

# Daraz Bangladesh

Company Profile



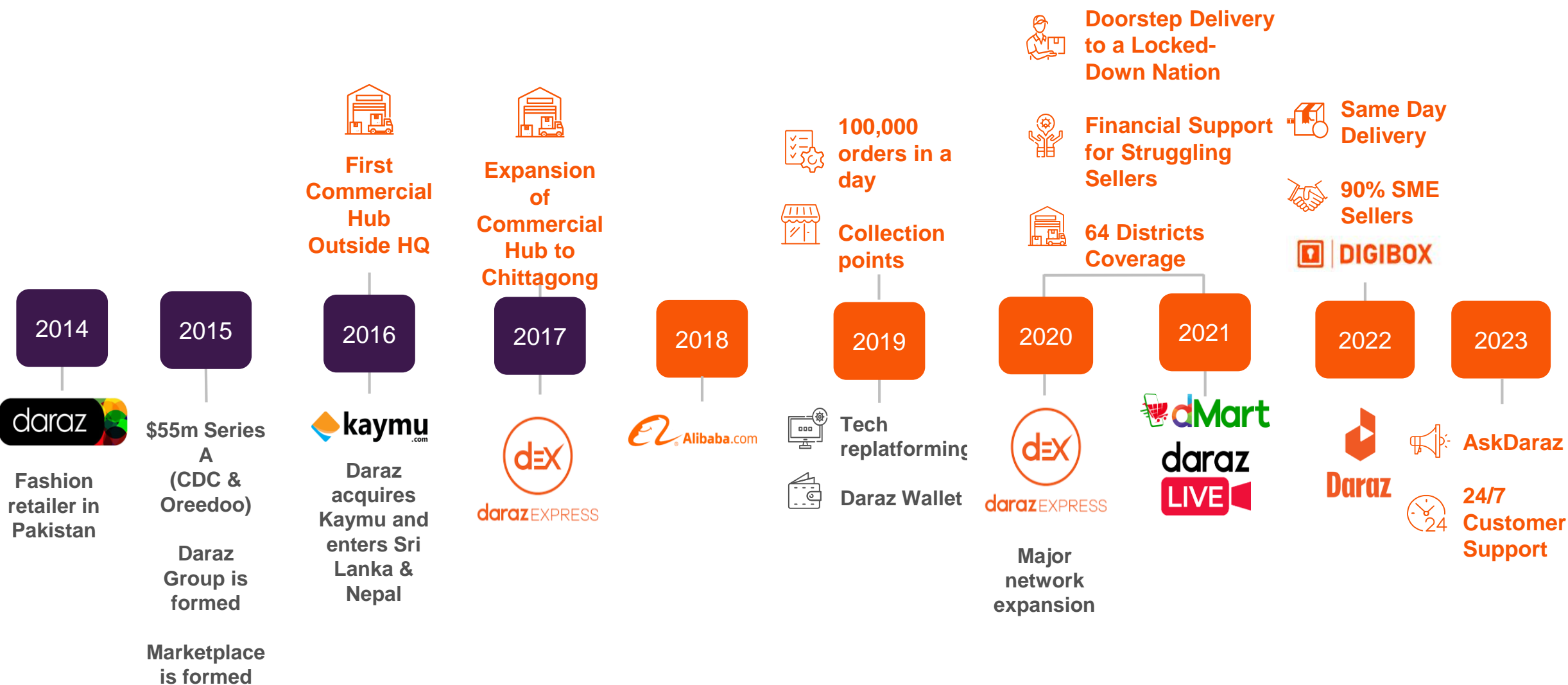
## Summary

Daraz Bangladesh is the leading online marketplace in the country, offering a diverse range of products from electronics and fashion to groceries and household items. Founded in 2012, Daraz has quickly become a household name, providing millions of customers with convenient shopping experiences and access to thousands of local and international brands. With a user-friendly platform and a seamless delivery network, Daraz is committed to transforming the way Bangladeshis shop online. Backed by Alibaba Group, Daraz continues to innovate and expand its offerings, driving e-commerce growth in Bangladesh and empowering sellers to reach a wider audience.

### Adding value to the Ecosystem

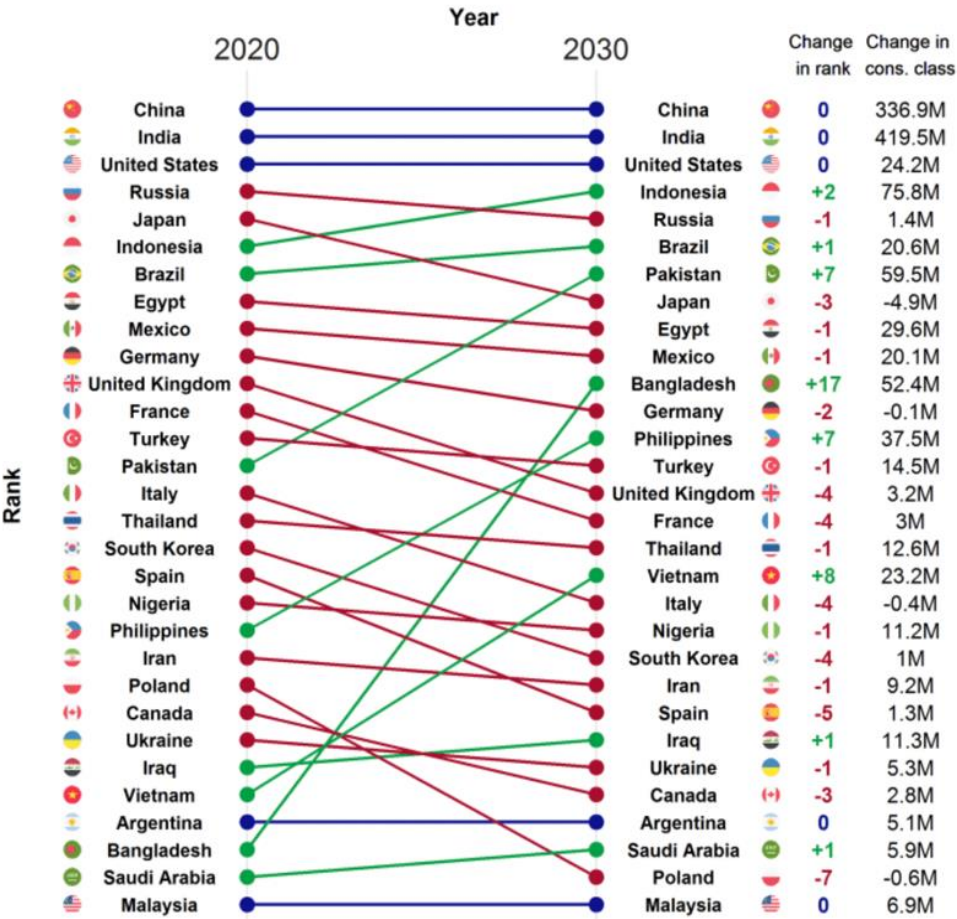
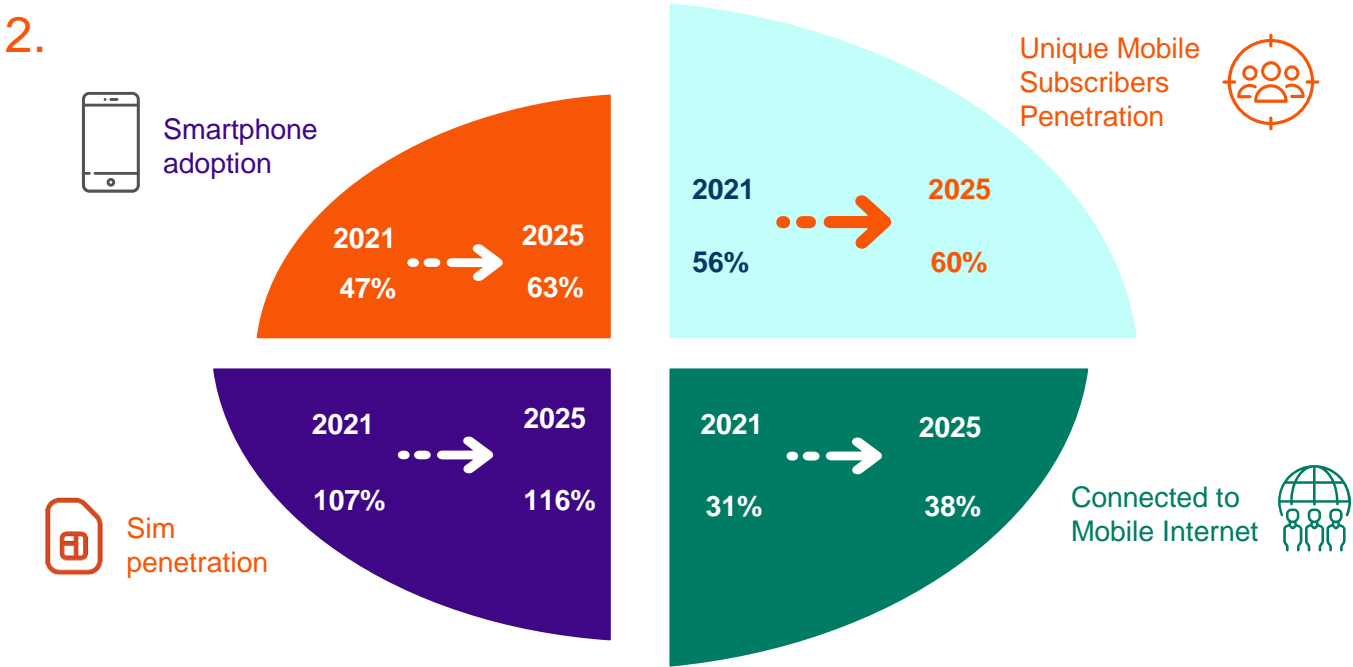
<b>90%</b> SME Seller <b>45000+</b> Sellers <b>5000</b> Sellers trained/Week	<b>44%</b> Off <b>Free</b> Shipping <b>50%</b> First Time Prepayment Voucher	<b>12</b> Banks <b>2</b> MFS <b>35%</b> Online Payment	<b>3</b> Logistics Partners <b>680</b> Vans <b>35%</b> Online Payment	<b>8000</b> Workforce <b>50%</b> Youth <b>3500</b> Riders
<b>Uplifting Entrepreneurs</b>	<b>Enhance Consumers Monthly savings</b>	<b>Adoption of Digital Payment</b>	<b>Revolution in Logistics</b>	<b>Employment Opportunities</b>

# Daraz Bangladesh's journey



# ONE OF THE FASTEST GROWING CONSUMER CLASS IN THE WORLD

Landscape overview



Source: 1. World Economic Forum, consumer class defined as people who spend more than \$11 (in 2011 PPP dollars) per day, 2021  
2. GSMA, The Mobile Economy Asia Pacific 2022



Uplifting communities through the power of  
Commerce