Rating Rationale

31 March 2026

EshopBox E-Commerce Pvt Ltd

Brickwork Ratings has assigned a long-term rating of BWR BBB with a Stable outlook as an Issuer Rating to EshopBox E-Commerce Pvt Ltd.

Instrument**	Tenure	Present Rating#
Issuer Rating	Long Term	**BWR BBB/ Stable/Assignment**

#Please refer to the BWR website **www.brickworkratings.com** for the definition of the rating assigned.
**Details of Bank Loan facilities, consolidation or instruments are provided in Annexure

RATING ACTION / OUTLOOK

Brickwork Ratings has assigned a rating of BWR BBB with a Stable outlook as an issuer rating to EshopBox E-Commerce Pvt Ltd.
The rating reflects the improved operating performance in the past three fiscals , driven by healthy demand for the Company's services. The rating also factors in the Company's market presence and stable demand outlook. The rating factors in EshpBox Ecommerce Pvt Ltd's established promoter base and experienced management team, along with its good operating track record and demonstrated execution capability in the E-Commerce industry. The Company expects to expand its business all over India and to other E-Commerce platforms . The rating also considers the company's healthy financial risk profile with low external debt and healthy debt coverage metrics on 31 March 2025 with interest coverage of 5.23 times, Debt service coverage ratio (DSCR) of 2.41 times and gearing which has remained at moderate levels. The company's liquidity position has been strongly characterized by its healthy scale, moderate capex and healthy utilisation of working capital lines.

The Stable outlook reflects EshopBox E-Commerce Pvt Ltd strong standalone credit profile, robust operating cash generation and low leverage . The outlook also factors in adequate liquidity and the company's ability to service debt obligations comfortably from operating cash flows.

KEY RATING DRIVERS

Key Credit Strengths-:

Experienced management team: The company is led by a core group of founders who have been with the business since its inception in 2012. Their collective expertise blends high-tier technical backgrounds with specialized legal and business acumen, providing the multidisciplinary oversight required for a software plus physical logistics business model. This management team has successfully steered the company through the 2020 pandemic volatility and the 2022 liquidity crunch. The management team's integrated expertise in technology, strategy, and corporate governance directly translates into high-tier execution. This specialized oversight has institutionalized a culture of precision, evidenced by a 99.63% order processing accuracy and 100% SLA compliance. These industry-leading metrics are critical for maintaining "Prime" and "Assured" status across major marketplaces, securing both platform visibility and stakeholder confidence.

Diversified Service Portfolio : Eshopbox's diversified service portfolio provides a significant competitive advantage by transforming traditional third-party logistics into a comprehensive, tech-enabled growth engine. By offering a "one-stop-shop" solution that integrates B2B and B2C fulfillment, the company captures a brand's entire distribution value chain while reducing dependency on any single market segment. This is underpinned by a proprietary SaaS platform (WMS/OMS) that creates a high-barrier "technological moat," ensuring real-time inventory visibility and deep operational integration that traditional 3PLs often lack. Furthermore, their distributed warehousing network enables cost-efficient, high-speed delivery (1–2 days), while specialized marketplace growth services ensure 100% SLA compliance across major platforms like Amazon and Flipkart. Ultimately, this multi-layered approach drives customer stickiness, protects brand margins through localized inventory, and ensures scalable, risk-mitigated growth in a complex e-commerce landscape.

Comfortable financial risk profile, reflected by moderate external debt and healthy coverage indicators: Eshopbox maintains a strong financial risk profile, underpinned by a conservative capital structure and healthy debt protection metrics. The company demonstrated significant growth in FY25, with Total Operating Income increasing by 31% (from Rs 164.54 crore in FY24 to Rs 215.33 crore). This top-line expansion was accompanied by improved profitability, with net profit margins reaching 5.34%. Debt servicing remains comfortable, as evidenced by an ISCR of 5.23x and a DSCR of 2.45x, highlighting a robust ability to meet all financial obligations. Furthermore, the company's net worth strengthened considerably, rising from Rs 6.89 crore to Rs 18.41 crore year-over-year. This stable financial trajectory is expected to be maintained over the medium term.

Key Credit Weaknesses-:

Regulatory and Compliance Risks: Eshopbox faces a complex regulatory environment, specifically regarding the DPDP Act (2023) and emerging state-level labor laws affecting platform and warehouse workers. The Company is fully compliant with the OSH Code and maintains a proactive stance on social security obligations. To ensure data integrity, Eshopbox adheres to international security frameworks, validated by independent third-party audits, ensuring robust protection for all consumer and operational data.

Exposure to intense Competition: Eshopbox competes with well-funded, publicly listed and massive-scale players .These competitors have massive capital reserves to invest in automated sorting robotics, drones, and ultra-dense warehouse networks. Larger players can leverage economies of scale to offer lower "per-order" shipping rates, making it difficult for Eshopbox to compete on price alone for low-margin products. However, Eshopbox positions its 99.63% accuracy as a direct contribution to a brand's bottom line. By eliminating nearly all mis-ships, they save brands from the high "hidden costs" that less accurate competitors ignore.

ANALYTICAL APPROACH: Standalone

For arrive at its ratings, BWR has applied its rating methodology as detailed in the Rating Criteria, as detailed below (hyperlinks provided at the end of this rationale).

RATING SENSITIVITIES

Upward Factors:

● Sustained revenue growth above Rs. 350.00 crore annually with EBITDA margins above 15%.

● Improvement in capital structure with overall gearing/TOL/TNW below 1.00 x .

Downgrade Triggers:

● Any decline or deterioration in EBITDA margins below 10%.

● Decline in DSCR ratio below 1.25x.

LIQUIDITY INDICATORS: Adequate

The company maintains an adequate liquidity position, characterized by a healthy cushion between cash accruals and repayment obligations. As of March 31, 2025, the current ratio stood at 2.01x and is projected to remain stable through FY26. While bank limit utilization is moderate at 77%, the available unutilized working capital provides sufficient headroom for operational needs. In FY25, the company generated robust cash accruals of Rs 20.24 crore. This upward trend is expected to continue over the short-to-medium term, comfortably covering all debt servicing requirements. Overall liquidity remains adequate supported by stable cash flows from long-term contracts, low leverage, and a disciplined approach to capital expenditure and prudent financial management.

ESG Profile : Not Applicable

ABOUT THE ENTITY:

Macro Economic Indicator	Sector	Industry	Basic Industry
E-Retail/ E-Commerce	Service	E-Retail/ E-Commerce	E-Retail/ E-Commerce

Eshopbox E-Commerce Pvt Ltd is a leading Indian tech-enabled third-party logistics (3PL) and fulfillment platform. Founded in **2012** and headquartered in Gurugram, the company acts as an "ecommerce accelerator," providing end-to-end fulfillment infrastructure for Direct-to-Consumer (D2C) brands and omnichannel retailers.

KEY FINANCIAL INDICATORS (Standalone)

Key Parameters	Units	FY 2023	FY 2024	FY 2025
Result Type		Audited	Audited	Audited
Total Operating Income	Rs. in Crs	152.98	164.54	215.33
EBITDA	Rs. in Crs	5.78	7.49	24.07
PAT	Rs. in Crs	1.63	1.98	11.50
Tangible Net Worth	Rs. in Crs	6.70	6.89	18.41
TOL/TNW	Times	7.89	15.66	3.35
Current Ratio	Times	0.99	0.92	2.01

KEY COVENANTS OF THE INSTRUMENT/FACILITY RATED: The key covenants are the standard terms as stipulated in the sanction letters.

STATUS OF NON-COOPERATION WITH PREVIOUS CRA: Not Applicable

Any other information: Not Applicable

RATING HISTORY FOR THE PREVIOUS THREE YEARS (including withdrawal and suspension):

Sl. No.	Instrument	Current Rating (2026)			Rating History		
		Type	Amount (Rs. Crs.)	Rating	2025	2024	2023
1.	Issuer Rating	Long Term	0.00	BWR BBB/Stable /Assignment	Nil	Nil	Nil

Hyperlink/Reference to applicable Criteria

- Approach to Financial Ratios
- General Criteria
- Service Sector Company

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EshopBox E-Commerce Pvt Ltd

NOTE:

1. Issuer Rating is an opinion on the general creditworthiness of the rated entity and is not specific to any debt instrument. It cannot be used by the entity for raising funds through debt instruments, unless an instrument-specific rating is also obtained. Issuer Rating is different from an instrument rating, which evaluates credit risk associated with a specific borrowing programme / debt security.
2. Issuer rating is not a recommendation to buy, sell or hold securities and does not comment on market price or suitability for a particular investor.
3. Issuer rating does not assure repayment of debt / financial obligations. It is an opinion based on information available and does not guarantee performance.
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5. The Issuer Ratings are subject to surveillance and may be revised, suspended, or withdrawn at any time, based on changes in circumstances or information.

Annexure-I: Details of Bank Facilities rated by BWR - NA

SL. No.	Name of the Bank/Lender	Type Of Facilities	Long Term (Rs.Crs.)	Short Term (Rs.Crs.)	Total (Rs.Crs.)	Complexity of the Instrument

BWR complexity levels are meant for educating investors. The BWR complexity levels are available at www.brickworkratings.com / download / ComplexityLevels.pdf.
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