

Date: September 15, 2025

To,
BSE Limited,
P.J. Towers,
Dalal Street, Fort,
Mumbai - 400 001.

Dear Sir/Madam,

Subject: Intimation of New Product Launch – SellMore on Shopify Platform.

Reference: Identixweb Limited (Id: IDENTIXWEB; Code: 544388)

We wish to inform that Company has launched a new product - **SellMore on Shopify Platform.**

The details of the said product as required under SEBI Circular No. SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023, are as follows:

Particulars	Details
Name of the product	SellMore Post Purchase Upsell
Date of launch	September 15, 2025
Category of the product	Upsell and cross-sell
Whether caters to domestic/ international market	Worldwide
Name of the countries in which the product is launched (in case of international)	India

The details of the Product are also attached herewith.

The above information is also available on the website of the Company <https://www.identixweb.com/investors/>.

Kindly take the above information on your record.

Thanking you,

Yours faithfully,

For, IDENTIXWEB LIMITED
(Formerly Known as Identixweb Private Limited)

Priyankkumar Savani
Chairman and Managing Director
DIN: 08562699
Place: Surat



iDentixweb Limited

(Formerly Known as iDentixweb Private Limited)

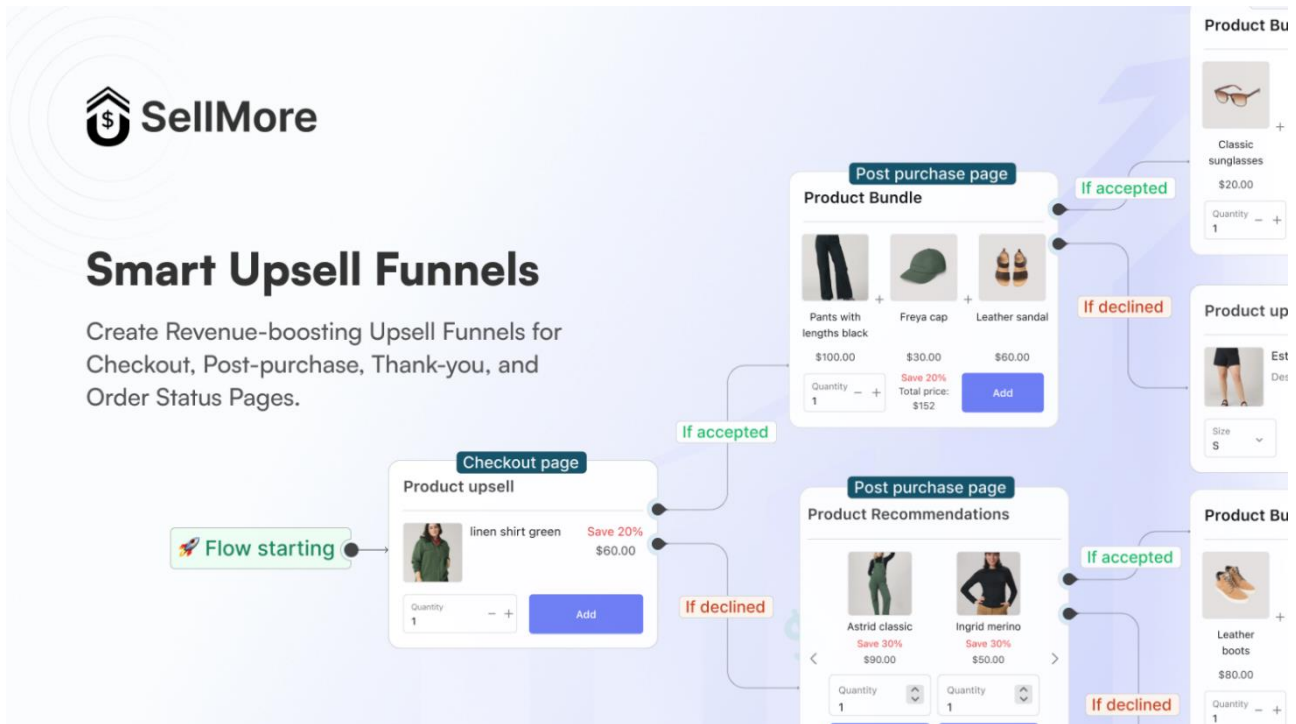
CIN: U72100GJ2017PLC098473

Registered Office: 1st Floor, Plot No. 240, C. S. No. 1730, Nehru Nagar, L. H. Road, Sy No. 46/A+2, Tps-4, Surat – 395006, Gujarat, India

Phone: +91 76000 84536;

Email: compliance@identixweb.com

DETAILS OF THE PRODUCT



APP INTRODUCTION:

SellMore helps Shopify merchants to earn more from every order by showing smart upsells & cross-sells after purchase. Below are **key features, its usage and benefits of SellMore to Shopify Merchants**.

FEATURE LIST:

- AI upsells, recommendations & bundles to boost conversions & revenue
- Checkout page upsells & cross sells to boost order value(Shopify Plus Exclusive)
- Multiple products can be added to pay now from post purchase page
- Detailed analytics to see top-performing templates & funnels to optimize sales
- Works on checkout page, post purchase page, thank you page & order status page

WHAT THIS PRODUCT IS USED FOR:

- To increase Average Order Value (AOV) by showing customers extra offers after they complete checkout.
- To create one-click upsells, cross-sells, and bundles on:
 - ❖ Checkout page (Shopify Plus stores only)
 - ❖ Post purchase page
 - ❖ Thank you page
 - ❖ Order status page

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So basically, when a customer finishes buying, they instantly see related products or upgrades they can add in one click without re-entering payment details.

BENEFITS OF THIS PRODUCT:

1. **Boosts Revenue per Order** - Approx. Customers spend 10–30% more by adding recommended products during/after checkout.
2. **No Extra Ads Spend** - Revenue increases from existing customers without spending more on marketing.
3. **Personalized Offers** - AI-based recommendations & bundles encourage customers to buy what fits their purchase.
4. **Faster Checkout Experience** - With one-click upsells, buyers don't need to re-enter details—just accept the offer.
5. **Full Funnel Coverage** - Works across checkout, post purchase, thank you, and order status pages.
6. **Built-in Analytics** - Helps track top-performing templates & funnels so that Merchant can optimize offers.
7. **Quick Setup & Support** - Easy to install, with templates and customer support to launch upsell funnels fast.

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