

Unbox the possibilities



EXPLORE POSSIBILITIES BEYOND A SINGLE TAP

Daraz is the leading online marketplace in South Asia, empowering tens of thousands of sellers to connect with millions of customers. Daraz provides immediate and easy access to 10 million products in more than 100+ categories and delivers more than 2 million packages every month to all corners of its countries. Daraz is a mall, a marketplace, and a community for its customers.

UNCOVER YOUR OPPORTUNITIES

It is also a university for entrepreneurs, and every month it educates more than 5,000 new sellers on e-commerce operations.

ENABLE ENDLESS OPPORTUNITIES

In 2018, Daraz was acquired by Alibaba Group and is proud to carry its part of the mission to 'make it easy to do business anywhere in the era of the digital economy. As part of the Alibaba ecosystem, Daraz is leveraging Alibaba's global leadership and experience in technology, online commerce, mobile payments, and logistics to drive growth in its markets.

there's a review & rating option that helps the customers to find reliable sellers and products.

ABRIDGE MILES

Daraz also came up with collection points (pick up points) where the customer can avail their products from the nearest Daraz hub. This way the customers need not pay the delivery charge. Daraz already has 88 hubs in 64 districts of Bangladesh.

ACHIEVE HAPPINESS, JOY, CONNECTION

Another initiative by Daraz is-'Fan Meet', where the top management of Daraz face the customers and answer all their queries. Daraz top management has traveled to 64 districts of Bangladesh to face the customers.

logistic service to ensure swift delivery and to fulfill maximum customer satisfaction. With 88 Hubs in 64 districts and 166 Collection Points Daraz Bangladesh is fulfilling customer's orders through both local & global sellers.

THINK BEYOND LIMITS

Daraz Store: Daraz Store is an offline-online concept to take e-commerce to untapped rural and semi-urban markets where internet penetration and trust on e-commerce is minimal. Through Daraz Store, we try to reach

free WiFi zones in village markets to help customers and sellers get access to Daraz. The objective is to serve a customer base in rural areas and on-boarding local products on our website.

CONTINUOUSLY INNOVATE

In our pursuit of excellence, we are always looking for better, faster and smarter ways to stay ahead of the needs of our sellers and customers identifying new ways to enhance their experience. We remain humble and never expect that what's good

and preferences. Daraz is a place where all of us can have the courage to be the best version of ourselves and stand up for what we believe in through a culture of openness. To our sellers and customers, we live to create a memorable and personalized experience that inspires their uniqueness.

DELIVER ON OUR PROMISE

If we say we're going to do something, we do it. Our commitment to deliver on our promise forms the basis of everything we do at Daraz.

It might not always be easy and we might have to move mountains but we make it happen. We are known to our colleagues, sellers and

electronics to household goods, health & beauty, fashion, sports equipment, automotive & motorbikes, groceries, Babies & toys, watches & accessories, tours and travels. Focused on providing an excellent customer experience, it also offers multiple payment methods including cash-on-delivery and prepayment, comprehensive customer care and hassle-free returns.

REINVENT MINDSETS

Daraz invested Tk 500-crore in 2020-2021 on developing the company's logistical infrastructure to provide a smoother e-commerce experience to the customers.

WELCOME TO OUR WORLD, YOU'RE WELCOME TO STAY

Imagine a place that has everything you could possibly ever want or need. In shapes, sizes and colors that you've never seen before. A place that inspires you with all that is new and interesting.

Opening up a world of endless possibilities to explore.



those enough customers today will be good enough tomorrow.

who are habituated to purchase from traditional off-line shops. Daraz Stores promotes the brand to their customers and places orders on behalf of the customers. By this process, Daraz Store owners earn commission. Currently we have 8,294 Daraz stores.

EXPLORE AND DISCOVER

Daraz Village: Daraz Village is to connect rural people with e-commerce. Making

GENEROSITY OF SPIRIT

We go beyond our needs as individuals and as a business to positively impact the lives of others. We always consider the opportunity to make a difference in the broader community and how we can support one another outside of our day-to-day responsibilities.

MAKE IT PERSONAL

We each have our own passions, personalities

customers as people who can always be counted on.

A PLACE WHERE YOU GET ENTERTAINMENT

Daraz has become the sponsor of Bangladesh Cricket Team (men's and women's) the Bangladesh a Team and the Bangladesh Under 19 Team-till 30th Nov, 2023

REDEFINE EXPERIENCES

Daraz Bangladesh has 41,000sellers, 600 brands, serving 5 million of customers. With 20 million products available, Daraz offers a diverse assortment of products in categories ranging from consumer

Passions to be deepened, newfound hobbies to be uncovered. A place that entertains you, moves you and connects you. To sellers far and wide. That's full of personal recommendations. That helps simplify your day. An immersive experience where you shop for products along the way. And they will arrive at your door the very same day. Find an app full of excitement, products you love helping you fulfill your dreams and enhance possibilities. In Daraz you will find Feeling of belonging, Loyalty, emotional connections . Welcome to our world, you're welcome to stay.

TO EXPRESS, TO GROW AND TO EMERGE

Enhancing the customer experience has always been one of Daraz's top priorities. Daraz app itself is a tool to enhance customer experience, as it is driven by artificial intelligence (AI) and knows what a customer wants. It has incorporated Instant messaging service on our app where the customers can instantly talk to the sellers of Daraz platform. Also,

Apart from these, Daraz has taken multiple initiatives to educate the sellers through Seller Summits, Seller Bootcamps, Seller Dingtalk Live etc.

REACH FAR BUT FEEL THE CLOSEST

Daraz Express is equipped with a comprehensive coverage ability with the capacity of daily 300,000+ plus nationwide delivery, monitored by 200 plus operators and delivered by 5000+ riders. In addition, Daraz Express has 450 vans and 1,800 bikes completely dedicated for providing



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