost of returns through its AI-powered RTO Predictor. The solution has already powered over 4,800 D2C brands, including Heads Up for Tails, Healthkart, W for Woman, and Be Minimalist.

The RTO predictor introduced earlier this year is available for all D2C brands across all their sales channels, such as Shopify, WooCommerce, etc., regardless of the shipping partner they use to deliver orders. Brands can also integrate RTO prediction during the checkout stage and hide COD shipping or charge shipping fees for consignees with high return risk.

Returns for cash-on-delivery orders significantly impact businesses' bottom lines, as companies pay twice for logistics services without making a sale. COD orders constitute more than 60% of e-commerce orders in India, and Delhivery's RTO Predictor helps reduce RTOs by up to 20%. Delhivery has been acknowledged as India's most preferred D2C third-party logistics provider by Redseer and continues to add several value-added services to its suite since the launch of its integrated digital shipping solution, Delhivery One.

Nikhil Vij, Head of Product at Delhivery, said, "Delhivery's RTO predictor uses machine learning to assess the risk of return and non-acceptance of delivery that sellers face by mining the trove of data already available from over 2.7 billion delivered shipments since inception, our nationwide coverage, and location intelligence solutions. This enables us to predict customer behavior with far higher accuracy and equip our clients with valuable insights on customer intent on their COD (cash on delivery) orders."

Harsh Gupta, Supply Chain Head at Minimalist, endorsed the service, stating, "The one thing that hurts a D2C brand the most is RTO. Delhivery's RTO predictor helped us navigate this journey of RTO reduction with better conversions."

Sugam Arora, Head of Logistics and Customer Experience at W for Women said: "With Delhivery's RTO predictor service, which we used during the pilot phase, we were able to take quick calls to verify COD orders and take necessary actions, making it easy to understand the customer profile. This has helped us reduce our overall RTO from 8.2% to 7.4%, resulting in increased conversions and lower logistics costs."





About Delhivery

Delhivery is India's largest fully integrated logistics services provider. With its nationwide network covering over 18,600 pin codes, the company provides a wide range of logistics services such as express parcel transportation, PTL freight, TL freight, cross-border, supply chain, and technology services. Since its inception, Delhivery has successfully fulfilled over 2.7 billion shipments and today works with over 30,000 customers, including large and small e-commerce participants, SMEs, and other enterprises and brands. For more information about Delhivery, please visit www.delhivery.com.



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