

Shiprocket Ltd – IPO Investment Note

Issue Open	Issue Close	Price Band (₹)	Rating
12 August 2026	14 August 2026	₹92-97	Subscribe

Investment Summary

Shiprocket Limited is an **end-to-end, merchant-first and API-led e-commerce enablement** platform that provides technology solutions across domestic shipping, checkout, fulfilment, cross-border trade, marketing, hyperlocal deliveries and merchant financing. According to the Redseer Report included in the RHP, Shiprocket was the largest new-age end-to-end horizontal e-commerce enablement platform in India by revenue from operations in FY26. Its platform primarily caters to MSMEs, D2C brands and large retailers, enabling merchants to manage multiple aspects of their e-commerce operations through a unified technology ecosystem. In FY26, the company supported **214,769 active merchants**, which processed over 202 million unique transactions and served approximately 69.6 million end consumers. The company operates through its Core Business, comprising domestic shipping and shipping applications, and its Emerging Business, which includes cross-border logistics, fulfilment, checkout, marketing solutions, hyperlocal delivery and capital solutions. The Core Business has remained profitable since FY22, while the Emerging Business continues to require investments to scale. In FY26, Shiprocket reported **revenue from operations of ₹2,024.14 Cr** and a **net loss of ₹79.25 Cr**, although losses have reduced significantly compared with FY24. The IPO comprises a **fresh issue aggregating up to ₹885.50 Cr** and an **Offer for Sale of up to ₹731.99 Cr** by existing shareholders. The net proceeds from the fresh issue are proposed to be utilized towards marketing initiatives, strengthening technology infrastructure and capabilities, repayment/prepayment of certain borrowings, inorganic growth opportunities and general corporate purposes, while the OFS proceeds will accrue to the selling shareholders. The company's growth strategy is centered on scaling its Emerging Business, increasing product adoption among existing merchants, leveraging digital distribution, enhancing technology and AI capabilities, and capitalizing on the growth of direct and cross-border commerce. However, continued losses, execution risks in newer businesses, dependence on merchant transaction volumes, reliance on non-exclusive logistics partners, acquisition integration and goodwill impairment risks, and intense competition remain key monitorable.

Company Overview

Shiprocket Limited was originally incorporated as 'Bigfoot Retail Solutions Private Limited' in 2011, subsequently renamed 'Shiprocket Private Limited' in 2024 and converted into a public limited company as 'Shiprocket Limited' in 2025. The company operates an e-commerce enablement platform powering direct commerce, helping small businesses, retail brands, D2C merchants and social commerce retailers manage and scale their online operations through an integrated technology stack. The company's offerings are divided into Core Business and Emerging Business. Its Core Business primarily comprises domestic shipping and shipping applications, enabling merchants to integrate orders, compare logistics partners and manage shipments through a common platform. Its Emerging Business includes cargo and fulfilment, Shiprocket Omuni, cross-border shipping through ShiprocketX, advertising and marketing solutions, Fastr Checkout, hyperlocal deliveries through Shiprocket Quick and capital solutions through Shiprocket Fintech. These offerings enable merchants to manage logistics, fulfilment, checkout, customer acquisition, financing and post-order operations within the broader Shiprocket ecosystem. In FY26, Shiprocket's platform supported 214,769 active merchants, which collectively processed 202.08 million unique transactions and served 69.58 million end consumers, with a repeat consumer rate of 57.78%. The company's merchant base spans categories such as beauty and personal care, apparel and footwear, home décor and electronics. It also provides access to an ecosystem of more than 250 partners, including logistics providers, fulfilment centres, marketplaces, payment gateways, ERPs, developers and credit providers. Shiprocket is a professionally managed company with no identifiable promoter, with Saahil Goel serving as Managing Director and Chief Executive Officer. Leveraging its technology-led platform, diversified merchant solutions and expanding e-commerce ecosystem, the company is positioned to benefit from the continued growth of direct commerce and digital retail in India.

Business Model

Shiprocket Limited operates a technology-led e-commerce enablement business model, providing merchants with an integrated suite of logistics and commerce solutions across the online retail value chain. Its Core Business comprises domestic shipping and shipping applications, where merchants can integrate orders onto the Shiprocket platform, access multiple logistics partners, compare shipping options, manage pickups, track orders, address weight discrepancies and avail services such as early COD remittance. Revenue is primarily generated through the sale of merchant solutions on a consumption-based model, linking Shiprocket's revenue to transaction volumes processed by its merchants. Alongside this, the company operates an Emerging Business comprising cargo and fulfilment, Shiprocket Omuni, cross-border shipping through ShiprocketX, advertising and marketing solutions, Fastr Checkout, hyperlocal deliveries through Shiprocket Quick and merchant financing solutions. These offerings can be used independently or alongside the Core Business, enabling Shiprocket to cross-sell multiple services to its merchant base and increase revenue per merchant. The company relies on an ecosystem of logistics, fulfilment, payments, credit and technology partners rather than owning the entire physical infrastructure. Going forward, Shiprocket intends to deepen merchant engagement, increase adoption of Emerging Business offerings and leverage technology, data and AI capabilities to expand its share across the e-commerce enablement value chain.

Investment Rationale

Leading End-to-End E-commerce Enablement Platform: Shiprocket has built a comprehensive technology-led platform spanning domestic shipping, fulfilment, cross-border logistics, checkout, marketing, hyperlocal delivery and merchant financing. According to the Redseer Report included in the RHP, Shiprocket was the largest new-age end-to-end horizontal e-commerce enablement platform in India by revenue from operations in FY26, providing it with significant scale and ecosystem advantages.

Large Merchant Base and Expanding Ecosystem: In FY26, the platform served 214,769 active merchants, processing over 202 million unique transactions and reaching approximately 69.6 million end consumers. Its ecosystem of over 250 partners across logistics, fulfilment, payments, marketplaces, ERPs, developers and credit providers enhances the breadth of services available to merchants and supports cross-selling opportunities.

Profitable Core Business Supporting Emerging Growth Verticals: Shiprocket's Core Business, comprising domestic shipping and shipping applications, remains the key earnings engine and reported an Adjusted EBITDA margin of 12.56% in FY26. Meanwhile, Emerging Business revenue grew 65.21% YoY, driven by cargo and fulfilment, cross-border services, checkout and marketing solutions, providing additional avenues for future growth.

Strong Revenue Growth with Improving Operating Economics: Revenue from operations increased from ₹1,315.98 Cr in FY24 to ₹2,024.14 Cr in FY26, while overall Adjusted EBITDA turned positive at ₹17.65 Cr in FY26. The company has also substantially reduced its net losses compared with FY24, reflecting improving operating leverage and integration benefits.

Technology, Data and Favorable E-commerce Growth Opportunity: Shiprocket's technology stack, transaction data and analytics capabilities enable courier recommendations, checkout optimisation, marketing automation and other merchant solutions. Increasing adoption of direct commerce, D2C brands and digital retail provides a structural opportunity for the company to deepen merchant engagement and expand its share across the e-commerce enablement value chain.

Key Risk Factors

Continued Losses and Uncertain Path to Profitability: Shiprocket has reported net losses across FY24-FY26 despite consistent revenue growth. The company may continue to incur losses as it invests in merchant acquisition, technology, new products and Emerging Business offerings, and any inability to scale revenue faster than expenses could delay profitability.

Dependence on Merchant Transaction Volumes: The company primarily operates on a consumption-based model, making its revenue dependent on the sales and transaction volumes generated by merchants. Weak consumer demand, lower web traffic or deterioration in the business performance of merchants, particularly MSMEs, could adversely impact transaction volumes and revenue.

Reliance on Third-Party Logistics Partners: Shiprocket does not have exclusive arrangements with its logistics partners, including couriers, suppliers and cargo partners. These partners may prioritize competitors, alter commercial terms or expand their own competing offerings, which could adversely affect service quality, pricing and merchant retention.

Execution Risk in Emerging Businesses: The company is investing significantly in cross-border logistics, fulfilment, checkout, marketing, hyperlocal delivery and other newer verticals. These businesses may require substantial expenditure and could take longer than expected to achieve scale and profitability.

Acquisition Integration and Goodwill Impairment Risk: Shiprocket has historically expanded through acquisitions, including Pickrr and Shiprocket Omuni. Goodwill stood at ₹915.32 Cr as of March 31, 2026, and the company has previously recorded impairment charges where acquired businesses underperformed expectations. Failure to generate anticipated synergies could lead to further impairments.

Intense Competitive Environment: Shiprocket operates in a rapidly evolving e-commerce enablement market and faces competition across logistics aggregation, fulfilment, software and other merchant solutions. Competitive pricing, technological innovation and new entrants could pressure growth, margins and market share.

Financial Snapshot

Metric	In Cr		
	FY24	FY25	FY26
Revenue from Operations	1,315.98	1,632.01	2,024.14
EBITDA	(495.89)	(17.16)	(16.56)
EBITDA Margin	(37.68%)	(1.05%)	(0.82%)
Profit After Tax (PAT)	(595.18)	(74.45)	(79.25)
PAT Margin	(45.23%)	(4.56%)	(3.92%)
Basic EPS (₹)	-	-	-

IPO Details and Use of Proceeds

Parameter	Details
Issuer	Shiprocket Limited
IPO Issue Size	16,67,61,566 shares (agg. up to ₹1,617 Cr) Fresh Issue 9,12,99,203 shares (agg. up to ₹885 Cr) Offer for sale 7,54,62,363 shares of ₹10 (agg. up to ₹732 Cr)
Price Band	₹92 – ₹97 per share
Face Value	₹10 per share
IPO Opening Date	12 August 2026
IPO Closing Date	14 August 2026
Listing	NSE / BSE
Promoter Holding (Pre/Post)	Not Applicable – Shiprocket is a professionally managed company and does not have an identifiable promoter.
Book Running Lead Managers	Axis Capital Limited, BofA Securities India Limited, JM Financial Limited, Kotak Mahindra Capital Company Limited.
Use of Proceeds	• ₹365.60 Cr towards investment in the growth of Shiprocket's platforms, • ₹205.80 Cr towards marketing initiatives • ₹159.80 Cr towards technology infrastructure and capabilities, primarily across the Core and Emerging Businesses • ₹210 Cr towards repayment/prepayment of certain borrowings including accrued interest; and the balance towards unidentified inorganic acquisitions and general corporate purposes.

Valuation and Outlook

At the upper price band of **₹97**, Shiprocket is valued at a **P/B of ~4x**, based on a **post-issue market capitalization** of approximately **₹7,057 Cr**. On an **EV/Sales basis**, the company is valued at **3.56x**, lower than its listed peer Unicommerce Esolutions at ~4.65x, while Shiprocket's P/B also remains below Unicommerce's 4.95x. These metrics are more appropriate as Shiprocket remains loss-making, making **P/E and EV/EBITDA less meaningful**. While the valuation discount partly reflects its weaker profitability, Shiprocket benefits from market leadership, significantly larger operating scale, a profitable core business and a diversified merchant ecosystem. Considering improving operating economics and scalability of emerging businesses, we recommend a **Subscribe stance** for **listing gains**. However, investors should remain mindful about the loss making business and operational risks may limit the margin of safety for long term investment.

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