digikala

and Boomi Mahalli

Annual Report 2021–22

Annual Report on Digikala & Boomi Mahalli

2021–22

digikala | بومی‌محلی

Group photo: Some of the Human Resources team members at Vanak–Plaza office.

Preface

The third annual Digikala and Boomi Mahalli report for the year 2021–22[1] is publicly published focusing on data and the most important achievements of Digikala group, providing the audience with the possibility of transparent monitoring of services and functions. Boomi Mahalli was the most important movement of Digikala in the field of corporate social responsibility with the aim of empoweing local businesses, started life in Autumn 2021, bringing a set of new product supply to Digikala. This project is notable as it extends the development of Iran's e–commerce market to cities and villages located as far as thousands of kilometers away from the capital, which is described in a special section of the annual report 2021–22.

This report addresses the following:

- Global and national e–commerce market and the position of Digikala.
- The online purchasing behavior patterns of Iranian users and the best–selling merchandise items and brands in 2021–22.
- Marketplace, operations and logistics infrastructure and Digikala's performance in service provision to sellers and customers.
- The impacts of Digikala's technology infrastructure on improving e–commerce experiences.
- The impacts of Digikala on economic value creation throughout the country and the increase in production and sales of local products.
- How the project of Boomi Mahalli affected employment in rural areas and reverse migration to less developed regions.
- Digikala's actions in the fields of corporate social responsibility and sustainable development.

Digikala plays a key role in Iran's e–commerce market as one of the thousands of online stores in the country, providing over 7.5 million various goods, more than 250 thousand sellers in marketplace, nationwide commerce services and over 39.5 million monthly unique visitors to its website and application on average. Reports of this kind, would allow various businesses and brands to make better decisions on improving their sales and supply processes and optimizing their marketing and distribution policies. It also assists governmental decision–makers to have better estimations about the requirements and conditions in the fields of IT infrastructure and economy.

"Reporting by storytelling with data" is an approach that is adapted by Digikala Group which resulted in two specialized reports about online book sales and human resources in 2021–22. More specialized reports are to follow in 2022–23.

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1. The year 2021–22 covers from March 20, 2021 to March 21, 2022 and refers to the year of 1400 in Persian calendar.

Together We Have Reached the Third Generation of Digikala

Saeed Mohammadi, Cofounder and Chairman of Digikala

What is known as Digikala today, is resulted after over 15 years of ups and downs; Starting from the days of being a small online store when we used to handle all the process of supply, sales and delivery alone, to the current days that we provide services nationwide for all Iranian people in participation with tens of thousands of sellers, thousands of brands, technology and logistics corporations and of course, about ten thousand talented and enthusiastic colleagues. We had to get out of the previous formats in order to create the best customer experience. The decision on providing the marketplace platform was an exciting challenge for us. Collaboration with a variety of other Iranian sellers including large manufacturers and numerous local businesses, allowed us to provide an impressive increase in the diversity of our products; and at the same time, the enhanced capacities in other sections like technology, content, commerce and of course, operations and logistics, made Digikala the primary reference for merchandise search and purchase.

Together we have reached the third generation of Digikala, and developed an almost perfect ecosystem of digital economy. This synergy has always motivated us to establish more transparency, value creation and positive impacts on the digital economy. What could be more pleasing than making the social equity come true by providing everyone with equal access to online commerce? We will continue energetically towards our mission and welcome new challenges. Talents which made the Digikala, are precious resources for us and the whole Iran. We deeply believe that the development of Iran is in the hands of bright–minded and hopeful young talents.

digikala

We Will Continue to Develop the E–Commerce Ecosystem in 2022

**Hamid Mohammadi, Cofounder and Chief Executive Officer of Digikala**

Last year, was a difficult one for Iran's economy. A year which was still under the shadow of COVID–19 alongside the increased economic pressure. We learned a lot in 2021; COVID–19 taught us how to be expandable, to move towards creative methods of expandability and using new business models and smart decentralized solutions to have a much more extended presence in the country. This approach helped us with establishment of horizontal and vertical growth in collaboration with numerous business partners. In the vertical development, we focused on optimization and improvement of marketplace KPIs. Now, we are honored of being partnered with over 250 thousand sellers and 40 million customers. Also, we could take big steps in digital economy by designing new business models to fulfil the infrastructure requirements of various e–commerce areas. digiexpress, SMARTECH, digipay, Pindo, diginext, increased presence of rural suppliers, unveiling digikalaBUSINESS, digify, digicloud and Magnet were all the fundamentals of developing this ecosystem as parts of the e–commerce value chain.

In 2021–22, we stepped into a new experience of Digikala's decentralized logistics network, using distributed resources in collaboration with logistics business partners. Thereafter, we faced new challenges in rapid transformation model when digikalajet and first DarkStores started up. Improving the experience of customers and sellers was our main motivation for all these steps. We are still committed to look at challenges and issues from the audience point of view. We are aware that it is impossible to eliminate all issues; However, we believe that they could be significantly minimized by novel solutions and constant effort.

Digikala at a Glance
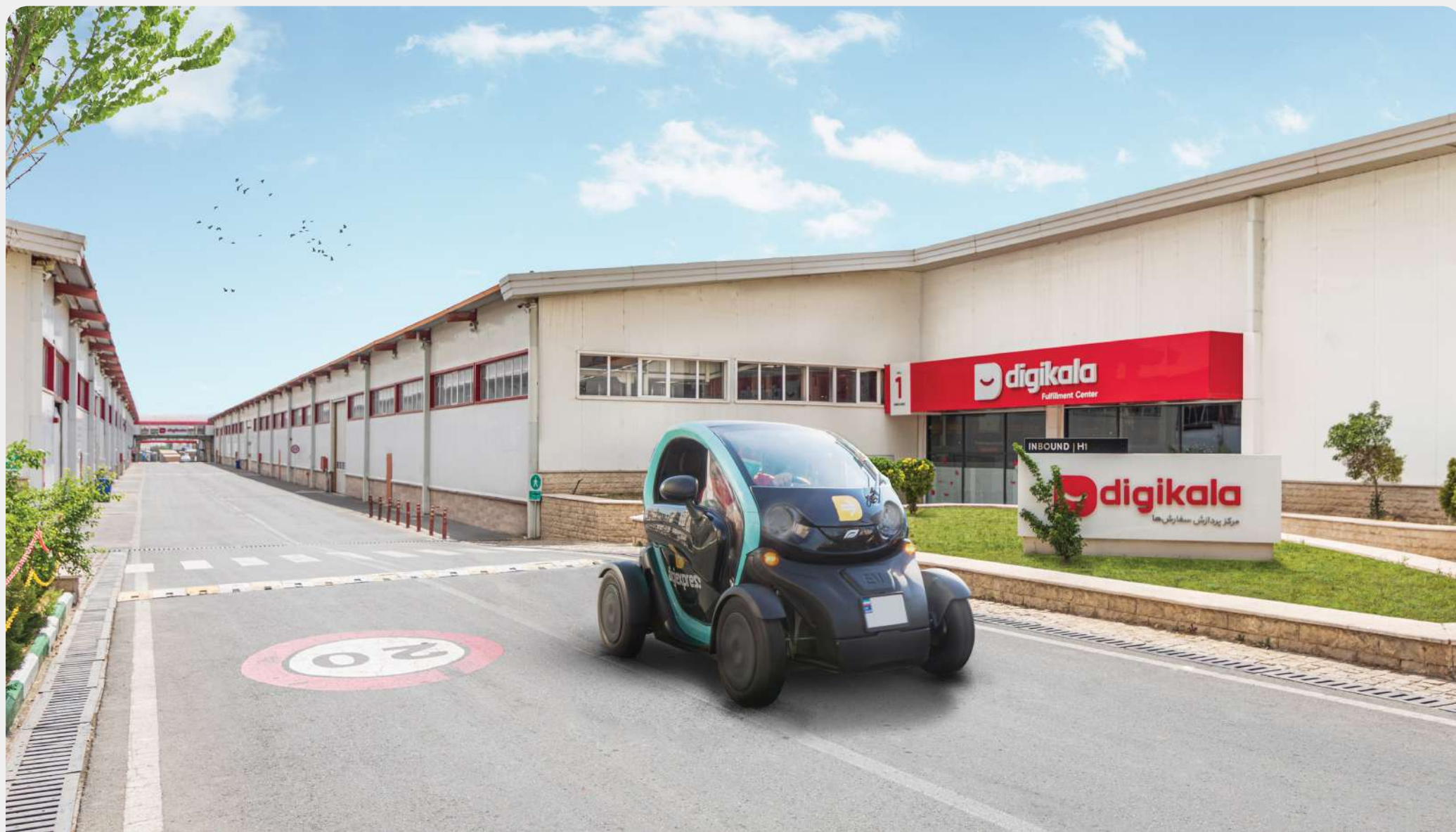
digikala
Group

Quick Commerce
digikala jet

Core E-Commerce
digikala

DIGISTYLE | idibo | digikala BUSINESS

دیجی‌کالا مهر | بومی محلی

Social Commerce
KOMODAA کمدا

Magnet

Pindo

Content	Logistics	Fintech	Innovation Center	Martech	Loyalty Platform	E-Commerce Solutions	Cloud Solutions
CONTENT FACTORY	digiexpress	digipay	diginext	SMARTECH	digiplus	digify	digicloud
digikalaMAG	GNNJE				digiclub		
SELLER ACADEMY	OPTIME						

Digikala by Facts and Figures

+39,500,000	**+249,000**	**+7,500,000**	**+8,700**
Monthly Unique Visitors	Sellers	Stock Keeping Units (SKUs)	Direct Employees
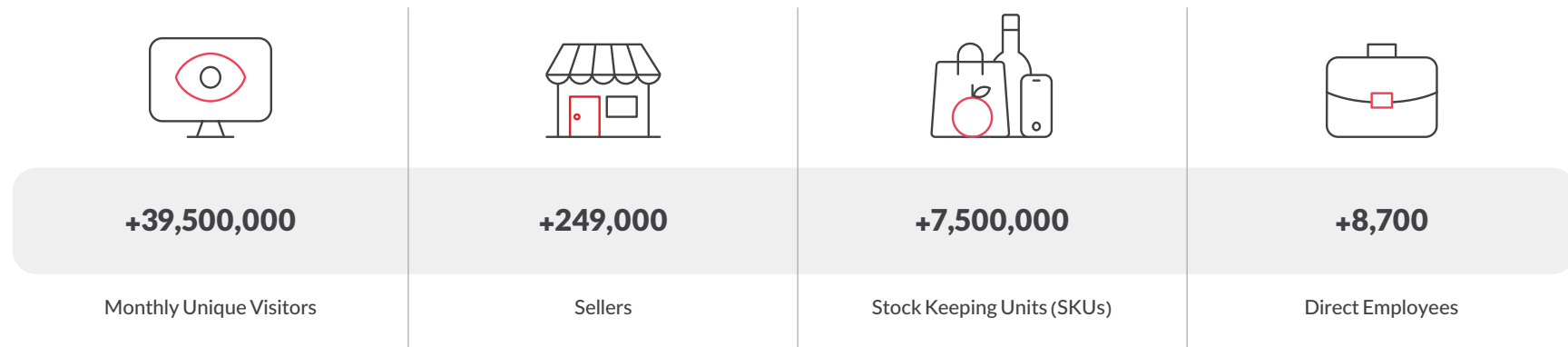
One of the 2020 Autumn Days in Digikala

+960,000	**+7,600,000**	**126**
Daily Fulfillment Capacity	Warehouse Capacity	Infrastructure Centers

12,884,004
Website and Application Sessions

6 minutes and 56 seconds
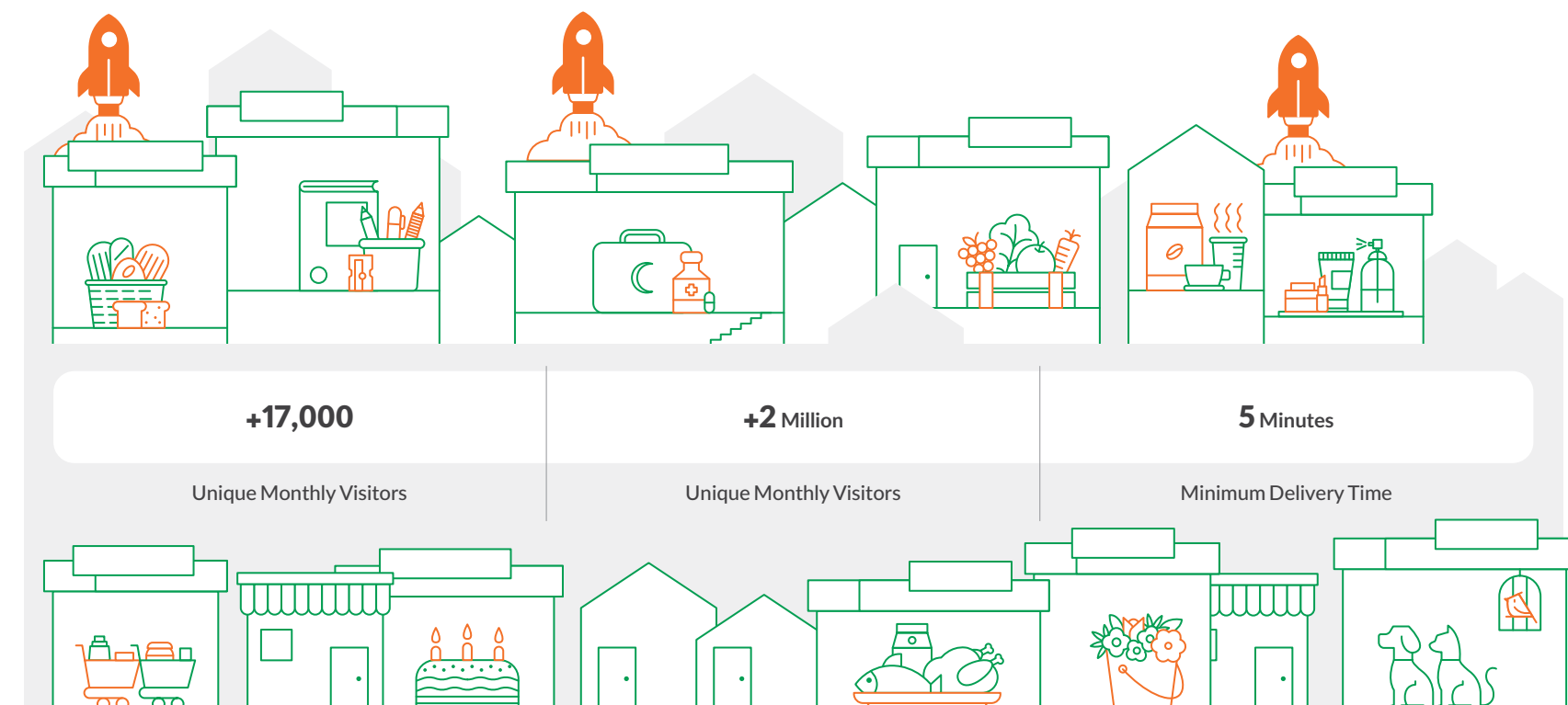Average Session Duration

1,267,206
Sold Items
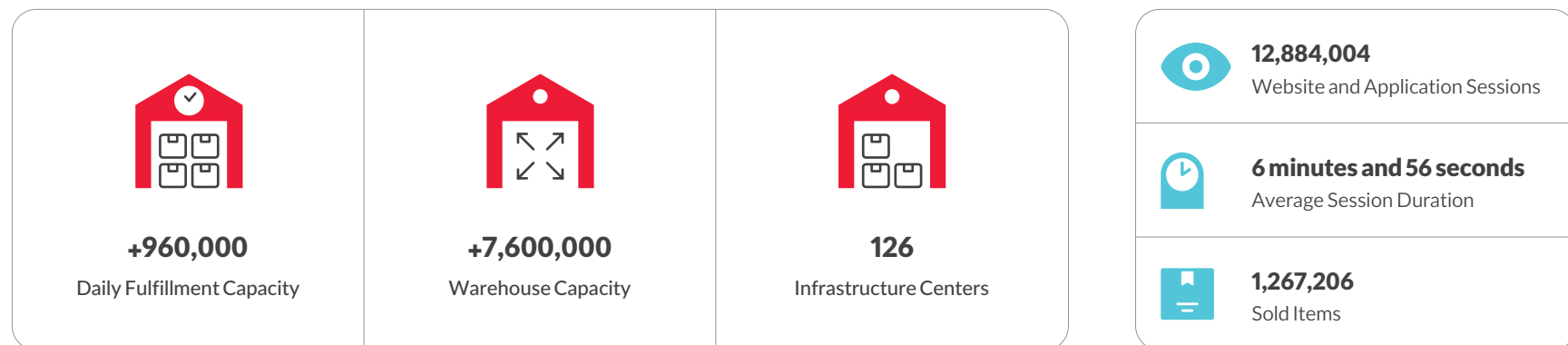
digikalajet; Order from Nearby Stores, Free and Fast Delivery

The vision of digikalajet is providing customers with their needs as quickly as possible and making an efficient and convenient shopping experience for a modern life. digikalajet is started to service in August 2021. Now, it provides products in categories of FMCG, drugs, bread, pastry, cafe, fruit, proteins and flowers which are supplied from two sources including collaboration with qualified stores and specialized stores called "JetMarts". digikalajet provides the fast–delivery experience to the customers in Karaj, Isfahan, Shiraz, Mashhad and Qom other than Tehran.

+17,000	+2 Million	5 Minutes
Unique Monthly Visitors	Unique Monthly Visitors	Minimum Delivery Time

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Fidibo; Digital Content Platform

Studying for everyone, every time and everywhere is the goal of Fidibo as the first and largest electronic audio–book and podcast platform in Iran. This platform has been successful in attracting book–lovers of various tastes relied on publication market. Living in the current high–speed life in an uninterrupted company with book has been made possible with Fidibo.

+3 Million	**+1,300**	**+130** Thousand
Application Installation	Active Publishers	Available Contents

digipay; Intelligent Payment Service Platform

digipay is focused on financial services and microcredits based on technology in order to realize financial comprehension as a goal. In 2021–22, digipay provided end–users with credit services, intelligent payment gateways and refund service for returned products. It also helped Digikala's sellers and suppliers with financial support services of supply chain.

35,000 Billion Rials	**282,000** Billion Rials	**10,000** Billion Rials
Refunded to customers for order cancellation under 24 hours in 2021–22	Transactions made through Digipay gateways in 2021–22	Microcredit's Value

digiexpress; Smart Logistics Infrastructure and Network

digiexpress supports the new–generation of e–business and has been able to provide services to Digikala Group and other business activists in different areas by establishing technology–based platforms and investing on startups in the logistics industry. Partner, Jet, Flex and Proxy are digiexpress services.

16	**+5.9** Million	**+13,800**
Metropolises supported	Delivers	Self–employe Drivers

diginext

diginext; Innovation and Investment Center

Talent acquisition and empowerment to address development of innovative technologies has made diginext a powerful innovation and investment center in the Digikala Group. Capital injection into startups, technology development, pre–acceleration, acceleration and educational programs are the main categories of diginext activities.

49	5	25
Invested Startups	Cutting–Edge Technology Products	Active Invested Startups

DIGISTYLE

DIGISTYLE; Online Fashion and Apparel Store

DIGISTYLE has become one of the first players in the field of fashion and apparel e–commerce in partnership with domestic and international brands sources. DIGISTYLE was focused on supporting national brands in the recent years.

+24 Million	+312 Thousand	2,500
Website And Application Vies In 2021–22	Stock Keeping Units (Skus)	Active Brands

KOMODAA

KOMODAA; Social Commerce Platform

KOMODAA is a social network where like–minded people – especially women – trade and interact out of the environmental concerns in the field of fashion and apparel by bringing excess clothing back into consumption cycle. Focusing on women's support for each–other and social and humanitarian responsibilities are KOMODAA's values along with trading.

1.3 Million	+200 Thousand	+4.5 Million
Application Installation	Seller Users	Products Offered

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SMARTECH

SMARTECH; Marketing Technology Solutions Platform

SMARTECH is based upon helping businesses with better users' behavior analysis and improved effectiveness of interactions with customers. Marketing automation, smart advertisement network, affiliate system and data collection platform are what SMARTECH offers businesses.

+2,150	1,075	+250 Million
Active Media in Affilio (Affiliate system)	Completed Campaigns in AdVerge (Smart Advertisement Network)	Message Sent with InTrack (Marketing automation)

digikalaMAG

digikalaMAG; Content Marketing Platform

digikalaMAG blogs make the heart of Digikala's content marketing. The team, administrates digikalaMAG and DIGISTYLEMAG blogs, digikalaMAG and DigikalaLifeStyle Instagram accounts. digikalaMAG–talent and big UGC campaigns are notable activities of this group.

35,000 Billion Rials	282,000 Billion Rials	10,000 Billion Rials
Refunded to Customers for Order Cancellation Under 24 Hours in 2021–22	Transactions Made Through digipay Gateways In 2021–22	Microcredit's Value

CONTENT FACTORY

Content Factory; Comprehensive Service for Specialized Content Production

Content Group has adopted new areas including Artificial Intelligence, automation and user–generated content – UGC – alongside providing product reviews and high–quality video production in order to further assist Digikala sellers and customers with new up–to–date content forms.

16	+5.9 Million	+13,800
Metropolises Supported	Delivers	Self–Employe Drivers

digikala BUSINESS

## Digikala BUSINESS; Intelligent Solution for Corporate Shopping

digikalaBUSINESS is the new B2B arm of Digikala Group started life in November 2021 to assist small and mid–size businesses and big corporates with their product supply. This service also provides an online platform for wholesaler purchases all over the country along with corporate shopping.

80%	+30 Thousand
Of Iran's Top 500 Big Corporations Were Digikala Business Users	Client Organizations
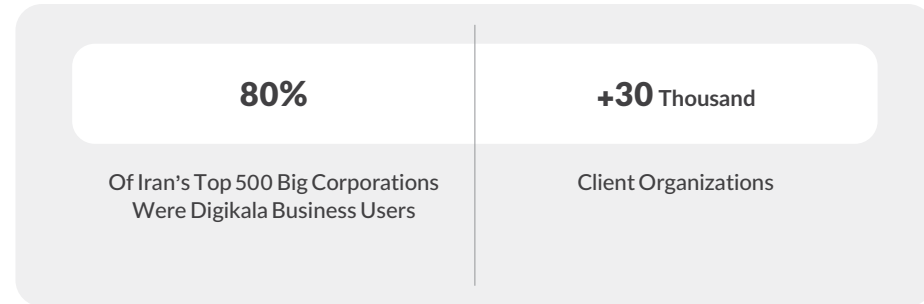
بومی محلی

## Boomi Mahalli; Empowering Native and Local Businesses

This is the Digikala's entrepreneurship project with the mission of introducing native and local products for sale, making the opportunity for Iran's local producers to be recognized and facilitating the access of customers interested in local markets. This project allowed people to benefit from the potentials of various products made by different ethnicities of Iran.

17	+34,400	+3,400
Local E–Commerce Support Centers	Stock Keeping Units (Skus)	Local Sellers
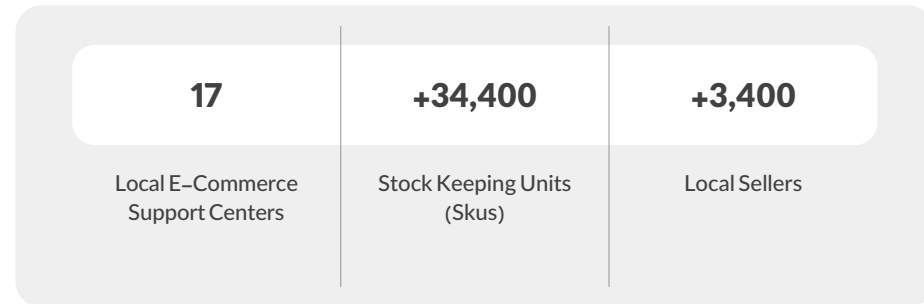
دیجی‌کالامهر

digikalamehr; Kindness, in a New Way

digikalamehr was established in October 2021, upon the mission of providing a convenient, transparent and reliable way of donation. It utilizes Digikala's potentials to supply and distribute products to charity organizations.

28,114	11.5 Billion Rials	5,253
Donated Products	Total Donations	Donators

digikala

OpTIME (logo)
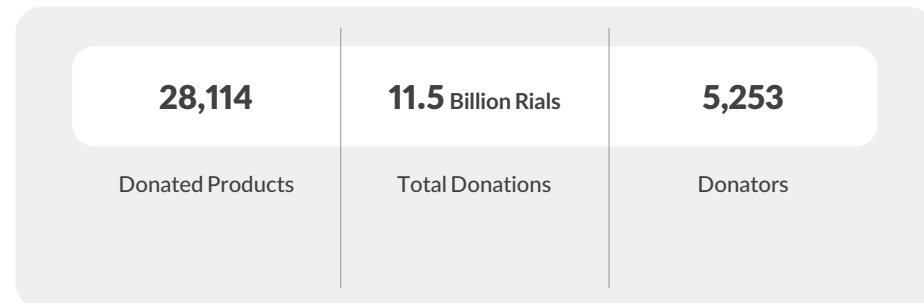
OpTIME; Navigation System, Based on Artificial Intelligence

OpTIME provide services to different businesses with the mission of intelligent optimization of delivery and transparent management of navigation system. OpTIME joined Digikala Group in 2020 to help with navigation automation and suggesting the best delivery routes using Artificial Intelligence. OpTIME algorithms use domestic traffic data, vehicle's weight and volume capacity and delivery time range to increase efficiency and minimize delivery time, shipping distance and delivery fleet numbers.

GANJE (logo)

GANJE; The Technology–Based Logistics Infrastructure

Customers can receive their orders at their preferred location and time with the help of smart urban shelves of GANJE. GANJE is a smart supplier of logistics infrastructure started life in March 2022 with the mission of value creation in the technology ecosystem by means of the 4th generation logistics software and hardware technologies. GANJE is able to provide different businesses with their required services. There are 10 Active sites of GNAJE in Tehran at this time, which will be followed by more sites in Tehran and other cities.

digify (logo)

digify; Comprehensive Growth Solutions Small and Mid–Size Businesses

Development of independent small businesses is the focus if digify in providing the service of building online shops. digify joined Digikala Group in March 2022 and assists small and mid–size online or offline businesses with marketing, logistics, payments, customers club and after–sale services. Any business can have its customized online shop by digify's online shop builder.

digicloud

digicloud; Fast, Secure and Stable Cloud–Based Service

digicloud was started in June 2021 with the goal of alleviating infrastructure concerns for all businesses and helping them with rapid development and optimizing the related price and time–costs. This service is able to prevent infrastructure issues using AI–based monitoring systems to anticipate requirements. Agility and expandability are of the most important privileges of digicloud. 10 company and departments of Digikala Group are using digicloud services at this time. digicloud is ready to provide service to customers out of the Digikala Group.

Pindo

Pindo; Online Advertising Platform

Pindo is a C2C service platform that allows customers to publish ads about their own products and services. Pindo is powered by Digikala and customers can utilize the world of Digikala's data and content needless of manually noting the products' details. It has facilitated the process of ad. submission, minimized the time needed and improved the user experience. The vision is making Pindo into a secure platform with applicable appropriate tools for helping sellers with facilitated commercial process.

Magnet

Magnet; User–Generated Contents About Products

Magnet is a Social Commerce platform started in April 2022. Magnet users can share their comments and experiences about product choices and purchases directly into their own specialized pages. Also, it is an appropriate platform for content creators and specialists to share their professional reviews on different products with millions of Digikala users.

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On the Lines of Iran

Digikala's Special Event, Introducing New Services and Products

There were some of products and services added to Digikala Group until March 2022 – End of the year 1400 in Persian calendar. Boomi Mahalli businesses, digiexpress, digikalajet, digikalamehr and Pindo were the last services established prior to the beginning of the new century – 15th century in Persian calendar, which all were prepared and started with the mission of addressing customers' various requirements. The "On the Lines of Iran" event was held for public introduction of these services and products in the Winter of 2022 with media presence. The reason for choosing the name "On the Line of Iran" was focusing on the importance of Iran's varieties and complexities and available potentials for creating common values all around Iran. On the Line with Iran, was Digikala's first major event after the reduction in COVID–10 restrictions in 2021 which hosted over 60 reports from official media and the ecosystem. The press conference part of this event was a proper chance for Digikala managers to have a face–to–face conversation with news–writers.

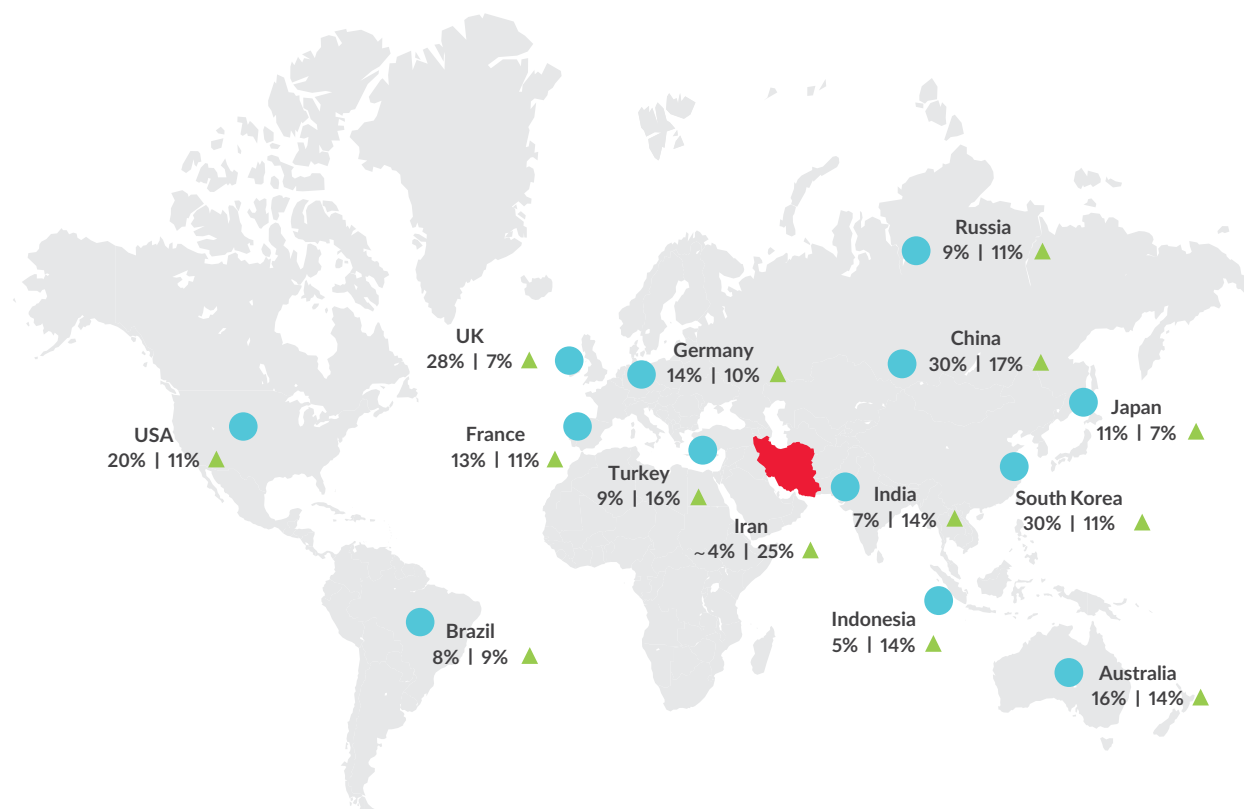Scan to watch the event.

This is a new layer for our **IRAN**

Online Retail in Some Countries in 2021

Russia
9% | 11% ▲

UK
28% | 7% ▲

Germany
14% | 10% ▲

China
30% | 17% ▲

Japan
11% | 7% ▲

USA
20% | 11% ▲

France
13% | 11% ▲

Turkey
9% | 16% ▲

Iran
~4% | 25% ▲

India
7% | 14% ▲

South Korea
30% | 11% ▲

Brazil
8% | 9% ▲

Indonesia
5% | 14% ▲

Australia
16% | 14% ▲

▲ Growth compared with the previous year

The online Share of Retail Trade in a Number of Selected Countries

🇨🇳	China	30%
🇰🇷	South Korea	30%
🇬🇧	UK	28%
🇺🇸	USA	20%
🇦🇺	Australia	16%
🇩🇪	Germany	14%
🇫🇷	France	13%
🇯🇵	Japan	11%
🇷🇺	Russia	9%
🇹🇷	Turkey	9%
🇧🇷	Brazil	8%
🇮🇳	India	7%
🇮🇩	Indonesia	5%
🇮🇷	Iran	~ 4%

Different resources might demonstrate different records as shares of retail trades in the countries. This report is based on the following:

– JP Morgan
– McKinsey
– Digikala's R&D and Finance department

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The online Retail Status in Iran

Number of Online Stores in Iran

Source: eNAMAD website

104,982

Online Stores with eNAMAD Symbol in Iran

+

Retail on Social Media

> Digikala is one on the dozens of online stores with eNAMAD symbol in Iran.

Online Retail Share of the Total Iranian Retail Market

~ 4%

Online Stores **+** Social Commerce Retail

96%

Offline Retail Share

Online Retail Share

Source: Digikala's estimates based on data from Iran's central bank, transactions of online businesses on Shaparak payment network and Digikala's share.

> The online share of retail sales in Iran has increased from 3.2% to 4% with 25% growth in 2021–22.

Some of Digikala colleagues in the Vanak–Plaza office

Digikala's NMV Growth for 2021–22

49%

Digikala's NMV in 2021–22 has grown 49% compared with the year before.

94%

During the past 10 years, Digikala's Net Sales (IRR) has averagely grown by 94% per year.

94%
Average Annual Growth Rate

49%
Growth Compared to Previous Year

Year

2011–12   2012–13   2013–14   2014–15   2015–16   2016–17   2017–18   2018–19   2019–20   2020–21   2021–22

"

Digikala's NMV face 49% growth during 2021–22. Iran's GDP in the last 9 months of 2021 has grown by 5.1%.
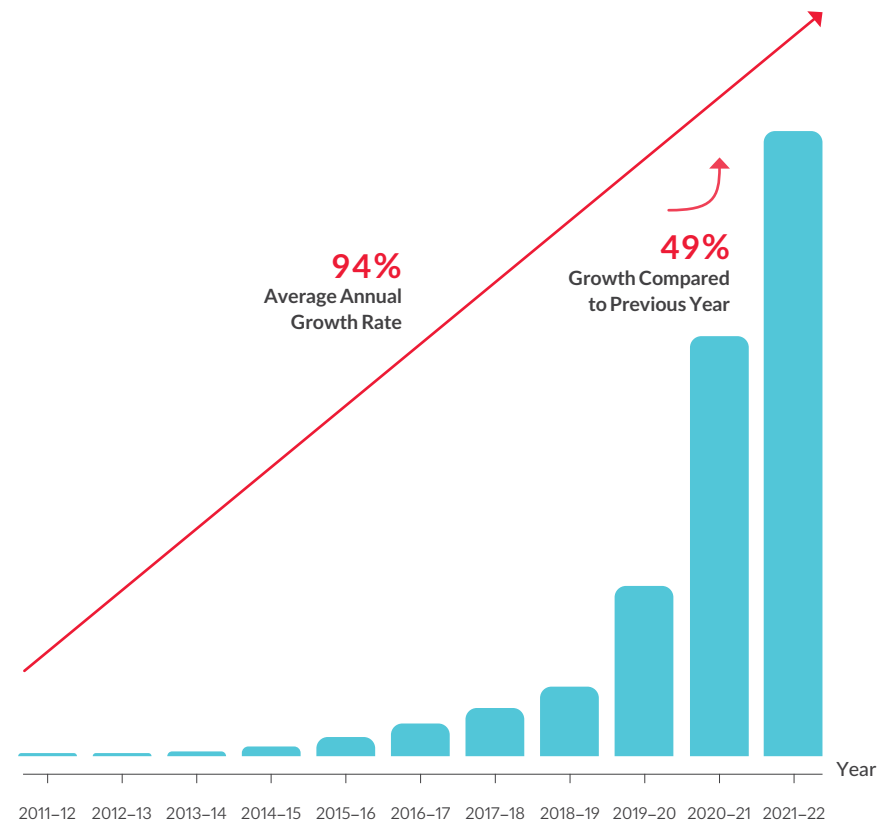
* NMV (Net Merchandise Value)

Digikala's logistic fleet site

Digikala's Geographical Extension

Geographical dispersal pattern of Digikala's customers and sellers, draws a sketch of Iran. Millions of customers (blue dots) and tens of thousands of sellers (red dots) are availed of the opportunity to trade on Digikala platform at identical prices all around the country.

■ Dispersal of Digikala Customers

■ Dispersal of Digikala Sellers

"

Access to identical services for all Iranians and availing producers of a nationwide market are advantages of developing online stores and a practical step toward .social justice
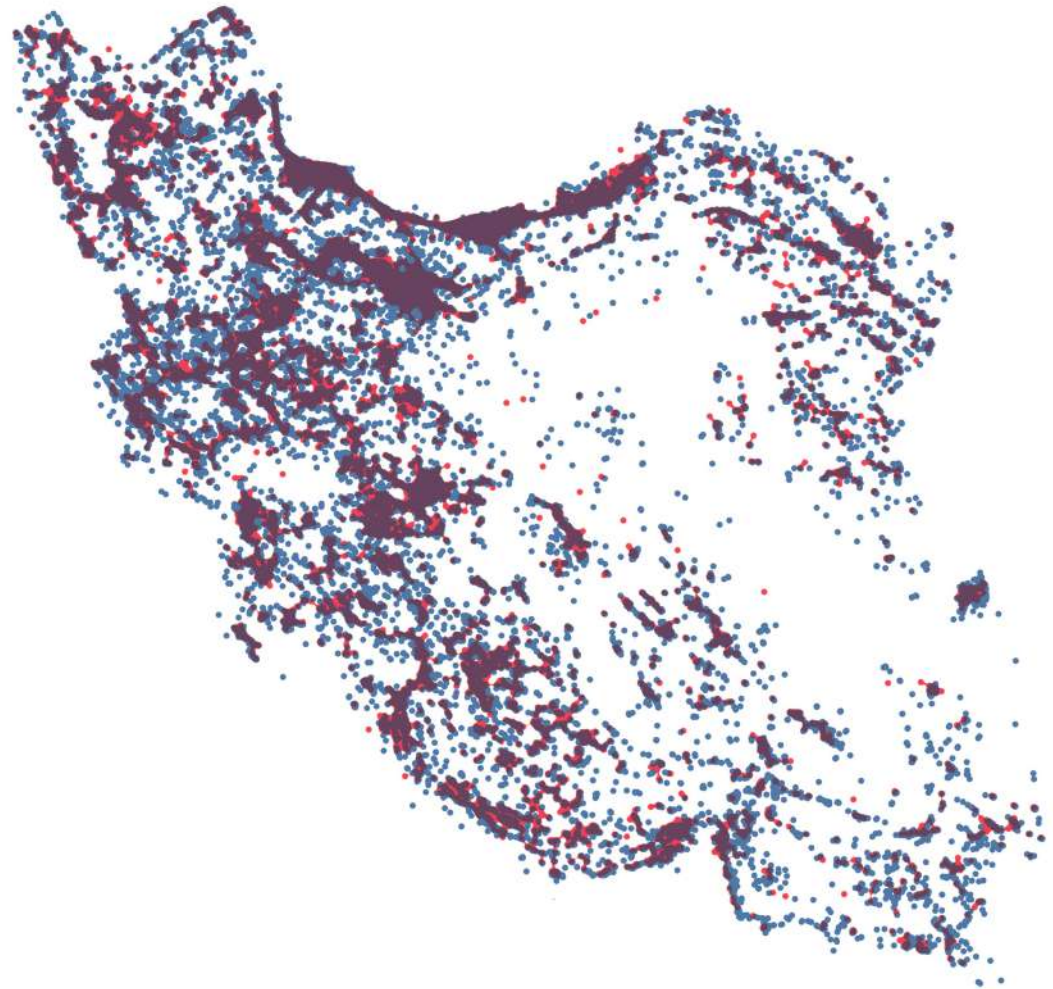
Danesh Fulfillment and Sortation Center, Robotic Parcel Sorter

Digikala's Collecting, Processing and Distribution Centers in 2021–22

Digikala continued to increase Distribution agencies in 2021–22 to accomplish a maximal coverage on customer orders' delivery. There were also walk–in delivery centers providing services to customers in some provinces. The development of supermarket goods distribution centers in other provinces is in progress.

- 🔴 Distribution centers
- 🔵 Collecting centers of sellers' goods
- ⚫ Distribution agencies
- 🟡 Mobile Hub for collecting seller's goods
- 🟢 Mobile Hub for collecting seller's goods
- 🔵 Sellers' walk–in delivery center
- 🚀 JetMarts

"

Digikala continued to develop its infrastructure and fulfillment capabilities across the country and by the year 2021–22 had set up 82 centers for distribution and after–sales services and 48 collecting centers for sellers.

Marand, Khosrow Shah, Tabriz, Ardabil, Orumieh, Malekan, Rasht, Gonbad Kavus, Shiravan, Langeroud, Pounel, Tonekabon, Zanjan, Nowshahr, Sari, Gorgan, Abhar, Qazvin, Babol, Nazarabad, Sanandaj, Hamedan, Saveh, Tehran, Kermanshah, Mashhad, West Islamabad, Malayer, Arak, Qom, Kashan, Ilam, Khorramabad, Isfahan, Maybod, Yazd, Ahwaz, Abadan, Mahshahr, Yasuj, Kerman, Bushehr, Shiraz, Zahedan, Bandar Kangan, Bandar Abbad

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Tehran

Danesh

Badamak

Shadabad

Digikala Infrastructure in Tehran

Digikala has three fulfillment sites in Tehran. Danesh fulfillment and sortation center, one of the largest in Iran and the region, is located on an area of 70,000 square meters and processes small and medium–sized orders. Meanwhile, Shadabad – 35 thousand square meters – and Badamak – 10 thousand square meters – centers are specialized for proccessing FMCG and large–scale items.

- Medium and Small goods fulfillment and sortation center
- Large–scale goods fulfillment center
- Supermarket goods fulfillment center
- JetMarts
- Customers' goods distribution center
- Sellers' goods collection center
- Mobile Hub for collecting seller's goods
- Walk–in delivery centers for sellers
- Walk–in center for order–delivery and return
- GANJE

“
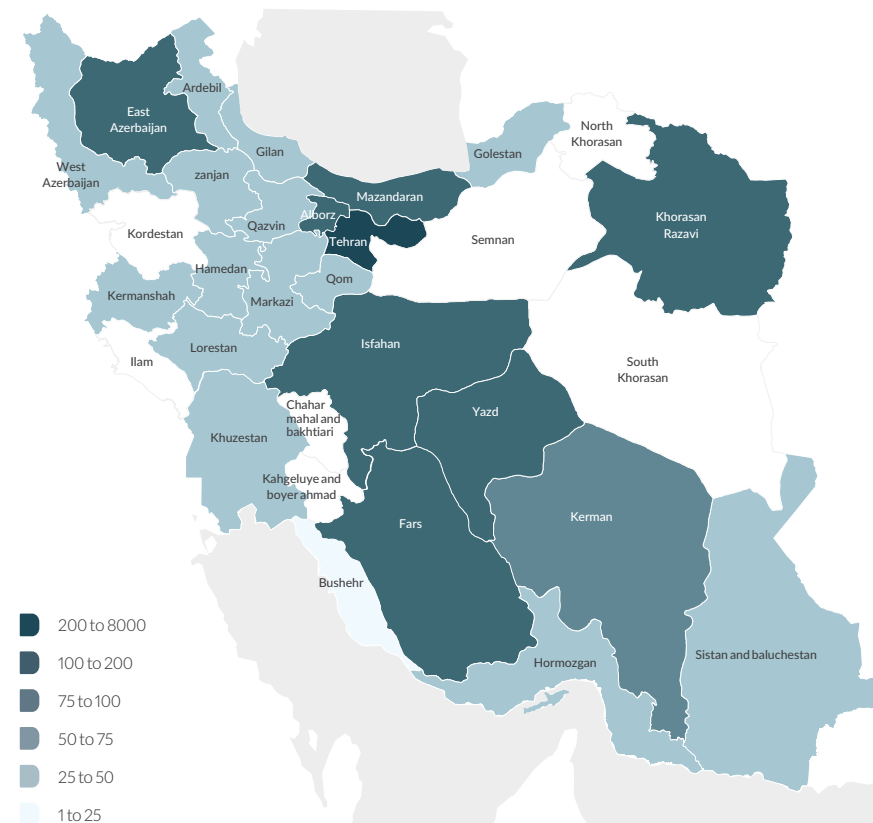
In 2021–22, Danesh Fulfillment and Sortation center was established which doubled the management capacity for order–delivery.

Geographic Distribution of Digikala Personnel

Digikala has more than 8,700 direct employees working in over 828 job categories in Digikala Group centers across 24 provinces. 30% of Digikala employees are Females. The highest numbers of personnel (around 76%) are concentrated in the sections of Distribution, Warehousing, Customer Service, and Content.

+8,700	+828
Direct Employees	Job Categories

Learn more on Digikala Human Resources Report for 2021–22

Legend

- 200 to 8000
- 100 to 200
- 75 to 100
- 50 to 75
- 25 to 50
- 1 to 25

Map labels: Ardebil, East Azerbaijan, West Azerbaijan, Gilan, zanjan, Golestan, North Khorasan, Mazandaran, Kordestan, Qazvin, Alborz, Tehran, Semnan, Khorasan Razavi, Hamedan, Qom, Kermanshah, Markazi, Lorestan, Isfahan, South Khorasan, Ilam, Chahar mahal and bakhtiari, Khuzestan, Yazd, Kahgeluye and boyer ahmad, Fars, Kerman, Bushehr, Hormozgan, Sistan and baluchestan
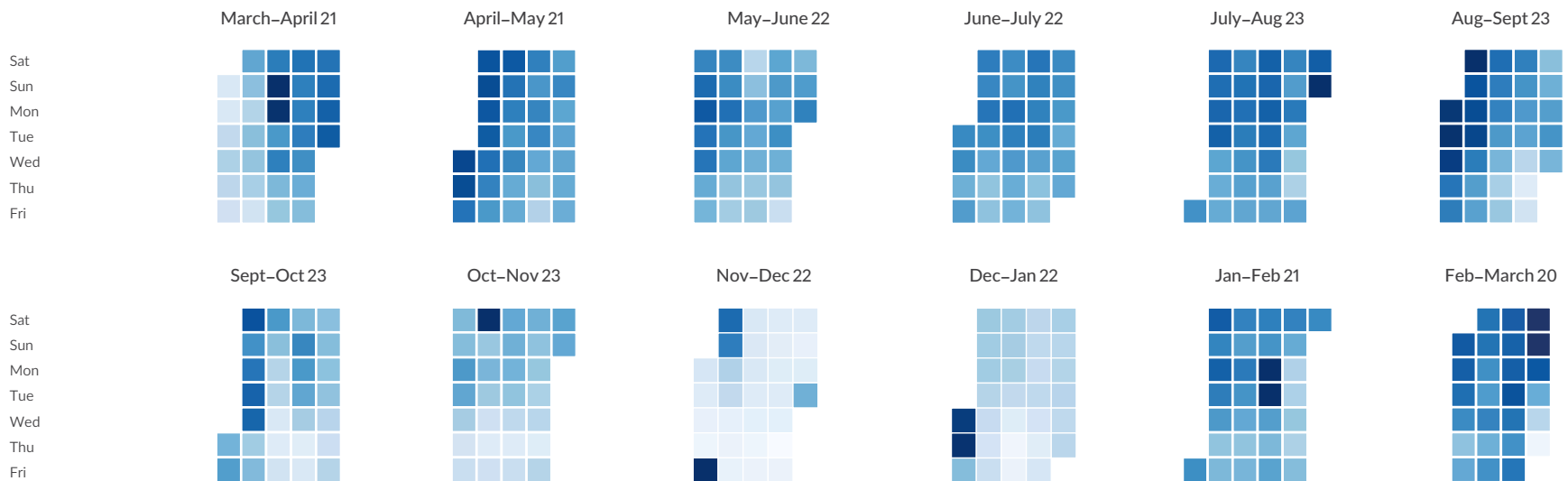
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The last D–Talk in Spring 2022 with Mohammadi twin Brothers, Digikala Cofounders at Vanak–Plaza office.
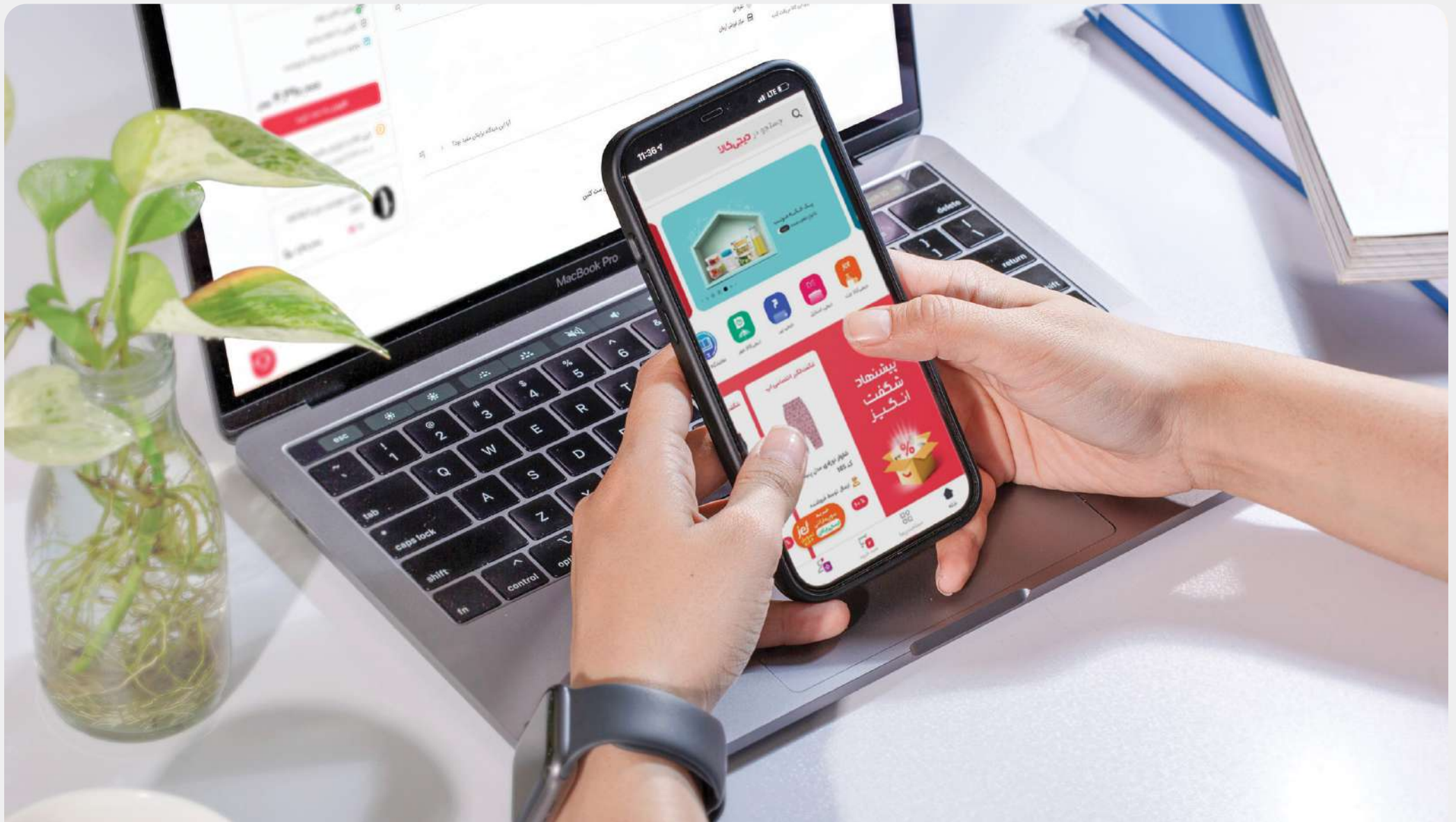
High Sale Days

Average order frequency on different days of the year 2021–22

Highest ▬▬▬▬▬ Lowest

> " The highest number of orders in 2021–22 was registered on November 26th – 28th at the campaign of "Black–Friday". There has also been a significant increase in the number of Digikala customer orders during the Yalda promotion on December 22nd and 23rd.
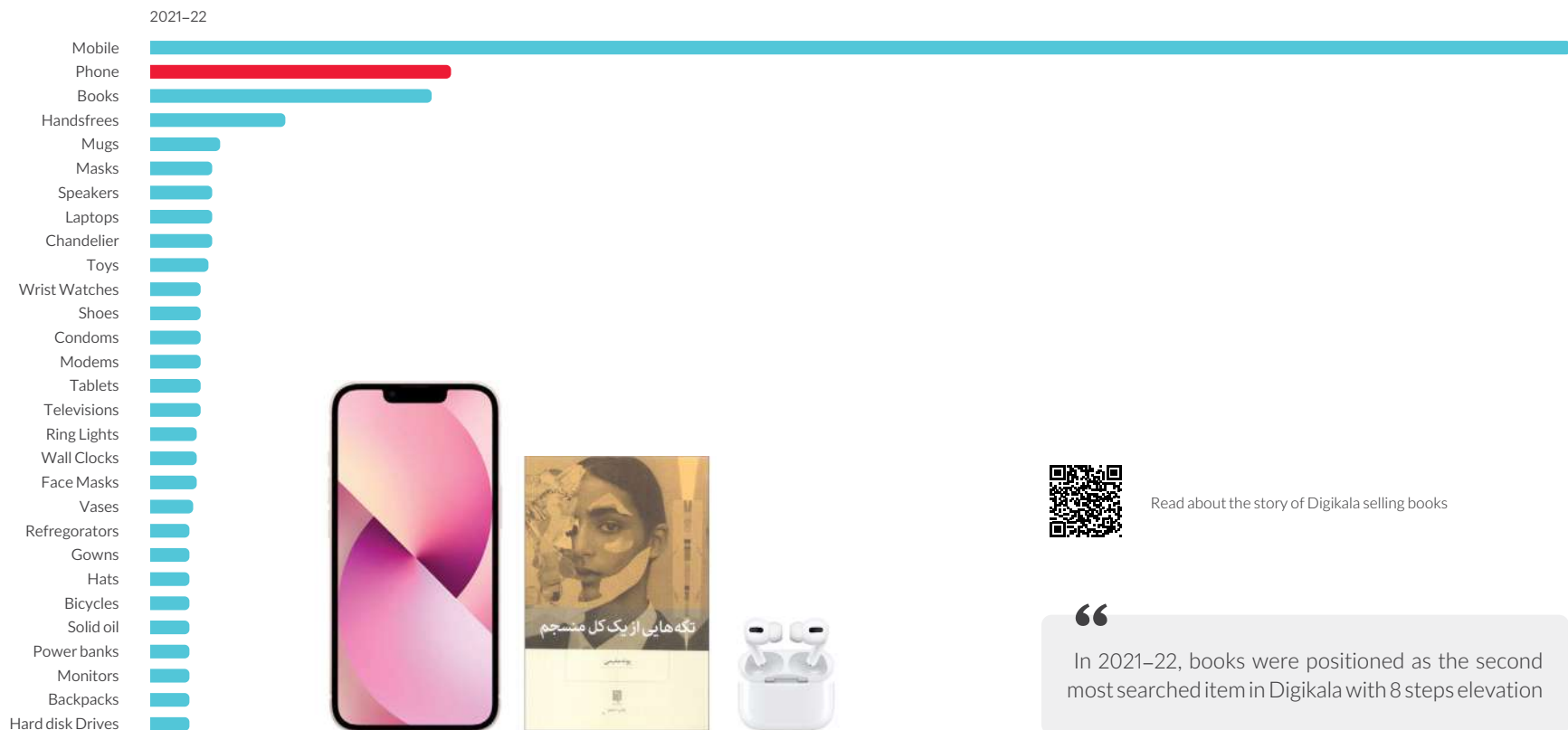
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The Best–Selling Hours of Digikala
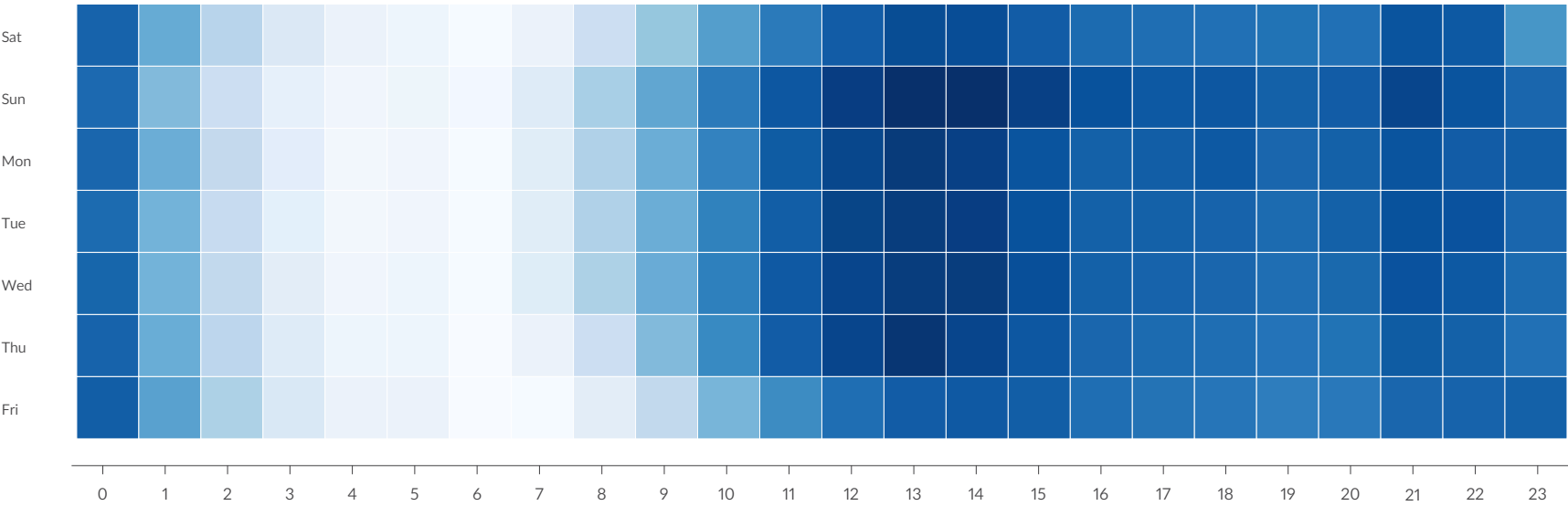
Average website visit frequency at different hours of the year 2021–22
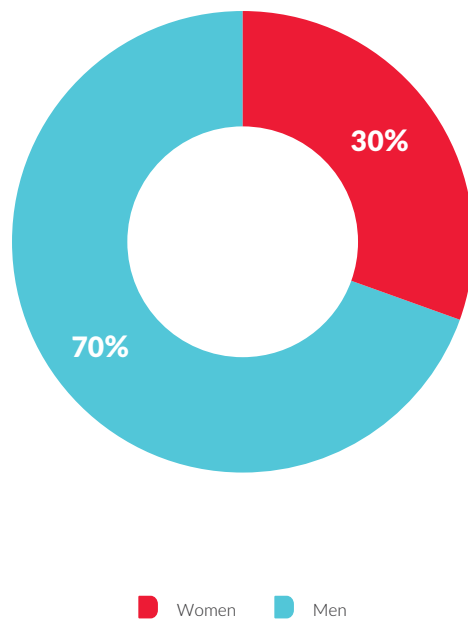
Highest   Lowest

Most Searched Items

Searching on Digikala is what Iranian users do almost automatically before any online or offline shopping. Examining the user searches on Digikala reveals a great deal about market and user needs. Therefore, Digikala's search engine has been upgraded and can well be considered as the number– one choice for user purchases.

2021–22

Mobile	
Phone	
Books	
Handsfrees	
Mugs	
Masks	
Speakers	
Laptops	
Chandelier	
Toys	
Wrist Watches	
Shoes	
Condoms	
Modems	
Tablets	
Televisions	
Ring Lights	
Wall Clocks	
Face Masks	
Vases	
Refregorators	
Gowns	
Hats	
Bicycles	
Solid oil	
Power banks	
Monitors	
Backpacks	
Hard disk Drives	

Read about the story of Digikala selling books

"

In 2021–22, books were positioned as the second most searched item in Digikala with 8 steps elevation

digikala

Shipping Frequency by Gender

30%

70%

■ Women   ■ Men

" 30% of the total users of Digikala have been female and 70% have been male.

User Age Group Breakdown

Over 65 Years Old

55–64 Years Old

45–54 Years Old

35–44 Years Old

25–34 Years Old

18–24 Years Old

Below 18 Years Old

0%   10%   20%   30%   40%   50%
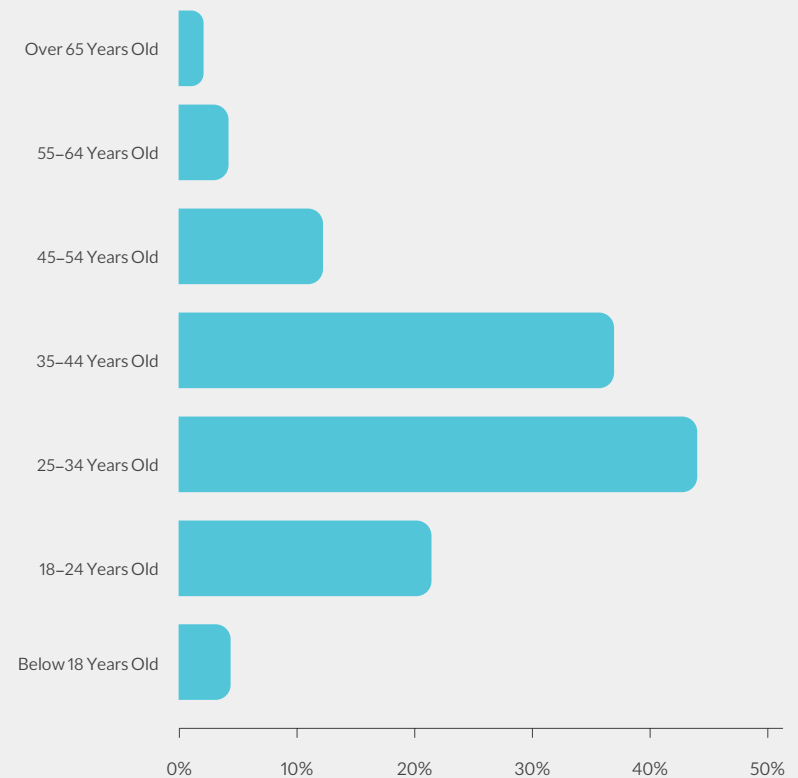
" Most of the Digikala users come from generations Y and Z

Users' Shopping Access

The Share of Different Tools in Total Visits
- 12.4%
- 20.9%
- 66.7%

The Share of Different Tools in the Number of Orders
- 15.6%
- 18.4%
- 66%

The Share of Different Tools in the Sales Amount (Rials)
- 21.7%
- 17.8%
- 60.5%

0%   25%   50%   75%   100%

- Mobile Application
- Mobile Web
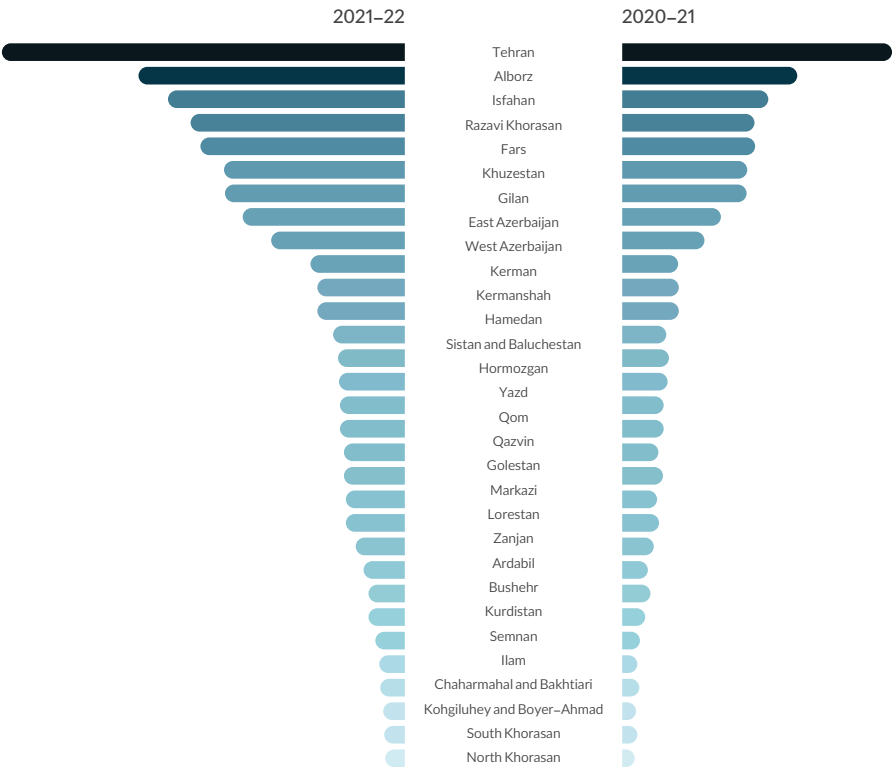- Website
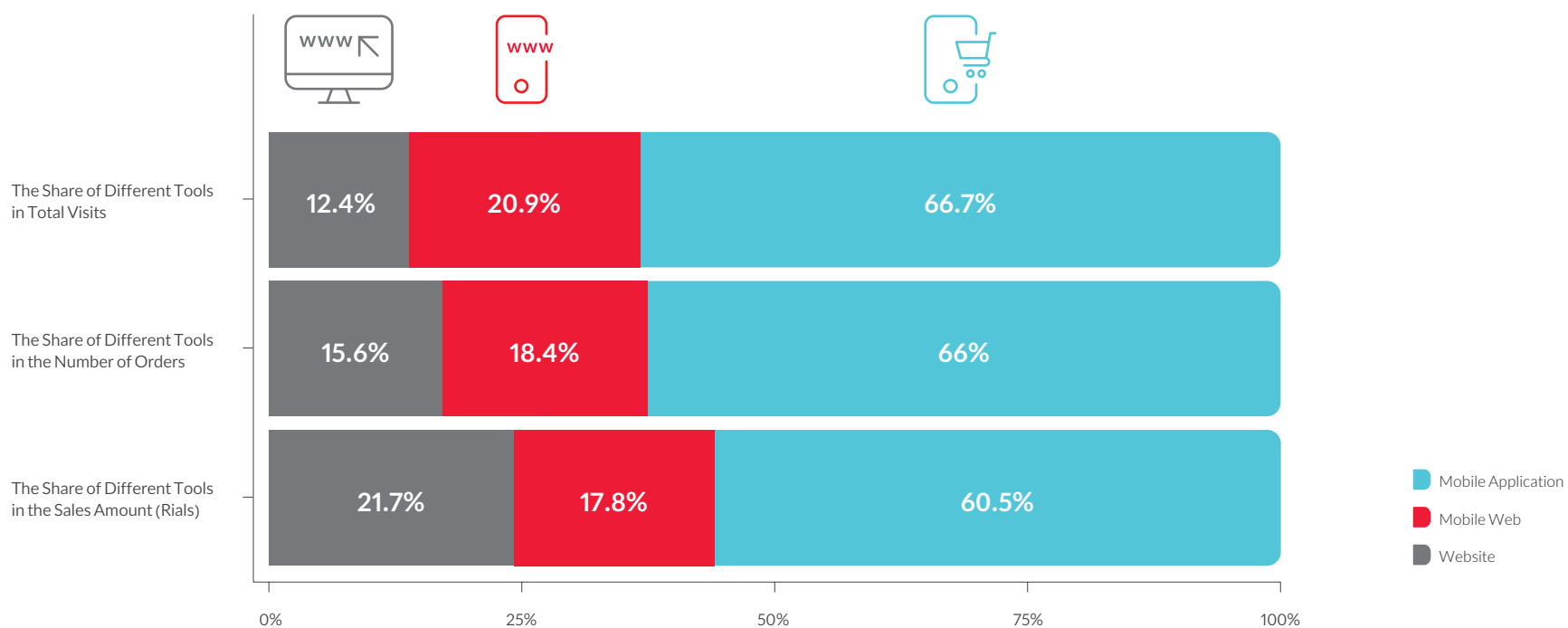
" Digikala Application usage has been dramatically increased compared with the last year.

digikala

Highest and Lowest Shopping Frequencies Province–Wise

2021–22   2020–21

Tehran
Alborz
Isfahan
Razavi Khorasan
Fars
Khuzestan
Gilan
East Azerbaijan
West Azerbaijan
Kerman
Kermanshah
Hamedan
Sistan and Baluchestan
Hormozgan
Yazd
Qom
Qazvin
Golestan
Markazi
Lorestan
Zanjan
Ardabil
Bushehr
Kurdistan
Semnan
Ilam
Chaharmahal and Bakhtiari
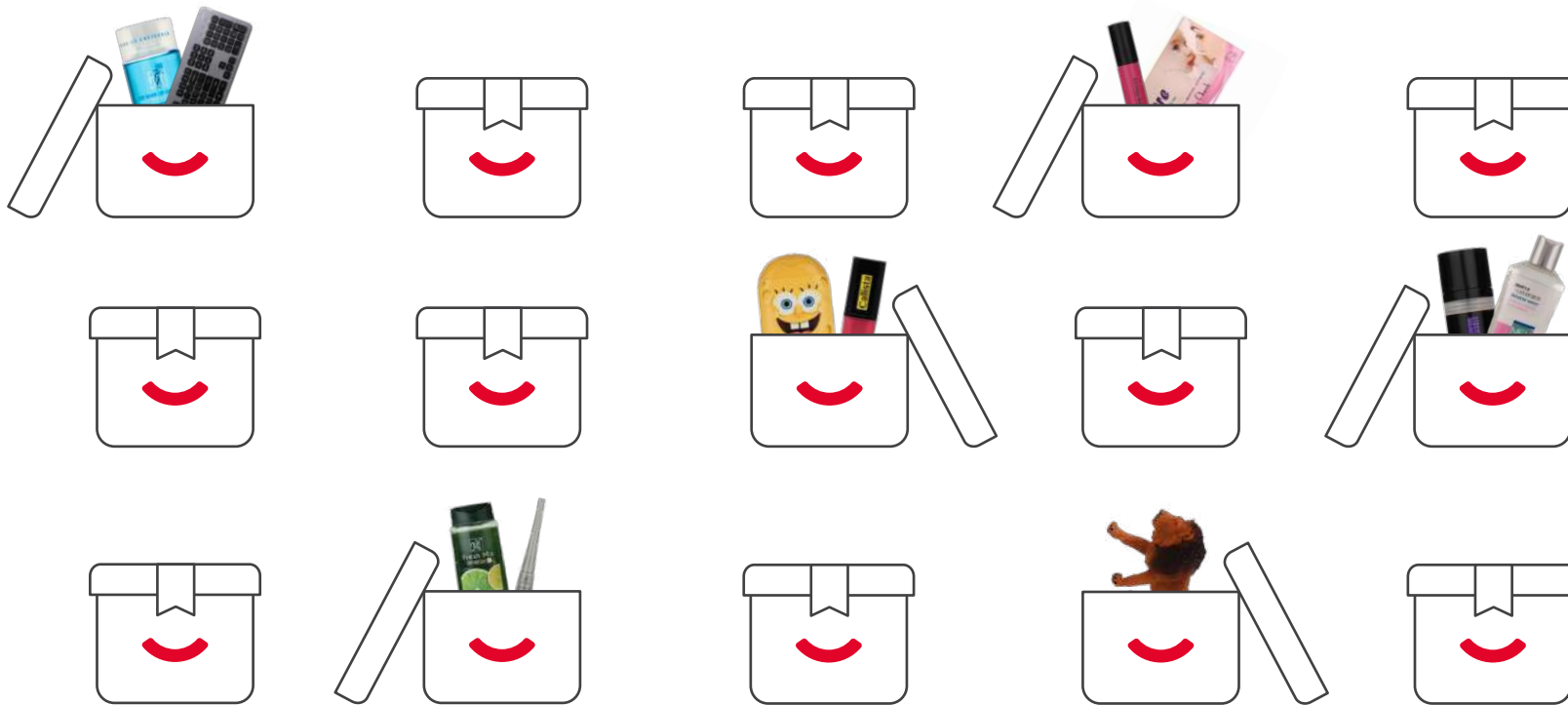Kohgiluhey and Boyer–Ahmad
South Khorasan
North Khorasan

> Customers from Tehran, Alborz and Isfahan had the highest shopping frequency in 2021–22.

The Best Shopper by Quantity

33,266 goods

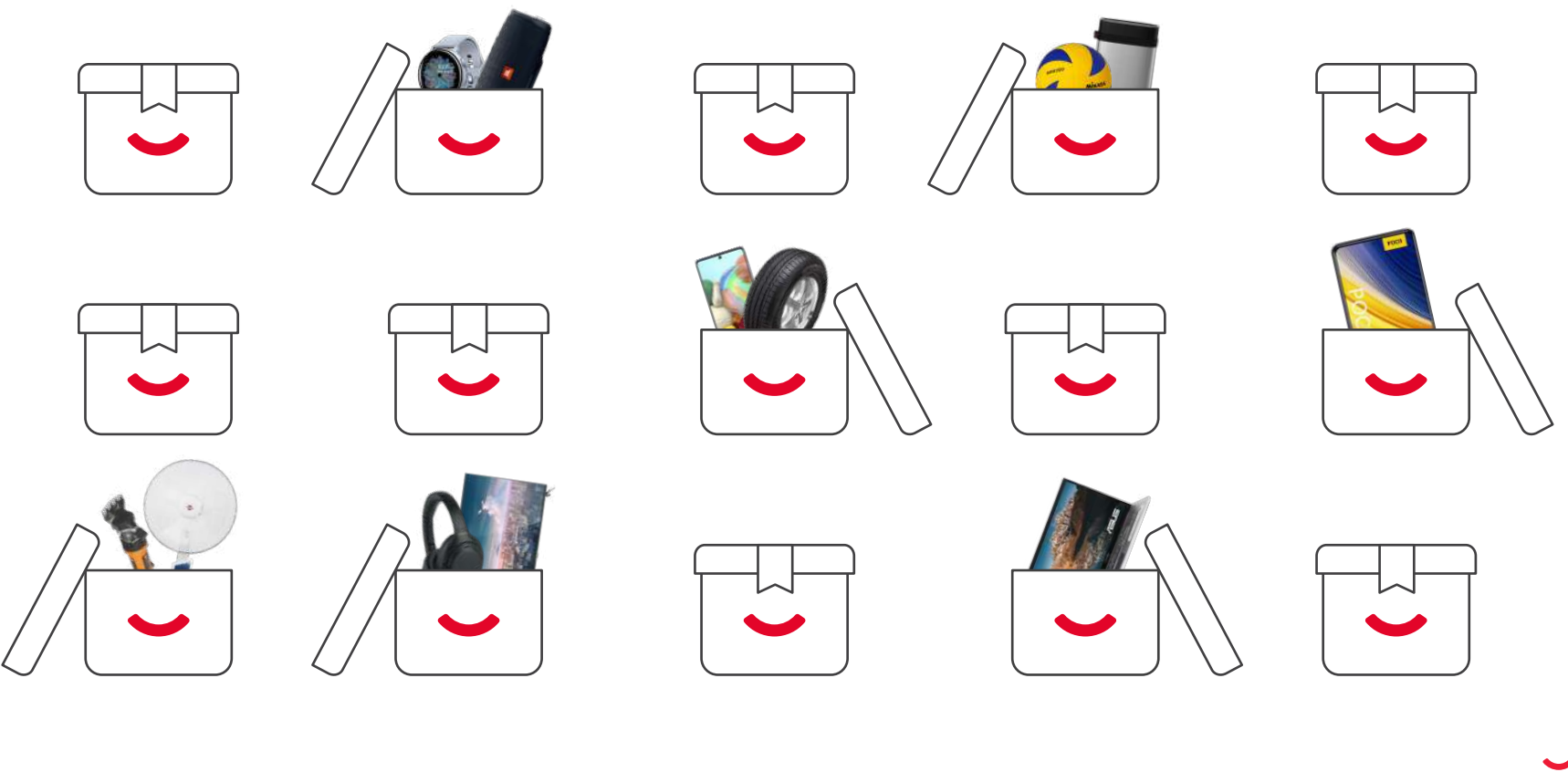The best Digikala shopper by quantity in 2021–22, has bought 33,266 items worth 338 million Rials.

The Best Shopper by Value

239 billion Rials   The best Digikala shopper by value in 2021–22, has bought 4,313 items worth 239 billion Rials.

User's Payment Method

digipay's credit shopping was one of Digikala's new services in 2021–22. In this pay–after project which was named "Buy Now, Pay Later" (BNPL) a credit would be assigned to the customer, so that he can use it to buy products and pay–back later in one or more installments.

Payment Method	Percentage
Gift Card	0/8%
E–wallet	5/1%
Credits	5/5%
Cash Payment	10/5%
Online Payment (IPG)	78/1%

> " More than 10% of payments in 2021–22 have been issued using credits or e–wallets.
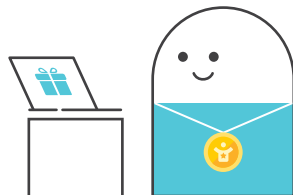
digikala

Danesh fulfillment center

digiclub **Digikala's Customers' Club**

Digikala's customers' club is a place where customers can register and follow some missions like purchasing, commenting for the purchased product, daily visits, shopping specified items, more than three purchases per month, etc. and benefit from prizes and specific discounts. In 2021–22 DigiClub presented several games such as Nahal–e–Omid, Olympic, 7Ganj, Ray–e–Barande, Chelle–Bazi, DigiPlay, etc. which users can achieve various prizes by playing them. Also, the Digikala's Customers' Social Responsibility Project in 2021–22, allowed users to assign their achieved points to help NGOs and assist implementation of effective social and environmental projects.
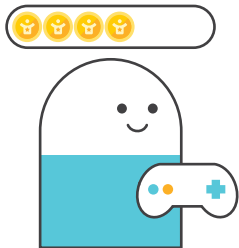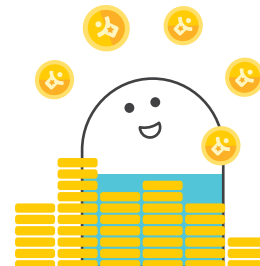
2.5 Million

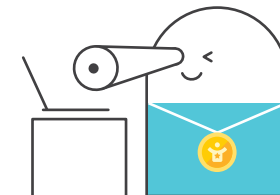Game Sessions Played at digiclub

811,140

Maximum Spent Points by a Single User

770 Million

User Points Collected

+51 Million

Website Visits

Scan to visit the DigiClub missions' webpage

digikala

digiplus Specialized Services for Digikala Users

Digikala offers special conditions for devoted shoppers. DigiPlus member will be notified sooner about amazing discounts than regular customers, have extended deadlines to examine and (if damaged, defected or disliked) return orders, receive cash gifts in return for purchasing DigiPlus suggested items. Also, they can receive 4 orders of any cost, for free every month.

+2.3 Million

Total Free Deliveries
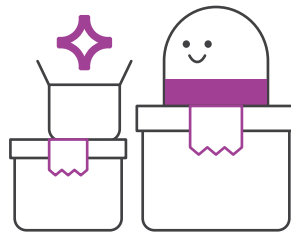
+4.9 Million

Orders Via digipus

+267 Million Rials

The biggest Cashback

835,980

Purchased Memberships

" Free delivery and instant cashback for FMCG orders, possibility of group shopping, corporate purchase of DigiPlus membership credit, etc. are some of DigiPlus new features in 2021–22.

Customer Promotion Potential

Typically after each order delivery, Digikala sends a message to the customer and enquires about their satisfaction with their shopping on a number of key aspects. Digikala applies Net Promoter Score (NPS) as a reliable criterion to assess customer experience. The chart below shows the satisfaction scores given to Digikala by customers for 2021–22.

Score
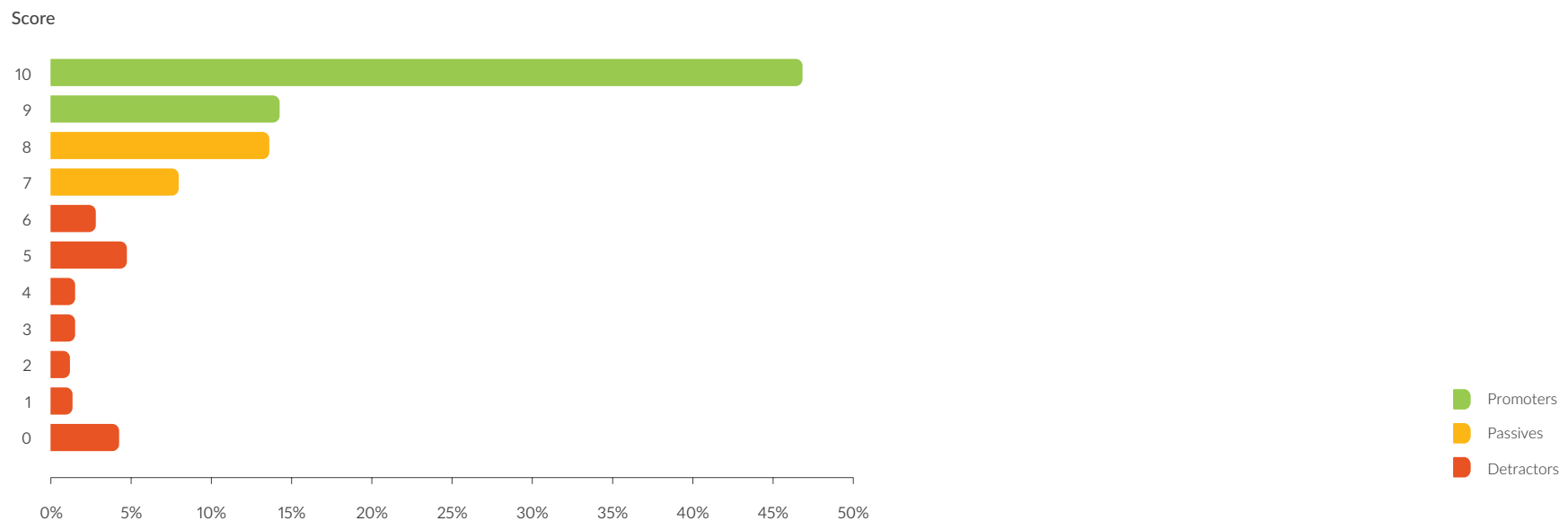
> The customers participation rate for the NPS survey in 2021–22 was 12.9% with 17% growth. The NPS revealed that 61.1 % of shoppers were promoters willing to encourage others to shop on Digikala.

digikala

The Most Important Causes of Dissatisfaction

In the NPS survey, Passive and Detractor customers were asked about the causes of dissatisfaction. Results for the 2021–22 survey are demonstrated bellow:

Compared with the previous year

1. Product quality	▲	+6.9%
2. Inconsistency between website information and delivered products	▲	+9%
3. Technical issues of products	▲	+9%
4. Delivery delay	▼	–2.7%
5. Delivery cost	▬	▬
6. Insufficient Information	▼	–2.5%
7. Packaging	▲	+9.8%
8. Price	▼	–11.7%
9. Multi–step deliveries	▬	▬
10. Call center response quality	▲	+6%

> **"**
>
> In 2021–22, the dissatisfaction about Delivery Delay, Insufficient Information and Prices were decreased compared with the previous year.

Customers Satisfaction with Couriers

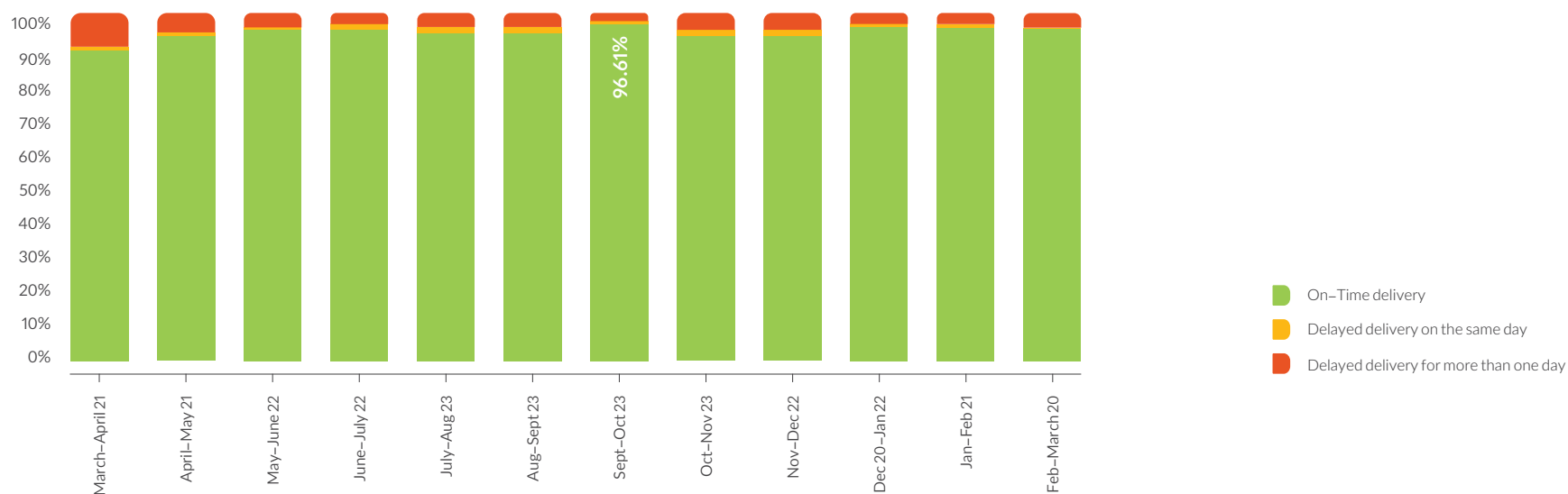In the NPS survey, customers are asked about how much they are satisfied with couriers' behavior.

3.6%

0%   25%   50%   75%   100%

Satisfied ▮   Dissatisfied ▮
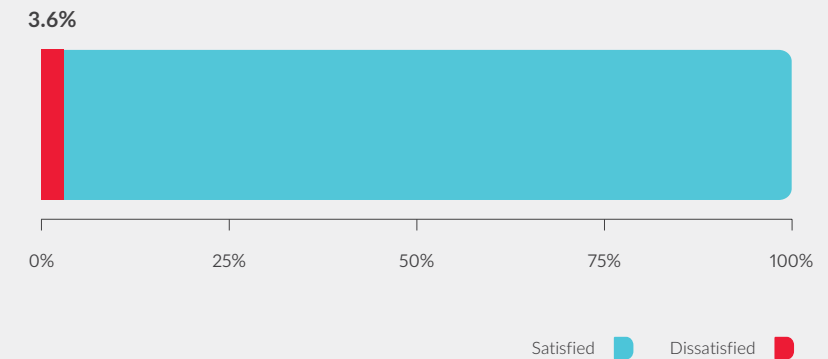
> **"**
>
> In 2021–22, the average satisfaction with couriers was 96.4%.

On–Time Delivery

On–time delivery (OTD) is one of the most crucial factors to win customer satisfaction. Digikala measures OTD using the navigation tools on Digikala couriers.

Legend:
- On–Time delivery
- Delayed delivery on the same day
- Delayed delivery for more than one day

96.61%

X-axis labels: March–April 21, April–May 21, May–June 22, June–July 22, July–Aug 23, Aug–Sept 23, Sept–Oct 23, Oct–Nov 23, Nov–Dec 22, Dec 20–Jan 22, Jan–Feb 21, Feb–March 20

> " In 2021–22, 95% of orders were delivered on–time using Digikala's logistics fleet – digiexpress. 14.56% of total orders are sent by Iran's Post Company where 84.58% of them are delivered within the desired days defined by customers.

digikala

Setareh Ashayeri, The trucker of Digikala logistics fleet

User Price Monitoring

Price proposition is a feature customers can use to help Digikala with price monitoring while visiting or making a purchase. On Digikala, all product pages have a section as "propose a better price" where customers are encouraged to come up with a more reasonable price for a given product in case they actually know of one. These user feedbacks help Digikala with effective monitoring of its prices and marketplace sellers.
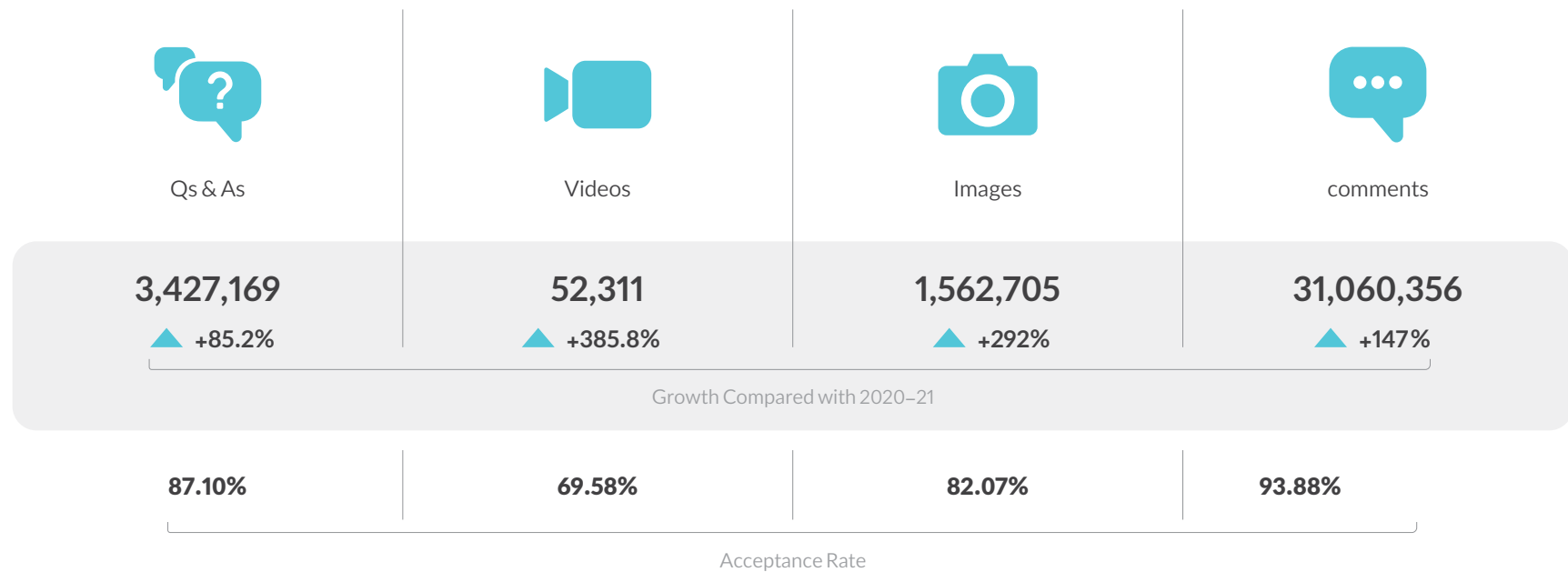

"
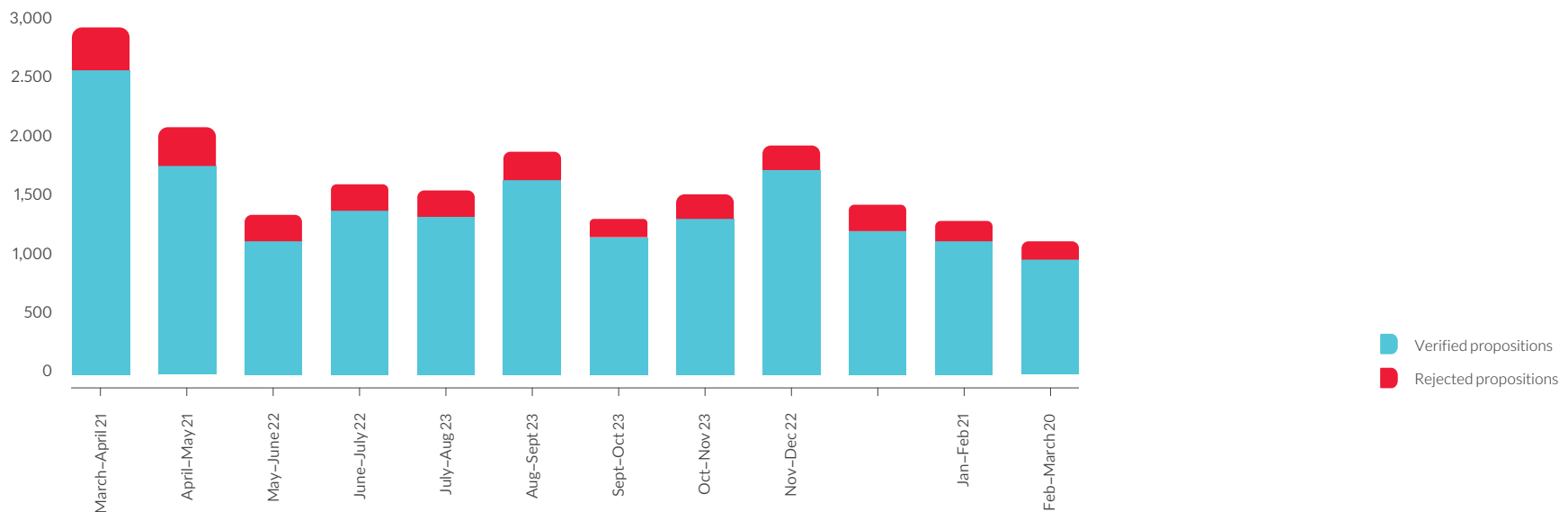
In 2021–22, users proposed over 200 thousand better prices of which 77% led to price revision.

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User Reviews

User–generated content is a rich, essential source on Digikala and enables users to make a better choice by examining the experiences of those who have purchased a certain product. In addition to the possibility of submitting reviews and comments as texts, images, and videos, users can have their questions answered in the Q&A section of each product.

Qs & As	Videos	Images	comments
3,427,169	52,311	1,562,705	31,060,356
▲ +85.2%	▲ +385.8%	▲ +292%	▲ +147%

Growth Compared with 2020–21

| 87.10% | 69.58% | 82.07% | 93.88% |

Acceptance Rate

The Most Popular Products

Rank **1**

inpods 12 Bluetooth Handsfree

Rank **2**

Xiaomi POCO X3 Pro M2102J20SG Dual
Sim/256 GB/8 GB RAM Mobile Phone

Rank **3**
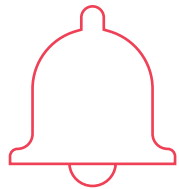
Xiaomi POCO M3 M2010J19CG
Dual Sim/128 GB Mobile Phone

Rank **4**

Samsung Galaxy A12 SM–A125F
Dual Sim/64 GB Mobile Phone

Rank **5**

Samsung Galaxy A32 SM–A325F/D5
Dual Sim/128 GB/6GB RAM Mobile Phone

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Most Popular Products for Vigilant Users

Rank **1**

Samsung Galaxy S22 Ultra 5G
Dual Sim/512 GB/12 GB RAM Mobile Phone

Rank **2**

iPad Pro 11inch 2020 4G / 256 GB
Mobile Phone

Rank **3**

Galaxy S22 Ultra 5G Dual Sim/256/12 GB RAM Mobile Phone
with Galaxy Buds 2 Wireless Headphone

Rank **4**
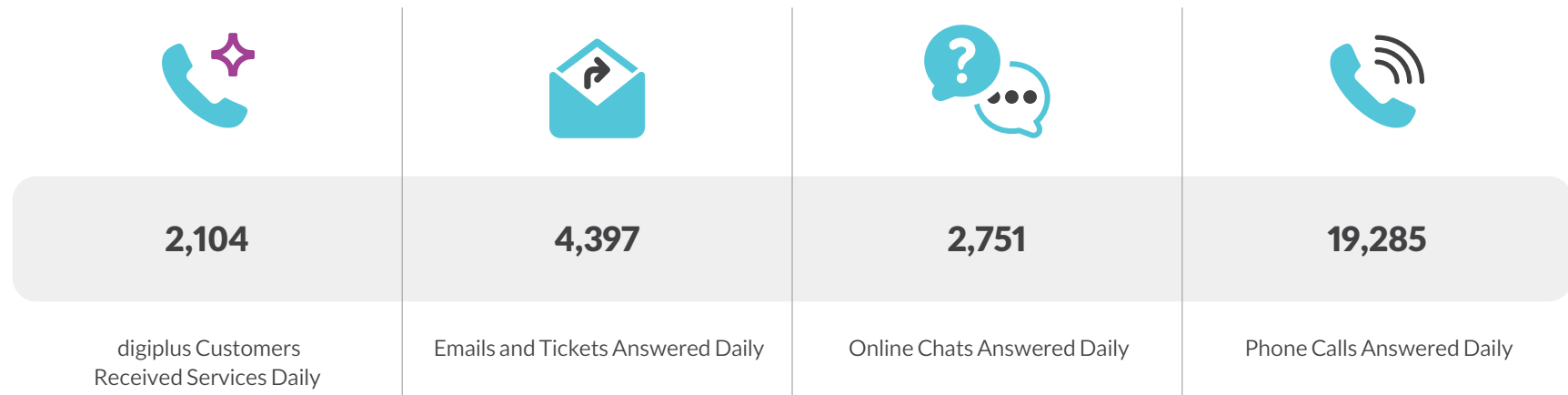
iPhone X 256 GB

Rank **5**

inpods 12 Bluetooth Handsfree

Digikala Customers Contact Center

Digikala Customer Service Center

2,104	**4,397**	**2,751**	**19,285**
digiplus Customers Received Services Daily	Emails and Tickets Answered Daily	Online Chats Answered Daily	Phone Calls Answered Daily

Sellers' Call Center

Sellers' customer center joined the call center in August 2021 which has been a specialized action to support marketplace sellers.

1,717 **Daily Answered Sellers' Calls**

Answer to Customers' Complaints

Customers Lawyer Team was established in 2020 in the call center with the mission of listening to customers' voice, addressing their reported issues until reaching the proper results, finding the root causes of the issues and giving the appropriate feedback to the related departments.

160 **Daily Answered Customers' Calls**

Digikala on Social Media

Followship on Digikala's Official Pages

In 2021–22 the number of followers of Digikala's official pages on Instagram, LinkedIn and Twitter reached to more than 4 million users. Several new Digikala's official accounts were also established to allow connecting with more users. digikalajet and Pindo in Twitter, Digikala Business in LinkedIn and digikalamehr in Instagram are examples of these new accounts.

Responsiveness and Interaction with Digikala's Audience

Responding to Digikala users on Instagram was a new movement started in 2021–22. 45 thousand messages were responded on twitter and Instagram by call center and communications specialists.

	Twitter	**+67,000** Users
	Instagram	**+3,920,000** Users
	Linkedin	**+102,000** Users

+262,951	**+19,596,747**	**+399,586,800**
User Generated Contents with Keywords Relared to Digikala	Occasions of User Engagement	Content Impressions

digikala

Memorable Stories of User Interactions on Social Media

Digikala Communications and Brand specialists plan special events for creating deeper connections with users, in addition to their daily interactions.

Wish List Twitter Campaign

Yalda's Instagram Filter

Black–Friday's Campaign

After the addition of "Public List" to the Digikala platform in November 2020, Digikala's twitter account held the "Wish List" campaign for a week which resulted in a 234% increase in the number of users who have made a Public List for the first time and a 204% increase in total Public Lists in Digikala.

An Instagram campaign for Yalda night – December 21th, the longest night in Persian calendar – held with the slogan of "Together we will make the Biggest Smile of The Year". Digikala made an Instagram filter named "Khoshtarin–Fale–Sal" – which means "the happiest divination of the year" – which were used over 7 thousand times by Digikala users, sharing their happy times with Digikala.

As a yearly tradition, one of the most prominent campaigns was the "Black–Friday" campaign. Digikala's twitter account held a twitter–specific Blac–Friday campaign which was dramatically welcomed by twitter users. The Digikala's "Round of Luck" tweet gained over 3 million impressions at the time.

Marketplace & Iranian Businesses

Marketplace; Home to Multitude of Iranian Businesses

In 2021–22, Digikala's marketplace stepped into the 6th year of its life. Marketplace is a platform which allows customers to choose from tens of thousands of various suppliers. Close to 250 thousand sellers have collaborated with Digikala marketplace by the end of 2021–22.

Sellers on Digikala can compete, access a nationwide range of market and showcase their products to a target community of 84 million people. Customers also can access a wide range of products with competitive prices and Digikala's national extended distribution network.

In marketplace.

Digikala marketplace platform directly connects Iranian manufacturers, artisans, artists, and businesses to a market as large as Iran, providing them with a wide range of essential services including logistics, storage, payment, packaging, marketing, content, market insight, and after–sales service. The ideal of Digikala is that the Iranian producers should have no other concern than production and supply.

> **"**
>
> Digikala is a national brand and invites all Iranian businesses to join the marketplace platform in order to achieve the desired goals of social responsibility including empowering businesses, stablishing competitive markets and realize the social equity.

digikala

Producers

Retailers

Local Jobs

Artists and Artisans

Commercial Companies

Fulfillment Center

Advertising & Marketing

Marketplace Academy

Content

Logistics

Personal Consumers

Corporate Consumers
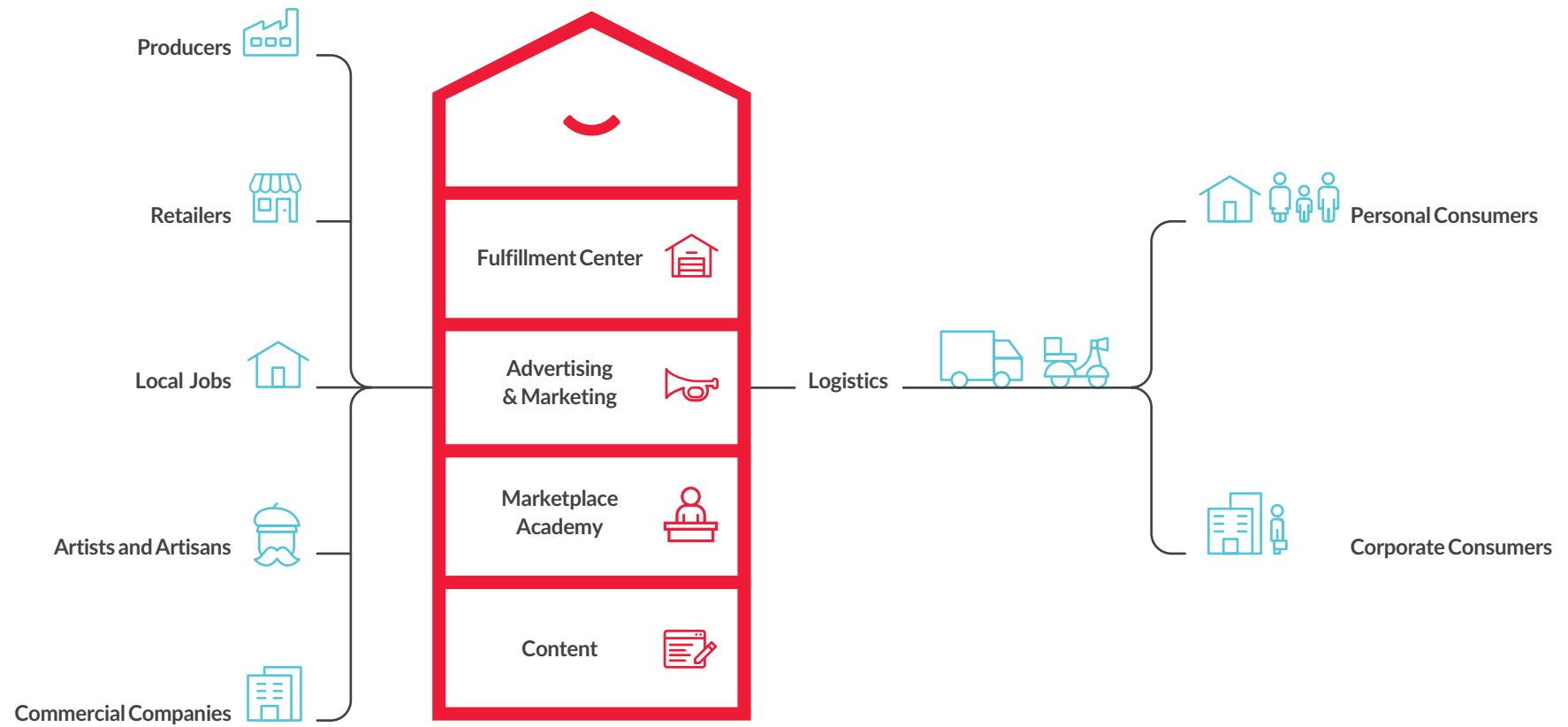
Business Growth on Digikala Marketplace

494 Million Rials

In 2021–22, each marketplace seller made an average monthly income of IRR 494 million

467 Billion Rials

In 2021–22, a seller set a monthly sales record worth IRR 467 billion.

63.6%
Growth Compared
with 2020–21

	2016–17	2017–18	2018–19	2019–20	2020–21
	5728	21030	61014	152406	249333

"
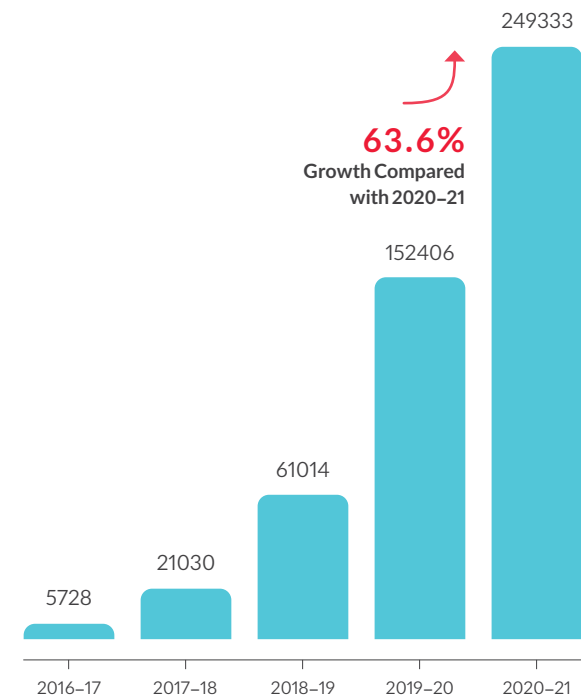
In 2021–22, the number of businesses active as sellers on Digikala increased by 63.6% and the average total price sold by a seller was the same compared with the previous year.

digikala

Best Selling Provinces

Tehran
Razavi Khorasan
Isfahan
Alborz
East Azerbaijan
Fars
Khuzestan
Qom
Markazi
Hamedan
Mazandaran
Qazvin
Gilan
Yazd
West Azerbaijan
Ardabil
Kermanshah
Kerman
Hormozgan
Semnan
Kohgiluyeh and BoyerAhmad
Kurdistan
Bushehr
Sistan and Baluchestan
ChahrMahal and Bakhtiari
Zanjan
South Khorasan
Golestan
Lorestan
North Khorasan
Ilam

> "
>
> Sellers from Tehran, Razavi Khorasan, Isfahan, Alborz and East Azerbaijan had the highest total items sold in 2021–22.

Digikala's Marketplace as an Arena for Perfect Competition

As a two–way platform, Digikala constantly works to create an increasingly competitive market for each and every active business. Bu–box and Recent years' price plot was added to Digikala in order to encourage sellers to set fair prices and guide customers to shop consciously.

Product Price Plot: is a unique feature in all Digikala product pages which helps customers with conscious purchases.

Blue line in the plot, shows the product's represented prices after discounts and the gray dashed–line shows the product price before discounts during one month period. No price is mentioned for the days in the plot when the product hasn't been sold or was not available.

Public demonstration of products' price plot, is a sign of transparency in sharing daily price changes with users.


"

Digikala users refer to product price plots 15.5 thousand times on average per day.

digikala

Buy–Box: is one of the first and most important sections that users encounter while visiting a product page which includes the Add to Cart button by default. Buy–Box provides the customer with information about the seller identity, product availability, DigiClub score and the price. Buy–Box recommends the best choice for customers considering sellers' performance score and the fairest price of the product among all sellers.

In 2021–22 Digikala utilized a new algorithm to improve competitive price index. Also, Digikala offers the possibility of comparing their products with other e–commerce websites in order to encourage them for competitive pricing strategy. If necessary, users can inquire more by viewing the list of sellers where they will also find performances, prices, and other information of all Digikala providers of the product they want to buy.
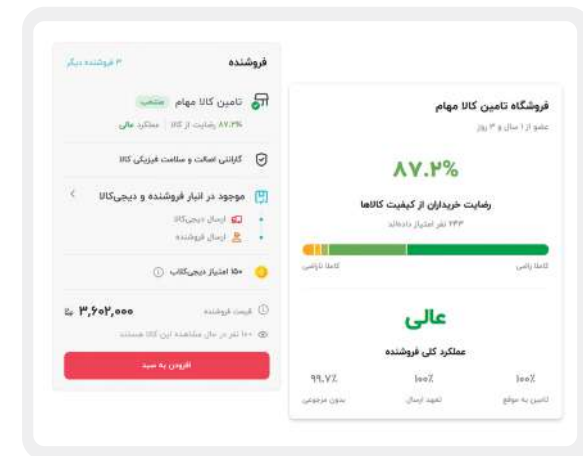
More Sales Better Services

Recommending a seller for a chosen product in the Buy–Box is achieved by Machine Learning methods. The recommended price for an item in the Buy–Box is based on the lowest price of the product recommended by online sellers in the market. Being ready–to–send is as important as the competitive price. The availability of the product in Digikala's warehouses not only increases the probability of a seller to be chosen in Buy–Boxes, but also affects his/her performance score. Various factors affect the winning of a seller in this competitive market as follows:

Customer Satisfaction	Ready–To–Send in Stock	Reasonable Price

All Businesses can benefit from the contents of Sellers Academy to learn different skills about working with Digikala's e–commerce platform.
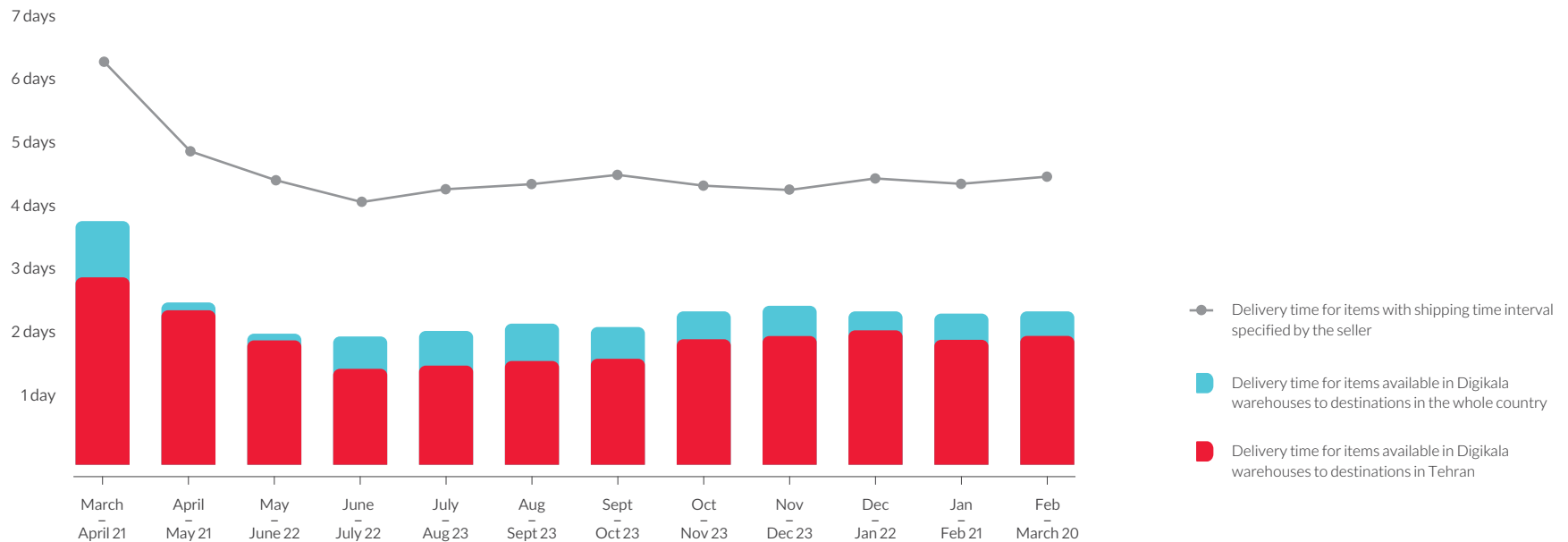
Scan to view the contents of Sellers Academy.

"

89% of the sellers who achieved the position of Buy–Boxes in 2021–22, had the products available at Digikala's warehouse.

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Duration of shipping the Order

Order Cycle Time (OCT) is the time interval between order submission by a customer and the time he/she receives the order that includes all the processes of product supply, order preparation and the shipment by Digikala. Availability of a product in Digikala's warehouse not only increases the customer satisfaction by minimizing the delivery time, but also improves the seller's performance score and its sales rate.

Legend:
- ●— Delivery time for items with shipping time interval specified by the seller
- ■ Delivery time for items available in Digikala warehouses to destinations in the whole country
- ■ Delivery time for items available in Digikala warehouses to destinations in Tehran

> " In 2021–22 orders with items available in Digikala warehouses were delivered to customers within 2 days and 8 hours on average using Digikala's logistics infrastructure; However, for the items which were not available in the warehouses, this time was doubled

Ship by Seller

Ship By Seller is a feature which allows sellers to send some of their products directly to customers without a need to deliver them to Digikala warehouses first. This new feature is highly efficient since it makes delivery faster, creates more competition, and thus facilitates a wider range of trade.

+1.5 Million	**+2** Million	**+17.5** Thousand
Orders Shipped Directly by Seller	Stock Keeping Units (SKUs) to be Shipped by Seller	Active Sellers

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Non–Original Products

Guaranteeing the customer an original product is a fundamental Digikala commitment; yet some customers might wish to
buy a replica at a lower price. Therefore, since 2018, such products have been allowed on the platform as "non–original".
However, if a seller offers a "non–original" product as an original one, Digikala will identify it as a counterfeit product and, if all else fails, will terminate cooperation with the seller after being notified through customers' feedback.
Scan to distinguish between original and non–original products on Digikala.

Scan to identify original products
from non–original ones in Digikala.

Digikala's Action on iIdentified Counterfeit Products

Labeling the Product as "non–Original"

Deactivating the Product if in Cosmetics
and Other Health–Related Categories

Cancelling the Seller's Access, if Necessary

Measures to Identify non–Original Products

Digikala's Seller Performance Monitoring Team investigates products presented at the marketplace. In 2021–22 there were 4 times more items identified as non–original compared with the last year.
Of the important signs of identifying non–original products are reports and complaints and high product returns with the reason of being non–original by customers.

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Seller Performance Monitoring

Quality, originality, return rate, and on–time supply are essential variables in evaluating a seller's performance and customer satisfaction. Seller Performance Monitoring section in Digikala uses all its monitoring tools and resources to ensure a healthy marketplace and hence, an assured mind for both the customer and the seller.

On–Time supply	Returned Products	Product Originality	Product Quality
Timely supply of goods, as an essential responsibility of a seller, directly affects the calculation of their score. If a seller fails to supply and deliver the goods within a specified period of time, they will be fined twice the commission value of the sold product. Frequent cancellations will slash a seller's performance points, and Digikala will eventually ban their access to the product's category.	The products frequently returned are examined regularly. If the inspections reveal a misconduct of a seller as the main cause, their access will be prohibited accordingly. In view of this, when choosing a product, customers have an option to see the seller's points section where they will also see the seller's return rate, on–time supply rate, and shipping commitment info.	In case Digikala's Seller Performance Monitoring group gets reports of a counterfeit product, the following actions would be taken: 1. Digikala, will deactivate the product's page, and the seller will face a fine up to 10 times the product's value. 2. If the seller commits the offence for a second time, Digikala will fine them and ban their access to the entire product category. 3. If the offence is repeated for a third time, Digikala will end cooperating with them. In each and every abovementioned case, Digikala will claim full responsibility and compensate customers affected by an infringement by returning the fraudulent products and fully refunding the customer.	Product quality is evaluated through post–purchase surveys. Thereby, products that have caused dissatisfaction are identified and inspected. Depending on the reason of dissatisfaction, Digikala goes on to improve future customer experience by taking measures such as editing the product content, editing the picture in the product profile, or deactivating a product altogether.
95.95% On–time supplied products of total products sold	**1.03%** Returned products of total products sold	**99.7%** Original products of total available items	**82%** Average satisfaction

digikala

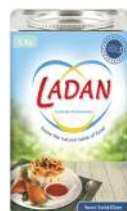**Top 10 Best–Selling Products** (Quantity wise)

2021–22

Rank **1**

OK Stand mobile and tablet holder

digikala

Rank **2**

Melt Blown Face Masks

Rank **3**

inpods 12 Bluetooth Hands–Free

Rank **4**

Tabiat Canned Fish in vegetable oil 180 gr

Rank **5**

Panberiz Menstrual pad Large Blue – 10 pieces

Rank **6**

Ladan semi–solid oil 5kg

Rank **7**

Hng 0229 Mobile stand

Rank **8**

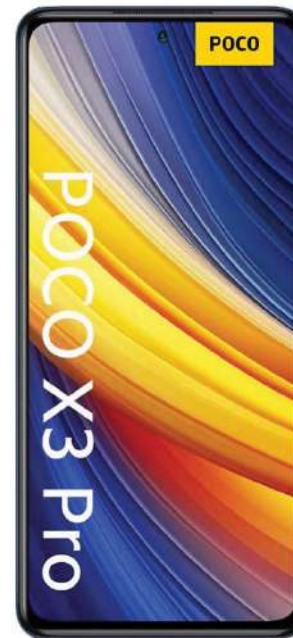Best Quality Mostafavi saffaron 4.608 gr

Rank **9**

CL cable sleeves

Rank **10**

model 3270 Face Mask 50 pieces

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Top 10 Best–Selling Products (NMV wise)

2021–22

Rank **1**

Xiaomi POCO X3 Pro M2102J20SG
Sim/256 GB/8 GB RAM 2

Rank **2**

Apple iPhone 12 Pro max
A2412 – 2 Sim/256 GB

Rank **3**

Apple iPhone 12
A2404 ZAA – 2 Sim/128 GB

Rank **4**

Samsung Galaxy A32 Phone
SMA325F/DS – 2 Sim/128 GB
6 GB RAM

Rank **5**

Samsung galaxy A12 Phone
SMA125F/DS – 2 Sim/64 GB

Rank **6**

Samsung galaxy A12 Phone
Nacho SMA127F/DS – 2 Sim
64 GB/4 GB RAM

Rank **7**

Apple iPhone SE 2020
A2275/DS – 2 Sim/128 GB

Rank **8**

Xiaomi POCO M3 Phone
M2010J19CG – 2 Sim/128 GB

Rank **9**

Apple iPhone 11
A2223/DS – 2 Sim/128 GB
4 GB RAM

Rank **10**

Samsung A52s5G
SMA528B/DS – 2 Sim
256 GB/8 GB RAM

How the Fulfillment and Logistics Cost of a Product is Calculated

There are several processes within the interval between an item's presentation on Digikala's platform and the time it is received by a customer which adds to the product's cost. The added cost is assigned for several issues including warehousing, content creation, marketing, after–sales services and delivery to fulfillment centers. A part of the cost is to be paid by costumers and the remainder would be paid by Digikala.
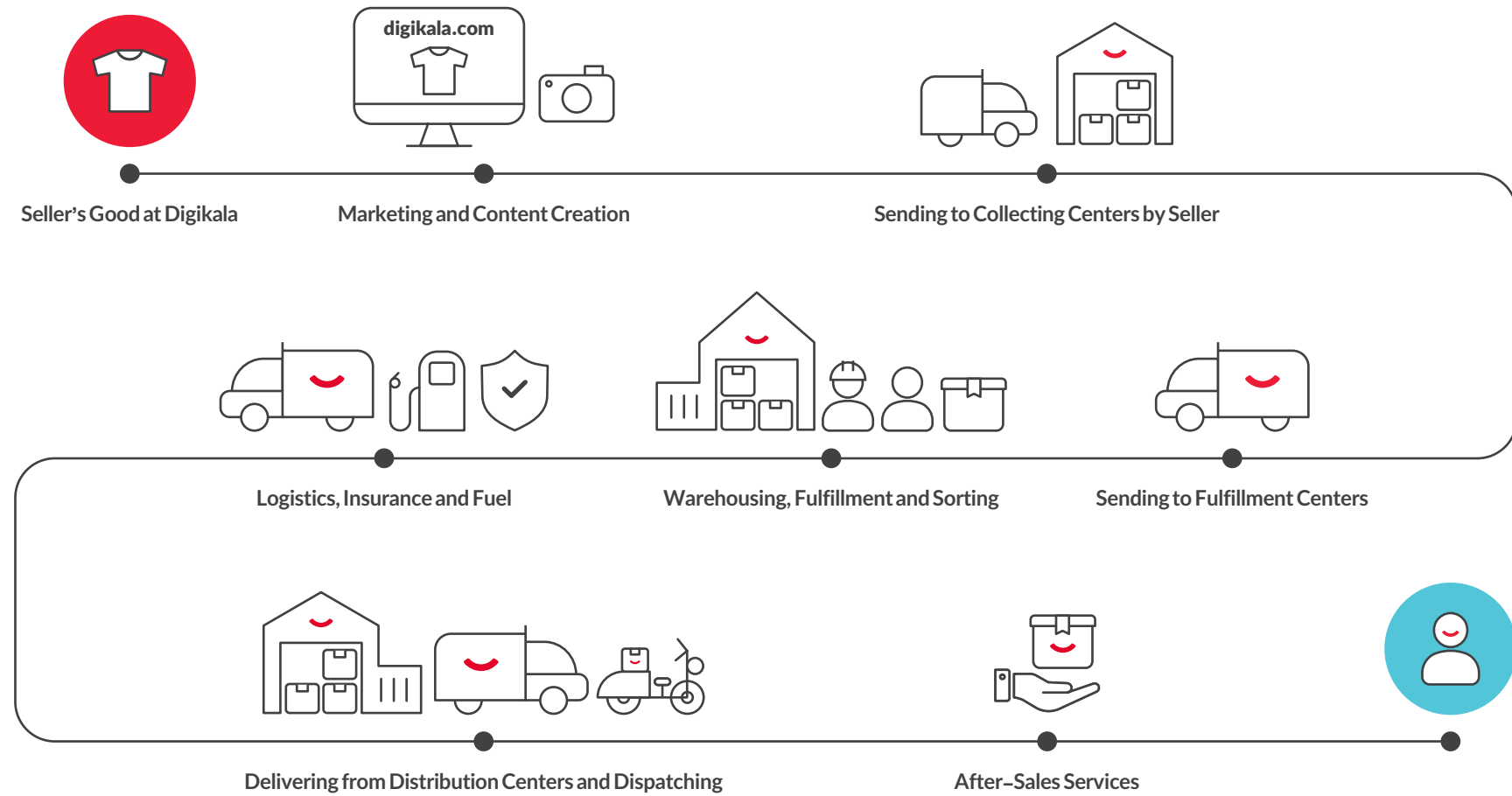
Shipping, takes a costs which is considered free for orders over 3 million IRRs. Approximately half of orders were delivered to customers for free in 2021–22.
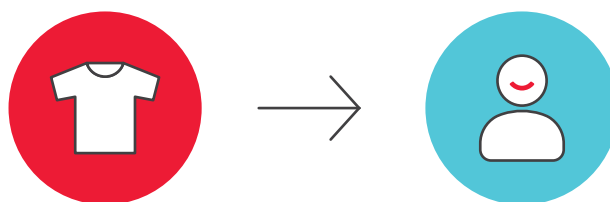
> In 2021–22 "Dynamic shipping fee" started life with the goal of providing fair prices for products which require customers to pay the shipping fee. In this method, shipping fee is calculated based on order's size, specifications, location and the delivery time chosen by customer that would be within the range of 170 to 400 thousand Rials.

* Orders with a total of over 5 million Rials are shipped for free from March 2022

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Seller's Good at Digikala

digikala.com

Marketing and Content Creation

Sending to Collecting Centers by Seller

Logistics, Insurance and Fuel

Warehousing, Fulfillment and Sorting

Sending to Fulfillment Centers

Delivering from Distribution Centers and Dispatching

After–Sales Services

Technology Infrastructure

Cynor, the smart robotic warehouse keeper of Digikala which is used for transferring various goods, pallets, shelves and handwheels in fulfillment centers.

Unveiling the New Version of Digikala

Constant attention to infrastructures, taking care of them and finding new worlds for advancement and facilitating the processes. In an online business, the turning point of growth and improvement of the user experience is construction and maintenance of an intelligent and upgraded technology– based platform. In 2021–22 Digikala web Application was reconstructed with the goal of utilizing up– to–date expandable technology which results in:

- Better performance of the platform in campaigns and sales festivals
- Increasing the speed of development and programming
- Increasing the speed of platform loading and page navigation
- Optimized and enhanced management of resources in different teams of tech. department
- Redesigned user–experience in the most used sections based on researches on Digikala customers

The goals of this project were achieved by the efforts of 30 engineers from different teams of Digikala's tech department during 10 months. This project not only is a great transformation itself, but also is a step towards more changes in the future of Digikala. The new version of Digikala was unveiled on the 15th anniversary of Digikala.

New joiners of Digikala in 2021–22

GANJE	**Magnet**	**digikalaBUSINESS**	**digikalamehr**	**digikalajet**

Intelligent urban lockers named "GANJE" were established to solve the challenge of discoordination in delivery destinations. Users can choose to receive their orders at any of the lockers located all around the city.

Magnet is the latest product of Digikala Group, built for allowing customers to write product reviews, with focus on video contents. This platform allows users to explore the whole collection of contents created before, all in one place.

digikalaBUSINESS is a simple yet reliable method for corporate shopping and supplying business requirements. All businesses, NGOs and governmental organizations can benefit from the corporate shopping experience with official receipts and stepwise installments using digikalaBUSINESS.

digikalamehr was unveiled with the goal of recommending a simple and transparent solution for in–kind donations. The road of kindness in digikalamehr is similar to shopping at Digikala; However, users' purchases will be delivered to charity NGOs as in– kind donations to specific vulnerable target groups.

digikalajet started its job with the mission of free quick delivery of FMCG orders. digiexpress's intelligent logistics network and infrastructure helped digikalajet to push the delivery process KIPs as closest to ideal as possible. digikalajet is assumed to be one of the key players of Iran's Quick Commerce – Q – commerce.

digikala

Intelligent urban lockers named "GANJE", Golestan shopping center, Tehran

Technology Infrastructure Enhancements

Infrastructural Scalability and Security

Error prevention is the secret to an organized system. Following identification and analysis of the business–related bottlenecks in 2021– 22, Digikala's infrastructure department developed a system based on business intelligence to report suspicious behaviors. This system successfully detected and reported two cyber–attacks in the summer of 2021 in the first minutes.

Advanced Analysis of Threats

This system can distinguish between acceptable and suspicious behaviors using machine–learning techniques. Discovering and reporting Account theft on systems, login through low–security protocols, suspicious behaviors on the network layer are other features of this analytical system.

Analytics Based on Infrastructural Business Intelligence

Error prevention is the secret to an organized system. Following identification and analysis of the business–related bottlenecks in 2021– 22, Digikala's infrastructure department developed a system based on business intelligence to report suspicious behaviors. This system successfully detected and reported two cyber–attacks in the summer of 2021 in the first minutes.

" In the Back–Friday of 2021–22, the number of websites users was doubled compared with the year before and Digikala application traffic was increased about 80%.

digikala

digicloud

With the development of Digikala Group and the growth of its subgroups such as KOMODAA, digipay and diginext, it was essential to have new powerful infrastructures. digicloud is a fast, secure and stable cloud– based service which was established to handle the infrastructural issues and requirements of Digikala Group. The service tries to help every business type including from new–born businesses to big corporations with saving time and money to start– up and develop fast.

digicloud utilizes intelligent cloud processing and monitoring based on AI and is able to prevent infrastructural and platform issues by forecasting the resource requirements. Scalability, fair pricing and agility are of the most advantages of this service. digicloud is currently able to provide services to customers out of Digikala Group and even other countries.

"
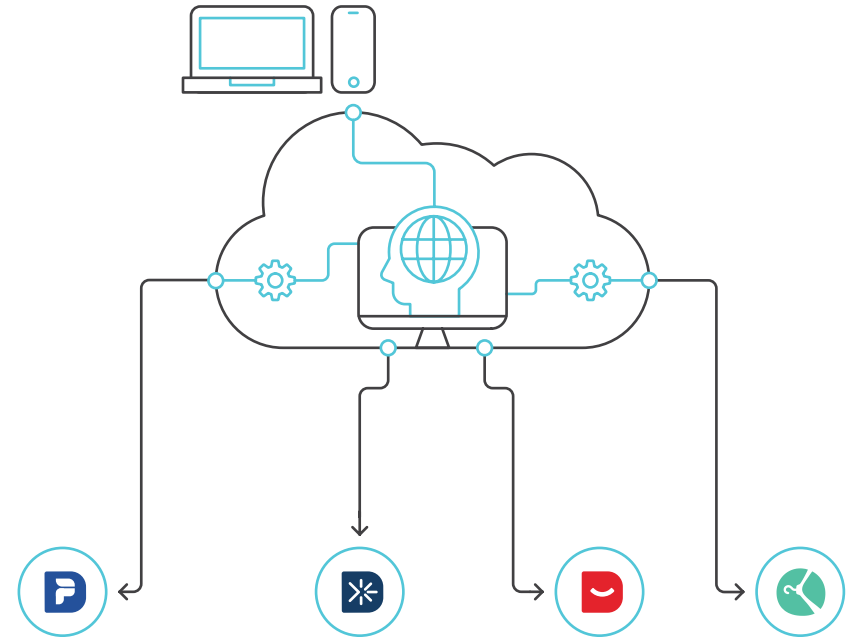
10 companies and departments of Digikala Group are currently using digicloud services.

Improving the Experience of Marketplace Sellers

Specialized Application for Sellers

Sellers are of important parts of Digikala users. Sellers Application was developed to improve the user experience of these customers in 2021– 22. In the first stage, several main features were activated for sellers including the preview of sales information, orders and delivery details. Also, the possibility to answer customers questions in this application, provided the opportunity for better and faster communications of sellers and customers.

Marketing Tools for Sellers

In 2021–22 the marketing tool–box for sellers was developed. "Amazing Auction" – the possibility to add the product to the list of daily amazing products–, click–based marketing – allowing sellers to show ads based on users search history on Digikala– SMS marketing – Allowing sellers to send SMS to users, based on their interests and purchase behavior on Digikala – are some of these developed tools.

Early Checkout by Credits in Collaboration with digipay

"Decreasing checkout intervals" followed by "early checkout for sellers" in 2021–22 were important steps towards increasing the sellers' satisfaction. Early checkout requests are authorized by digipay and deposited into the sellers' accounts.

digikala

پیشنهاد شگفت‌انگیز

Rating Different Products to Participate in Amazing Recommendations

Improving Tools to Monitor Pricing by Sellers

"Amazing Recommendations" is an important and interesting part of Digikala for customers and sellers. In 2021–22 there was a model developed to estimate the sales of a product after joining the "Amazing Recommendations", based on different product attributes such as product price, discounts, history of normal and Amazing sales and seller's reputation. A detailed review on these factors assists for a better product rating and selecting the superior products to be to Amazing Recommendation list.

There are numerous sellers and various products on Digikala; Therefore, a platform for monitoring the pricing methods is essential. The "Unusual pricing Identification" project was designed and started in 2021–22. In this project, product prices are evaluated in a specific time interval and products with invalid prices are identified. This project utilizes data from sellers history, users' purchases, technical and visual specifications of the product for validating product prices which recommends the best pricing method after the comparison of similar products.

Improving the Customers Experience

Improving the Search Algorithm

For improvement of customers searching experience in 2021–22, several projects were defined in order to improve intelligent searching algorithm, increase the searching precision by a better understanding the searched phrase, improve the rating algorithm, auto–complete for key–phrases related to the search and product recommendation. These actions not only increased the searching feature usage on Digikala, but also increased the conversion rate from searching.

Recommendations Based on Purchase Habits

Users purchase pattern offers important prospects of purchase habits and products needed by users at different times. One of Digikala movements in the area of AI and big–data in 2021–22 was product recommendation based on purchase habits.
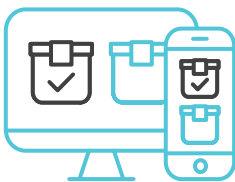
Integrated User Experience in Different Platforms

The Intelligent recommendation system was started in 2021–22 with the goal of improving and integrating the user experience on different platforms. This system, forecasts users' interests based on their behavior in product search and recommends products related to their interests.

Achievements Resulted by Search Algorithm Improvement

30% Usage of Auto–Complete Results

In the Auto–complete project, related phrases are recommended as soon as the user types in the search section. Implementation of Key–phrase Evaluation and Google data were used to improve this service and achieve more precise phrases. This project increased click rates on the results of Auto–Complete project up to 23% and increased its usage up to 30%.

5% Increase in Click–Rate

Development of rating algorithms in the search section is achieved by machine–learning techniques. These models are trained by user interactions with the search section in a specific period of time, and show a specifically sorted result to the user. Increased similarity between the represented product ranks and the user's desired product ranks, increased click–rate up to 5%, increase conversion rate up to 4% for normal users and 8% for new users are of the most important achievements of the project.

40% Increase in Searching

The Intelligent Product Discovery algorithm utilizes two powerful data sources, including users' behavior and Google data. This algorithm can detect the category of the searched product and demonstrate a sorted list of the most related ones from 7.5 million available product varieties. This achievement resulted in 30% increase in search conversions and 40% increase in search usage.

digikala

Digikala Technology Department

Improving the Experience of Marketplace Sellers
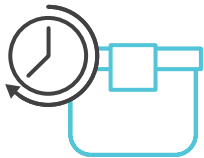
## Detection of Delayed Consignment and Placing them in Priority

Packing of some consignments might be delayed during the order processes. In some of these situations, it is possible to accelerate the following steps in order to have an on–time delivery in the end. In 2021–22 this project helped with detecting more delayed consignments and making a 16% increase in on–time delivery rate.

Purchasing Violations

Collaboration of big–data and AI teams resulted in a tool designed to detect fake accounts or suspicious behaviors by summarization of users' behaviors. This achievement assisted in reduced wasted expenditure and improved services provided to the customers.
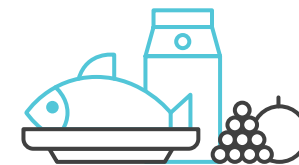
Intelligent Forecast of FMCG Sales Rate

The sensitive nature of FMCG products related to their expiration date and storage standards, isolate them from other normal products. Therefore, forecasting the sales–rate for products of this category, considering their expiration date is significantly important. Intelligent forecasting model for FMCG products is a project started in 2021–22. This model uses 100 product attributes such as normal and Amazing sales history for the last 60 days, prices, scores, comments, etc. to forecast the sales–rate of the product within the next 30 days.
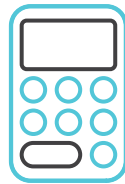
digikala

Dynamic Shipping Fee

Different variables affect shipping fee for orders such as weight, consignment volume, the time between submission and delivery, the distance between distribution centers and warehouses, etc. Digikala uses the Dynamic Shipping Fee platform to calculate the shipping fee for the small and mid–sized consignments which are processed in Danesh fulfillment center and shipped via digiexpress. Based on this algorithm, customers who choose a wider delivery time period and have smaller and more light–weight orders can receive their order with a lower shipping fee. Therefore, customers who order larger and heavier consignments and choose a narrower delivery time period would pay more for logistics and shipping costs.

Starting a Big–Data Platform

With the increased customer numbers of Digikala, traditional methods and relational databases can no more be responsive for storing and analyzing the bulk of big–data produced by customers. The big–data platform was started in 2021–22 with the goal of using distributed processing systems to handle the processes needed for the massive databases. This platform helped Digikala's Technology team to store and process large volumes of data and transfer it into different departments such as marketing, BI, etc. Digikala's Big–Data platform is scalable and designed based on the latest up–to–date technology which increased the data entry capacity up to 300% in 2021–22.

Products & Brands

Best–Selling Mobile Phones (NMV)

Rank **1**

Xiaomi mobile phone
POCO X3 Pro M2102J205G
2 Sim/256 GB/8 GB RAM

2 Apple iPhone 12 Pro Max A2412 | 2 Sim | 256 GB
3 Apple iPhone 12 A2404ZAA | 2 Sim | 128 GB
4 Samsung A32 SM | 2 Sim | 128 GB
5 Samsung Galaxy A12 SM | 2 Sim | 64 GB

Best–Selling Laptops(NMV)

Rank **1**

11–inch Lenovo laptop
IdeaPad1–A

2 15.6–inch Asus laptop | Vivo Book 5533EQ–A
3 13–inch Apple laptop | MacBook Air MGN63 2020
4 15–inch Lenovo laptop | IdeaPad 330–NXB
5 15–inch Lenovo laptop | IdeaPad 5–A

Best–Selling Cameras (NMV)

Rank **1**

Canon Digital Camera EOS2000D
With 18–55mm lens DC III

2 Cannon EOS 80D EFS | 18–135 lens | f/3.5–5.6 IS USM
3 Cannon EOS 2000D | 18–55 lens | IS II
4 Cannon EOS 90D | 135–18 lens | IS USM
5 Cannon EOS 4000D | 18–55 lens | DC III

Best–Selling Smart Watches (NMV)

Rank **1**

Samsung smart watch
Galaxy Watch Active2 (44mm)

2 Xiaomi Mi Band 6 Global Version
3 Samsun Galaxy Watch 3 SM–R840 45mm
4 Xiaomi Mi Band Global Version
5 Xiaomi Mi Watch lite

Best–Selling Video Game Consoles (NMV)

Rank **1**

SONY PlayStation 5
With extra game–controller
825 GB

2 SONY PS 5 | 825 GB
3 XBOX SERIES 5 | 512 GB
4 SONY PS 5 Drive | 825 GB with headset and charger stand
5 Sony PS 4 Slim | Region 2 CUH–2216B/1TB

Best–Selling Televisions (NMV)

Rank **1**

Bost LED Television
40–inch 40BN2070J

2 X.Vision LED smart TV | 43–inch 43XT745 (+1y. Filimo)
3 Gplus LED smart TV | 50–inch GTV–50LU722S
4 Bost LED smart TV | 32–inch 32BN2040J
5 Gplus LED smart TV | 58–inch GTV–5BMIJ722S

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Best–Selling Home products (NMV)

1

Gplus washing machine
GDW–K462W

2	Gplus washing machine	6 kg / GWM–K613
3	Absal washing machine	5 Kg / REN5207
4	Pasr PakShuma vacuum cleaner	7 Kg /TFU–73200
5	X.Vision washing machine	7 Kg / TG72–BW/BS

Best–Selling Electric Household Appliances (NMV)

Rank **1**

ParsKhazar vacuum cleaner
Turbo 2500WB

2	Eastcool Refrigerator	TM–642–80
3	ParsKhazar Vacuum cleaner	VC–2200W
4	Philver Refrigerator	RPD–COL–013
5	Panasonic microwave oven	NN–ST34

Best–Selling Sport Equipment (NMV)

Rank **1**

TRX Training Kit
FORCE KIT – TRX world

2	Xiaomi Air compressor	MJCQB02QJ
3	Trampoline	FMT02
4	LIJIUJIA Treadmill	109S
5	Hexagonal dumbbell	5 Kg / 2 pieces

Best–Selling Electrical Personal Care Products (NMV)

Rank **1**

Kemei Hair clipper
KM–5017

2	Moser hair clipper	0050–1400
3	Gemei straightening brush	GM–2972
4	Sayona Hair dryer	SY–1300
5	Remington Hair straightener	S8590

Best–Selling Sanitary Ware (NMV)

Rank **1**

Eyelash enhancer lotion
Eyelash / 7 ml

2	Cerita Eyebrow Vitalize Serum	10 ml
3	Cerita Eyelash enhancer lotion	Lotion/7ml
4	Kaman moisturizer	Oil Pulse / 400 ml
5	Golnar Soap	6 pieces

Best–Selling Women Gold Jewelry (NMV)

Rank **1**

YarTala gallery 18 carats Bangle
AL47–G–3

2	18 carats bracelet	B141–2
3	Maya Mahak 18 carats bracelet	MB0977
4	Mahak 18 carats necklace	MM0358
5	YarTala gallery 18 carats Bangle	AL47–G–2

Best–Selling Music Instruments (NMV)

Rank **1**

Yamaha Digital Piano
P–125

2   Yamaha Digital Piano | p–45B
3   Yamaha Digital Piano | YDP–144
4   Boya Microphone | BY–M1
5   Yamaha Classical Guitar | C40

Best–selling Books (NMV)

Rank **1**

Florence Scovel Shinn To Four
Florence Scovel Shinn
Negin Iran Pub.

2   The Necessary Piece of a Coherent Whole | BinesheNo Pub.
3   5AM Club | Robin Sharma / Azarmeydokht Pub.
4   Technical Analysis of Financial Markets | Chalesh Pub.
5   The Silent Miracle | Reza Hayat–al–Gheib / Sokhanvaran Pub.

Best–Selling Groceries (NMV)

Rank **1**

Ladan Semi–solid Oil
5 Kg

2   Golestan Tarem Momtaz Rice | 10 Kg
3   Golestan Tarem Momtaz Rice | 45 Kg
4   Tabiat zero–trans semi–solid oil | 5 Kg
5   Ghoncheh semi–solid vegetable oil | 4.5 Kg

Best–Selling Snacks (NMV)

Rank **1**

Bato Salty Potato Chips
450 gr

2   Pech–Pech cocoa croissant
3   Gorji Ranginak Wafer | 525 gr / 35 pieces
4   COPA Wafer with Dark chocolate | 30 pieces
5   KhoshPak multi–fruit fruit leather

Best–Selling Fruits And Vegetables (NMV)

Rank **1**

Fresh Banana
1 Kg

2   Malard Uncut Mushroom | 400 gr
3   Fresh Carrot | 1 Kg
4   Myori Shrub Tomatoes | 1 Kg
5   Isfahan cucumber

Best–Selling Beverages (NMV)

Rank **1**

NESCAFE classic 3 in 1 Coffee Mix
20x20 gr Sachets

2   DoGhazal Tea | Super Ceylon / 500 gr
3   Ahmad Black Tea | Earl Gray / 500 gr
4   Golestan Black Tea | Indian Premium / 500 gr
5   NESCAFE classic 3 in 1 Coffee Mix 20x20 gr Sachets

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Best–selling handicrafts (NMV)

Rank **1**

Shokaran Yazd table 5–piece cashmere table set
Gohar design – SBZBI5

2 Keyhan wallet–key holder– card holder leather set | K5
3 Key holder | 12014
4 Mesh metal shelf | D–103
5 Mat basket | 02

Best–Selling Entertainment products (NMV)

Rank **1**

Dancing Cactus
Musical Toy

2 Beyblade burst spinner toy | BEYBLADE B–73
3 Intex air pool | 57412
4 Octopus Mood Toy | 15 cm heigh
5 Anti–anxiety fidget | Pop it Heart

Best–Selling gift cards (NMV)

Rank **1**

Digikala Gift Card
100 Million IRR / Soroor design

2 Digikala Gift Card | 20 Million IRR / Soroor design
3 Digikala Gift Card | 50 Million IRR / Ghasedak design
4 Digikala Gift Card | 20 Million IRR / Bookay design
5 Digikala Gift Card | 10 Million IRR / Soroor design

Best–Selling Blood Pressure Monitors (NMV)

Rank **1**

OMRON pressure monitor
M2

2 Digital Glamour Pressure Monitor | TMB–1112
3 Upper Arm OMRON Pressure Monitor | M6 Comfort
4 Beurer Pressure Monitor | BM 85
5 Upper Arm OMRON Pressure Monitor | M3

Best–Selling Book Readers (NMV)

Rank **1**

FidiBook book reader Hannah F1
WiFi / 8 GB
+ 2 Million IRR Fidibo credit

2 Amazon Kindle Paperwhite / 10th generation / 8 GB
3 Amazon Kindle / 10th generation / 8GB
4 Amazon Kindle Paperwhite / 10th generation / 32 GB
5 Amazon Kindle Oasis / 32 GB

Best–Selling Neonatal Apparel (NMV)

Rank **1**

3–piece Neonatal clothing
Pinguin design – C003

2 5–piece neonatal clothing | code C15
3 Boy neonate T–Shirt and Trousers | Airplain design – C100
4 Neonatal T–shirt and trousers set | C280ZA
5 Neonatal Bodysuit and trousers | C3100

Best–Selling Kitchen Supplies (NMV)

Rank **1**

**Manual Espresso machine
& coffee maker
6 Cup**

2   Dadlisan grill | 2020
3   Pars Steel pressure cooker | code 600 / 6 liters
4   Espresso machine | 3 Cup
5   Ziafat grill | Tebesh / 2020

Best–Selling Solar Powered Equipment (NMV)

Rank **1**

**Solar lighting and Power bank
system and Speaker
Kamisafe KM915**

2   Rasama solar lighting syste | 217
3   GD light solar lighting system | GD7
4   Rastar–Solar solar panel | RTM100M / 100Watts
5   Solar Light | BAMA135

Best–Selling Natural Plants (NMV)

Rank **1**

**Natural Sansoria plant
AS–28**

2   Aidin Cactus cactus and succulents | 12x CB–004
3   Bamboo natural plant | D–16
4   Pettus natural plant | P–12
5   Sansoria sword plant | AS–7–1

Best–Selling Sleep Products (NMV)

Rank **1**

**Royal Medical Mattress M07
single person 200x90 cm**

2   Royal 2–person mattress cover | 200x160 cm
3   Original Royal mattress | E003 / 2–person 200x160 cm
4   Golbaft blanket | 500S / 220x160 cm
5   Classic Heart duvet cover set | DE001 / 1–person 4 pieces

Best–Selling Computer Accessories (NMV)

Rank **1**

**Apple AirPods Pro
with charging case**

2   Samsung wireless headphone | Galaxy Buds Pro
3   Apple AirPods | New Generation
4   Western Digital External HDD | My Passport / 2 GB
5   Western Digital External HDD || My Passport / 1 GB

Best–Selling Travelling and Camping Accessories (NMV)

Rank **1**

**Smart Flask
058 / 0.5 Liter**

2   FAT Tent 8–person tent | Double Roof T22
3   Travel stove | PR
4   Baseus travel fridge | Zero Space
**5**   Moto Walkie Talkie | R4 2 pieces

digikala

Digikala Marketing Solutions

Helping Sellers and Brands for More Effective Sales

There are more than 7.5 million Stock Keeping Units (SKUs) offered by thousands of brands and tens of thousands of sellers at Digikala Marketplace which is visited and purchased by about 40 million users every month. Meanwhile, Digikala's AI– based powerful technology monitors and analyses users' behavior and offers valuable information to Digikala's marketing and advertisement specialists. This information is helpful in designing various personalized intelligent services for each brand.
The Digikala's search–oriented advertisement service which started life in 2020 helps sellers and brands to be confident about realization of their marketing goals. Digikala's advertisement department stands alongside brands like a business partner and assist them with marketing solutions in order to achieve the desired powerful presence and effective sales at the largest online store in the country.

15%	+15,000	+300
Share in Iran's Digital Marketing	Sellers Helped with Search–Oriented Advertisement	Partner Brands
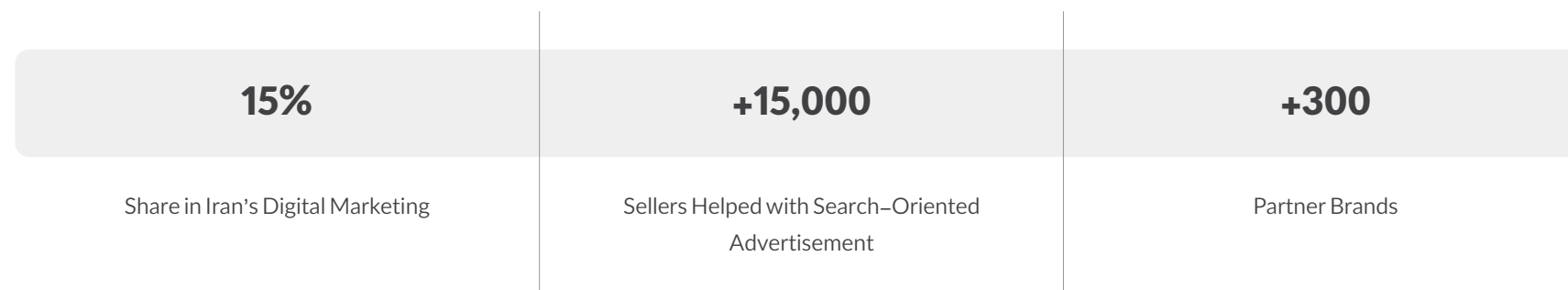
digikala

"A Place for The Bests" Festival

Utilization of data and numbers alongside the Digikala's features, is the best way of having a more exciting, real and tangible narration about how Digikala is a place for gathering the bests. Digikala's second yearly campaign was held in 2021–22 in a larger and deeper scale with the collaboration of different brands.

In the "A place for the bests" festival, special stories were drafted for each brand based on the statistics collected from users' experiences at the Digikala platform. A story which emphasizes on reinforcement of this communication and praise for these achievements in order to demonstrate how Digikala follows the mission of creating the best e–commerce experience.

+350

118.7% ▲ Compared with 2020–21

Screening in Tehran

+45

87.5% ▲ Compared with 2020–21

Present Iranian and International Brands in the Campaign

The Most Searched Iranian Brands at Digikala

The Year of 2021–22

Lá farrerr	219,272
پارس خزر	215,169
snowa	152,377
cíneré	132,769
schon	127,204

The most searched International Brands at Digikala

The Year of 2021–22

Apple	8,835,231
SAMSUNG	8,223,099
MI	5,063,038
NOKIA	319,823
HUAWEI	292,958

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Iranian Products' Sales Share

Quantity–wise

6,823

Number of
Iranian brands

Until March 2022

Approximately 79% of Digikala sales (quantity–wise) in 2021–22 were addressed to Iranian products.

Number of Iranian brands

11%
Growth compared with 2020–21

6,823

6,156

2,512

1,763

| | 2018–19 | 2019–20 | 2020–21 | 2021–22 |

79%

| | 2017–18 | 2018–19 | 2019–20 | 2020–21 | 2021–22 |

■ Iranian Brands   ■ International Brands

Best–Selling Iranian Products

The 2021–22 Year

Brand name		Changes in brand rating compared with 2020–21	
Pars–Khazar	پارس خزر	+1	▲
X.Vision	X·ویژن	–1	▼
TSCO	TSCO	+1	▲
Mahya Protein		+2	▲
SNOWA		0	—
La farrerr		+5	▲
Bost		+238	▲
Pakshuma		–5	▼
Cheshmeh–Noor		–2	▼
Akhavan		+2	▲

0%   5%   10%   15%   20%   25%   30%   35%   Sales share (NMV)

digikala
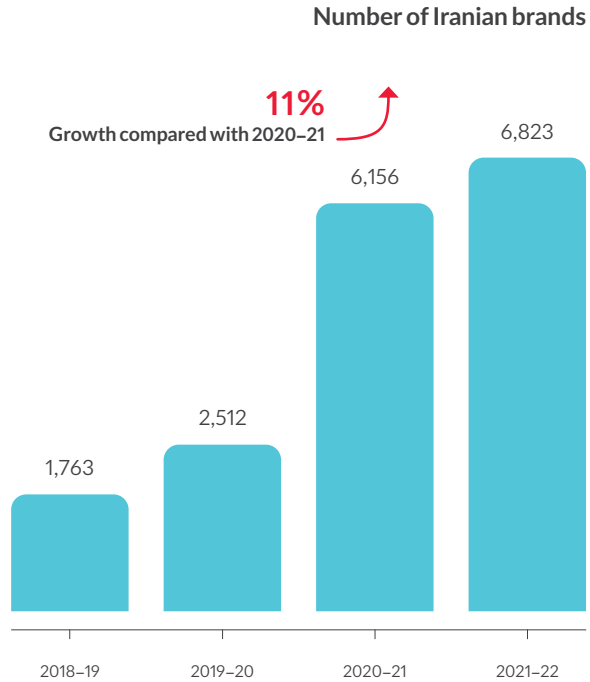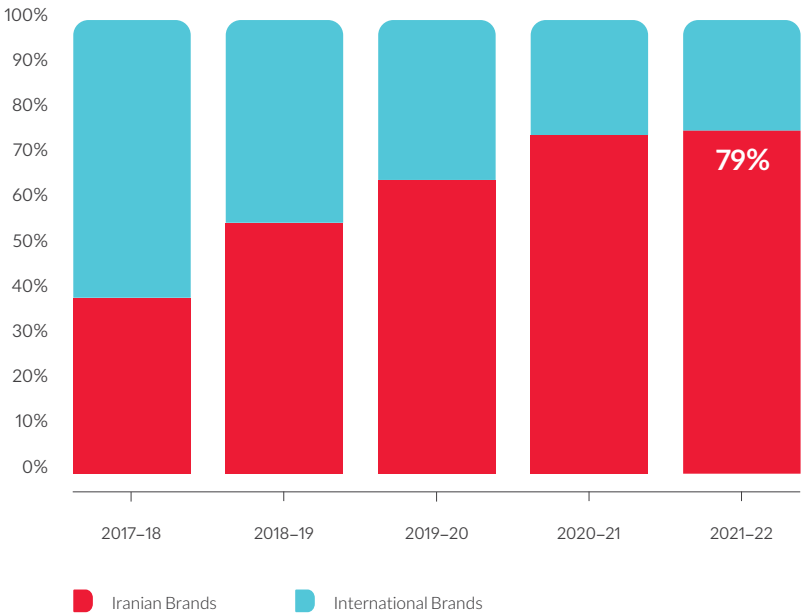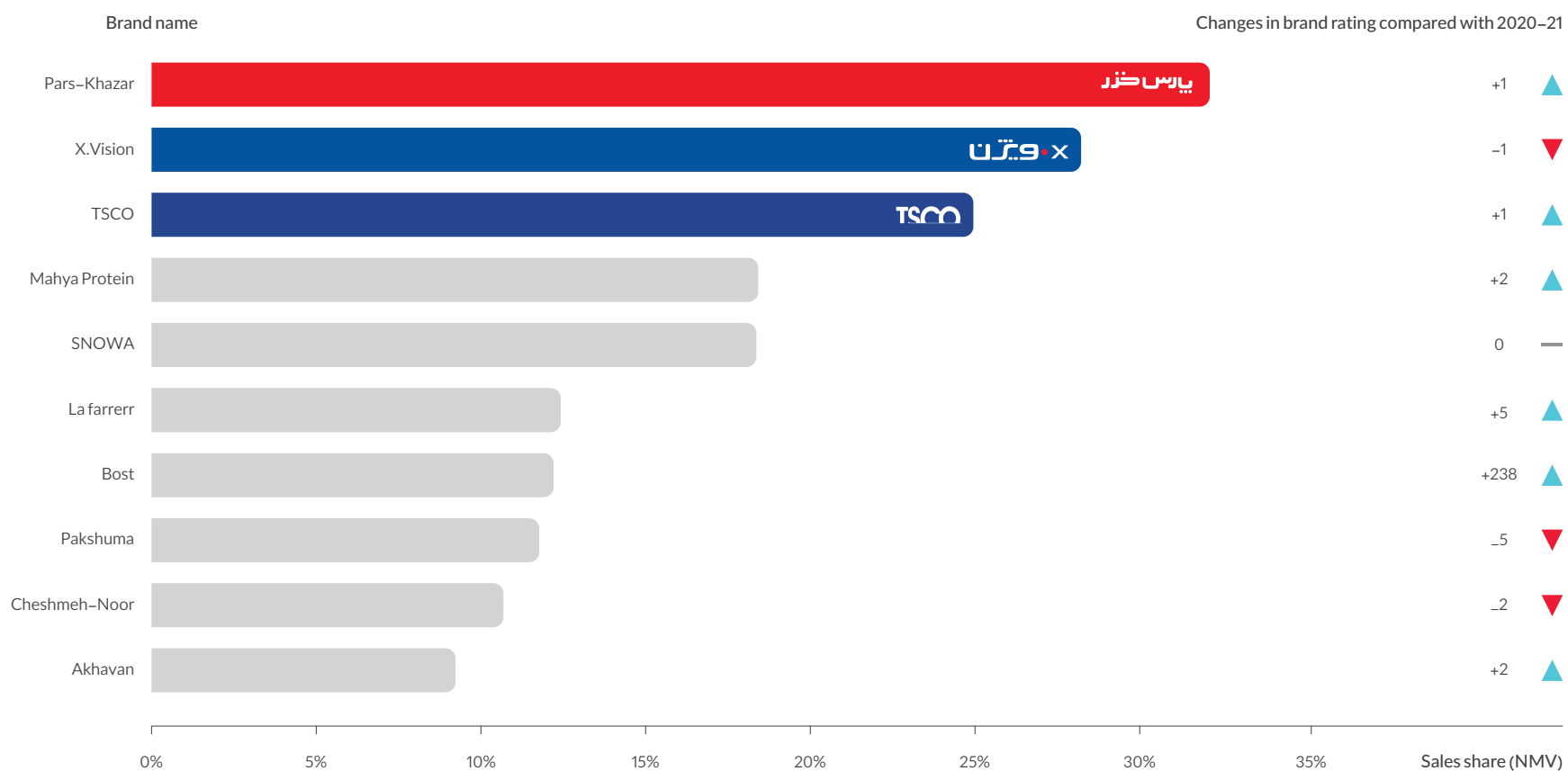
Best–Selling International Products

The 2021–22 Year

Brand name

Changes in brand rating compared with 2020–21

Brand	Sales share	Change
SAMSUNG		0 —
Xiaomi		0 —
Apple		0 —
Lenovo		+2 ▲
ASUS		–1 ▼
HP		+3 ▲
NOKIA		+1 ▲
Gplus		+3 ▲
Western Digital		+1 ▲
HUAWEI		–5 ▼

0%   5%   10%   15%   20%   25%   Sales share (NMV)
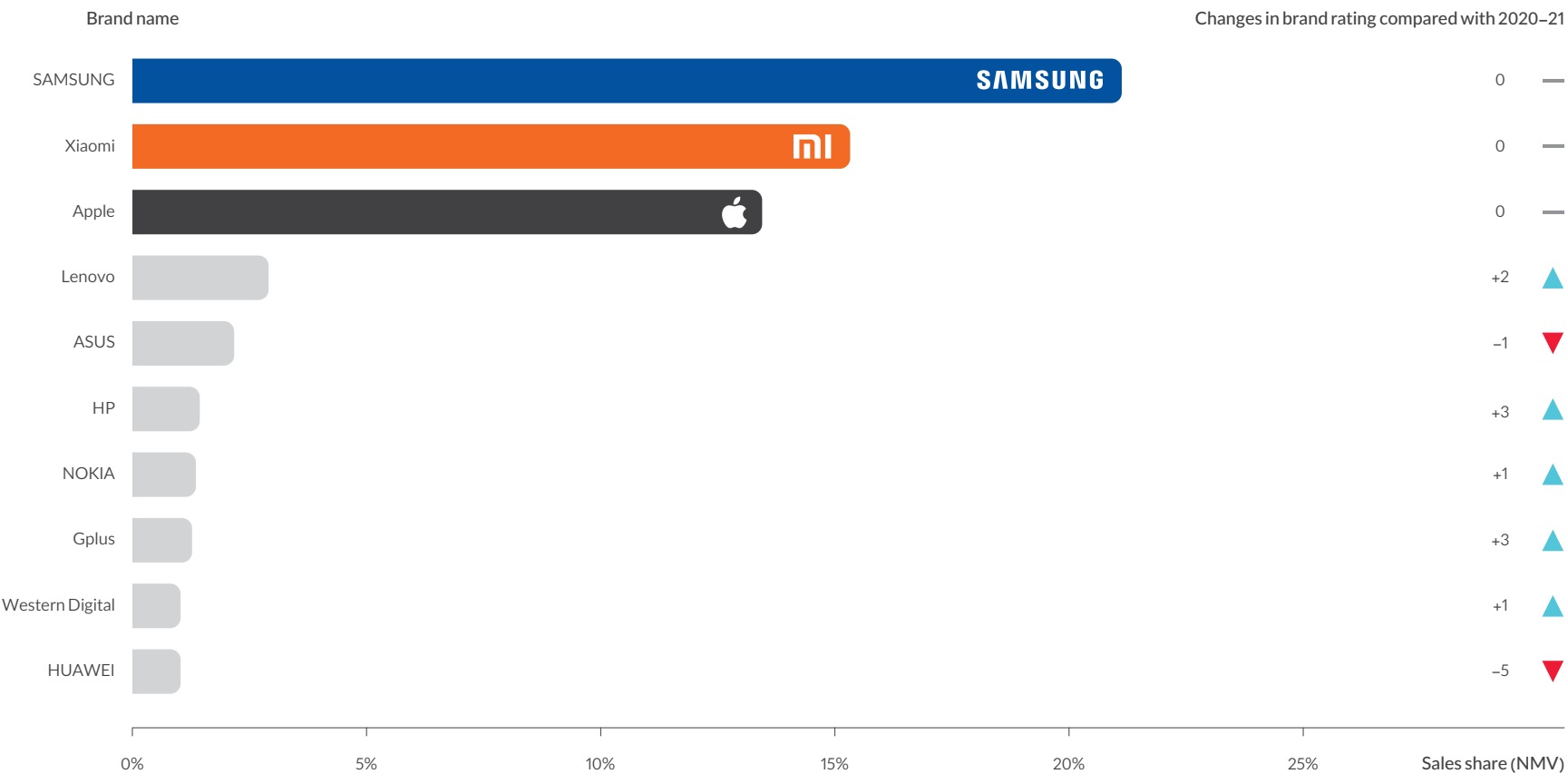
Best–Selling Television Brands

The 2021–22 Year

Brand name		Changes in brand rating compared with 2020–21
Gplus		+2 ▲
X.Vision		–1 ▼
DAEWOO		+4 ▲
SNOWA		+2 ▲
T.C.L		_1 ▼
Bost		_4 ▼
SAM		+11 ▲
Phillips		+8 ▲
Shahab		_1 ▼
SAMSUNG		0 —

0%   5%   10%   15%   20%   25%   30%   Sales share (NMV)

digikala
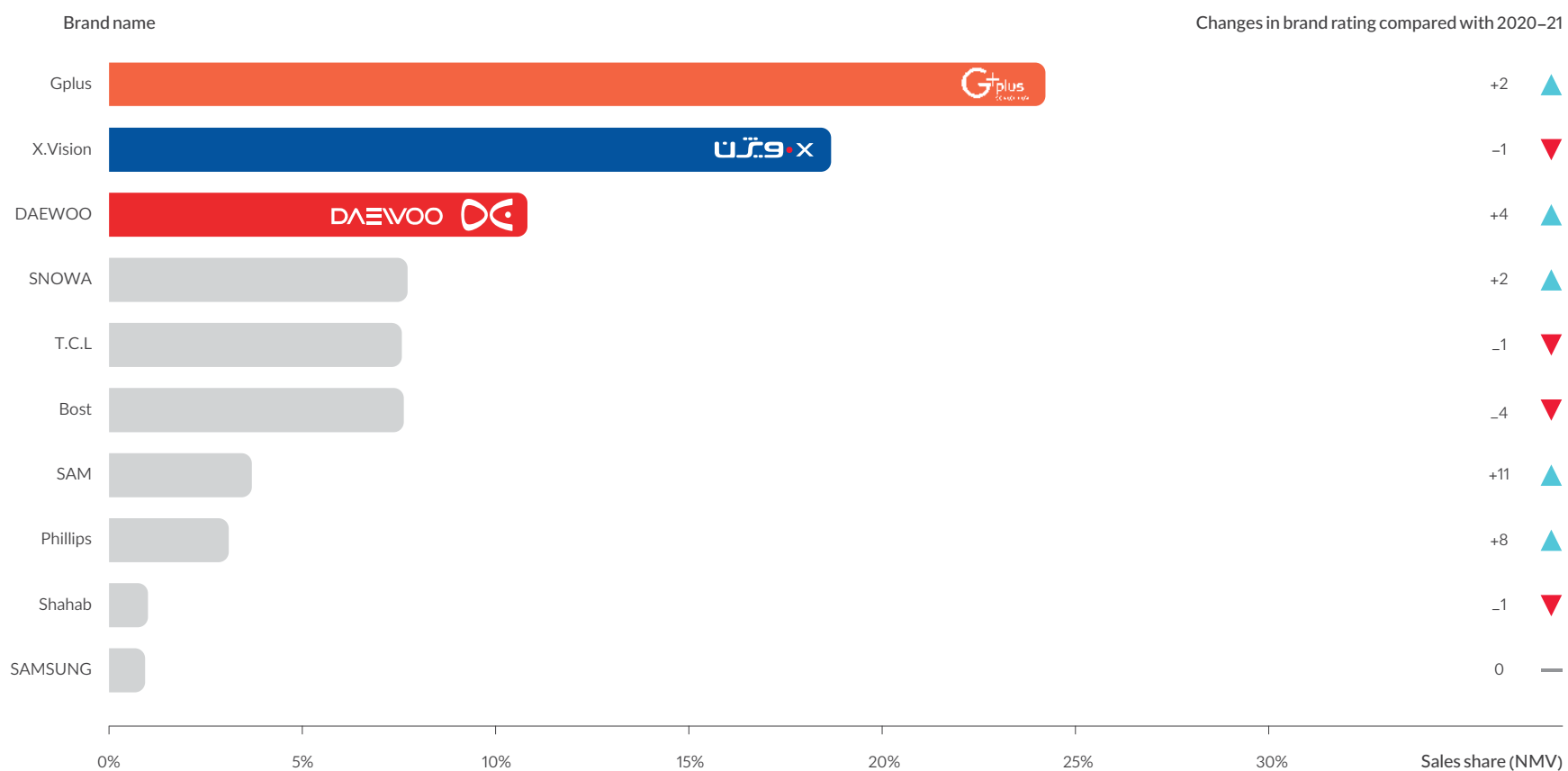
Best–Selling Perfumes and Fragrances

The 2021–22 Year

Brand name		Changes in brand rating compared with 2020–21
JACSAF		+1 ▲
SCLAREE		+2 ▲
Fragrance Word		+3 ▲
Smart Collection		+3 ▲
Amir		–4 ▼
Lancome		–3 ▼
De RIO Collection		+4 ▲
Lalique		–3 ▼
Nifty		+46 ▲
Rodier		+6 ▲

0%   2%   4%   6%   8%   10%   12%   14%   Sales share (NMV)
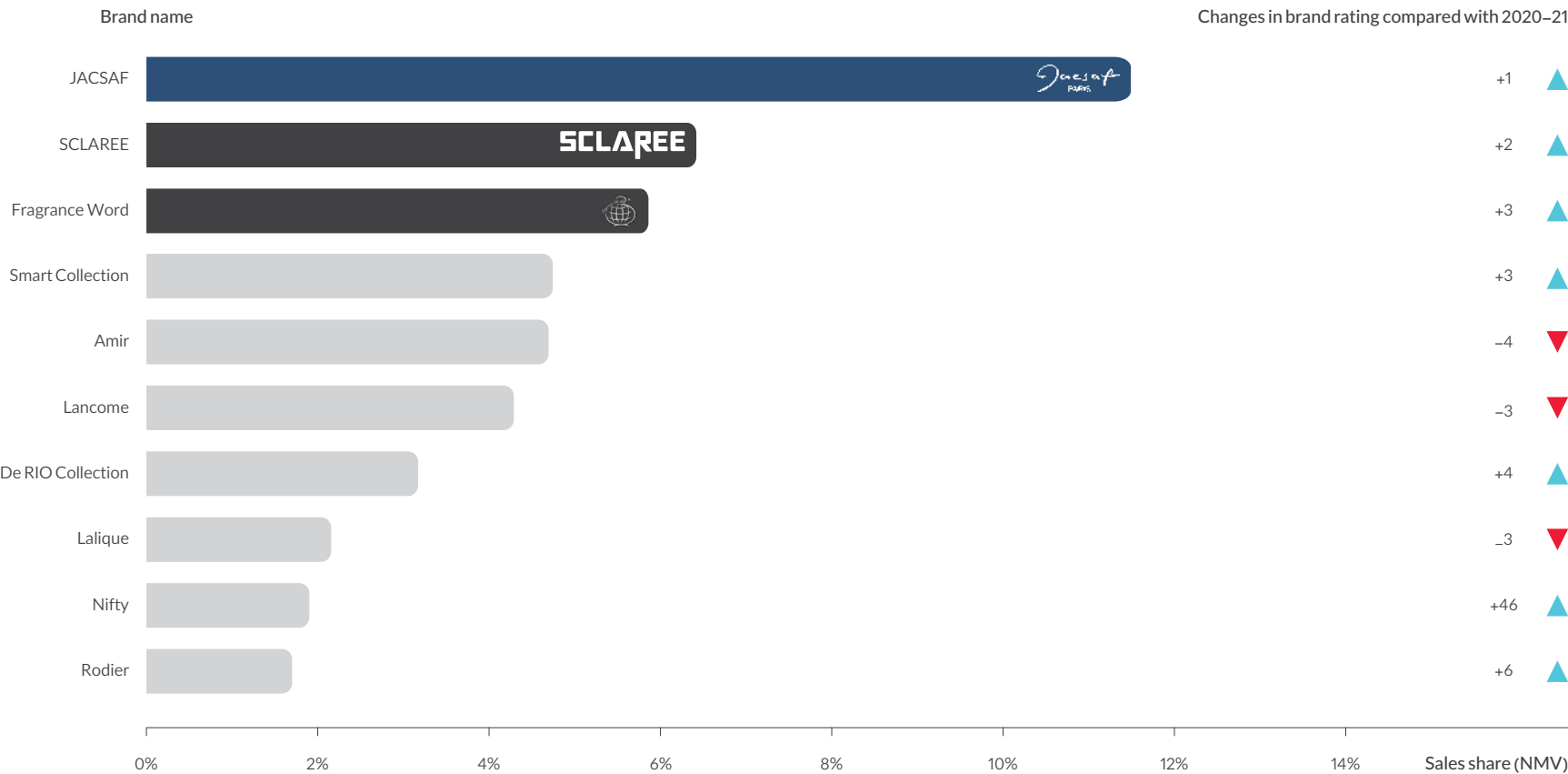
Best–Selling Camera Brands

The 2021–22 Year

Brand name		Changes in brand rating compared with 2020–21
CANON		0 —
FUJI Film		+1 ▲
Go Pro		+1 ▲
Nikon		–2 ▼
VIOFO		_1 ▼
70mai		+7 ▲
SONY		0 —
DJI		0 —
Insta360		+20 ▲
SAMSUNG		–5 ▼

0%   10%   20%   30%   40%   50%   60%   Sales share (NMV)

digikala
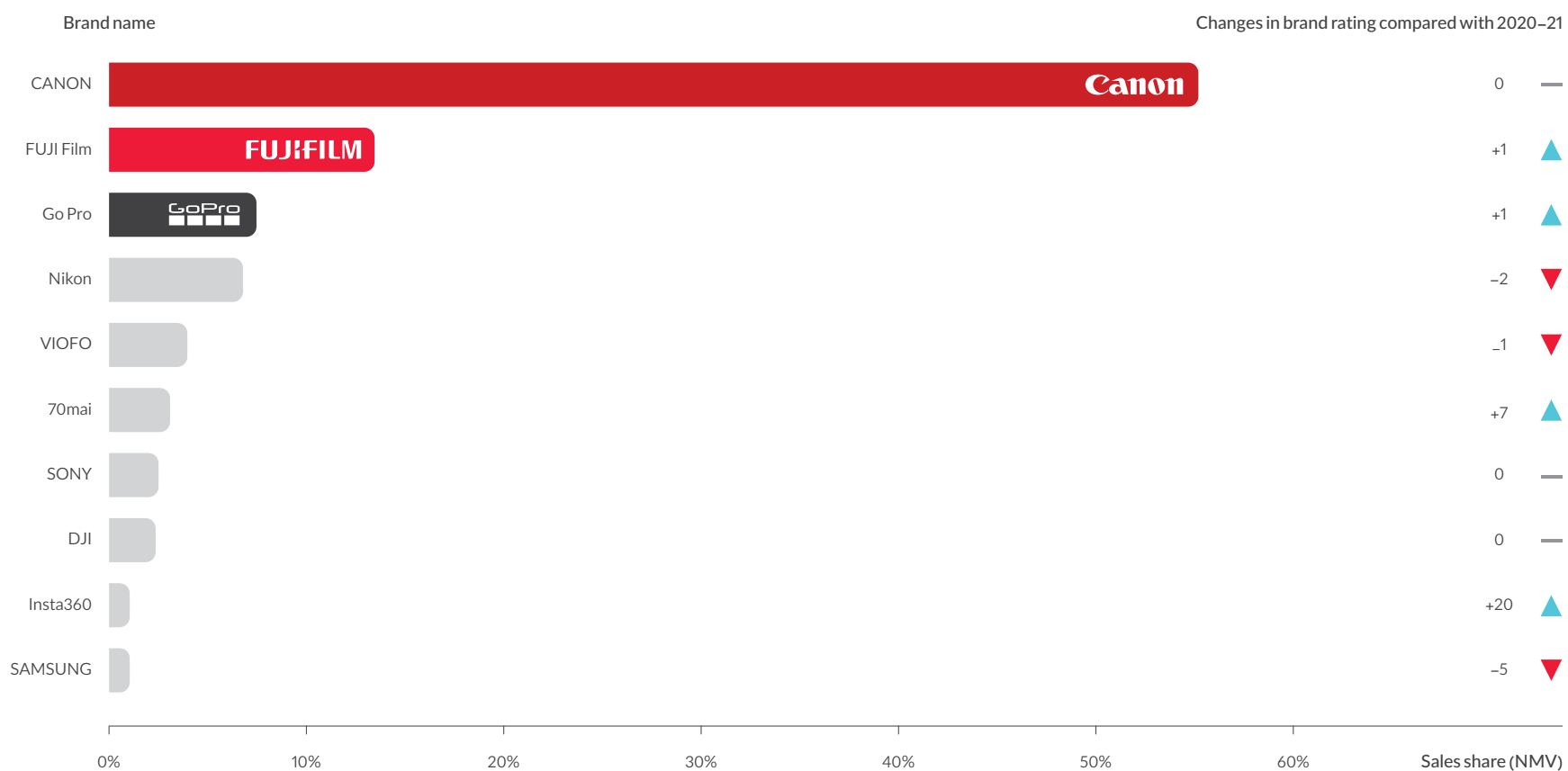
Best–Selling Laptop and Ultrabook Brands

The 2021–22 Year

Brand name

Changes in brand rating compared with 2020–21

Brand		Change	
Lenovo		+1	▲
ASUS		–1	▼
HP		0	━
Apple		+1	▲
Acer		–1	▼
MSI		+4	▲
DELL		0	━
HUAWEI		0	━
Microsoft		–3	▼
Razer		New Brand	

0%   10%   20%   30%   40%   50%   Sales share (NMV)
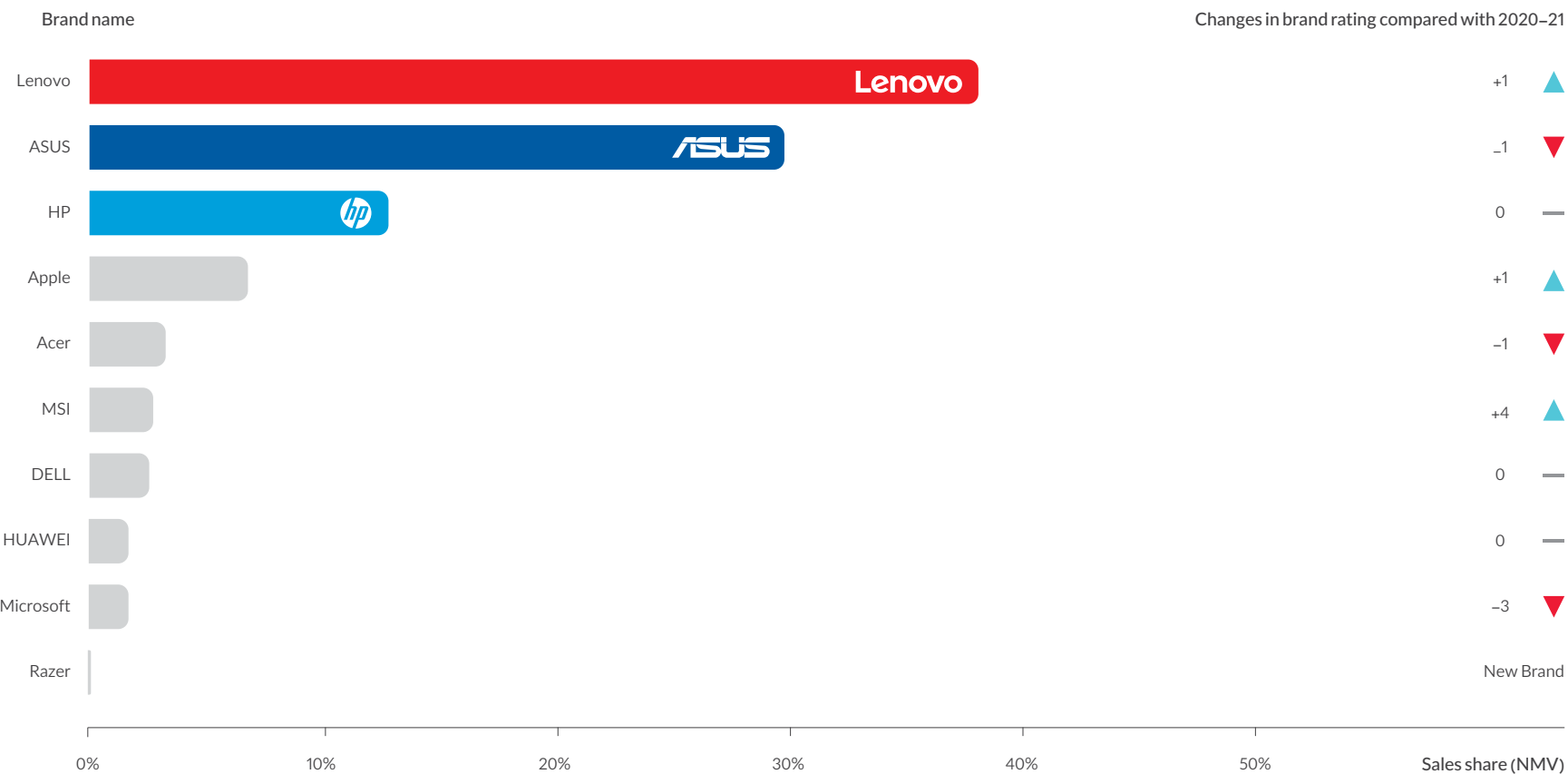
Best–Selling Refrigerator Brands

The 2021–22 Year

Brand name		Changes in brand rating compared with 2020–21
Emerson	لمرسان	0 —
DAEWOO	DAEWOO	+1 ▲
East–Cool	ايستكول	–1 ▼
SNOWA		0 —
Gplus		0 —
Electro Steel		+11 ▲
X.Vision		+3 ▲
Depoint		+16 ▲
T.C.L		0 —
Philver		–4 ▼

0%   5%   10%   15%   20%   Sales share (NMV)

digikala
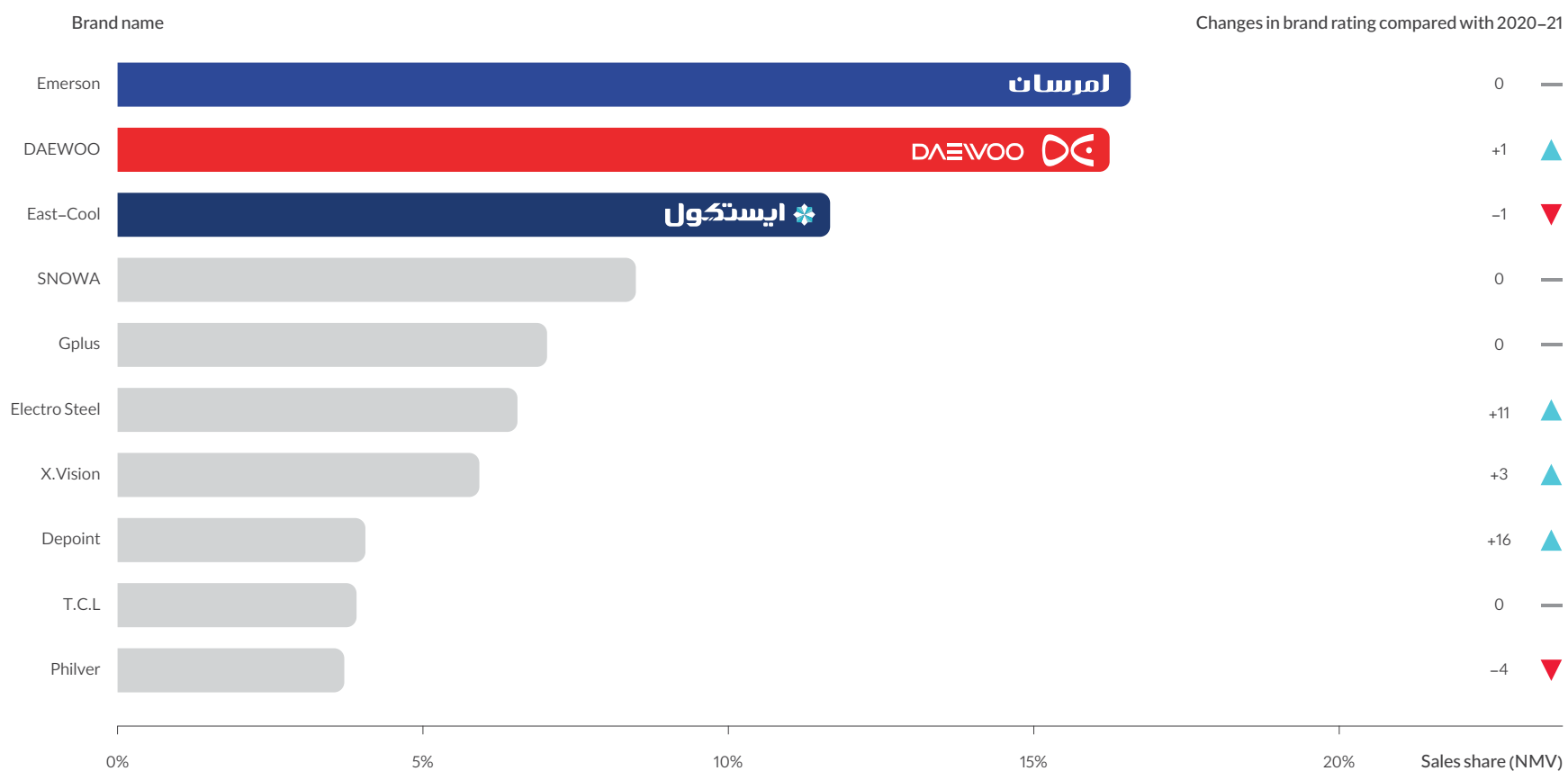
Best–Selling Food and Beverage Brands

The 2021–22 Year

Brand name		Changes in brand rating compared with 2020–21
Mahya Protein		0 —
Golestan		0 —
Kaleh		+3 ▲
Mostafavi		+1 ▲
Tabiat		−2 ▼
Ladan		+10 ▲
Puya Protein		−3 ▼
NESCAFE		−1 ▼
Sahar Khiz		−1 ▼
Aghajanian		−1 ▼

0%   1%   2%   3%   4%   5%   6%   7%   8%   Sales share (NMV)
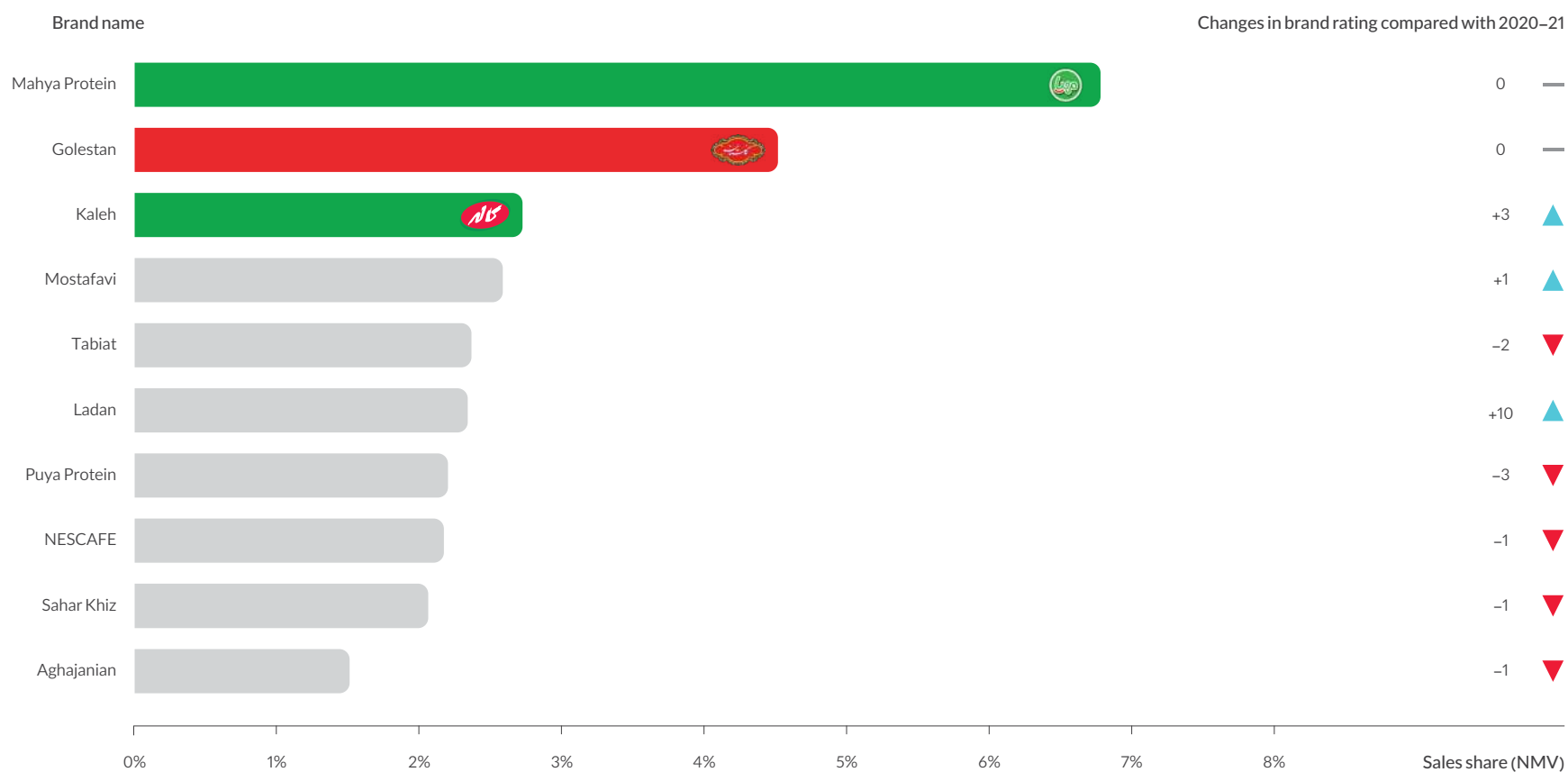
Best–Selling Smart–watch Brands

The 2021–22 Year

Brand name		Changes in brand rating compared with 2020–21
SAMSUNG	SAMSUNG	0 —
Apple		0 —
Xiaomi	mi	+1 ▲
Amazfit		+1 ▲
HUAWEI		+2 ▲
Haylou		0 —
HONOR		−3 ▼
Midsun		0 —
Loluka		New Brand
Dot Comma		+9 ▲

0%   5%   10%   15%   20%   25%   30%   Sales share (NMV)

digikala
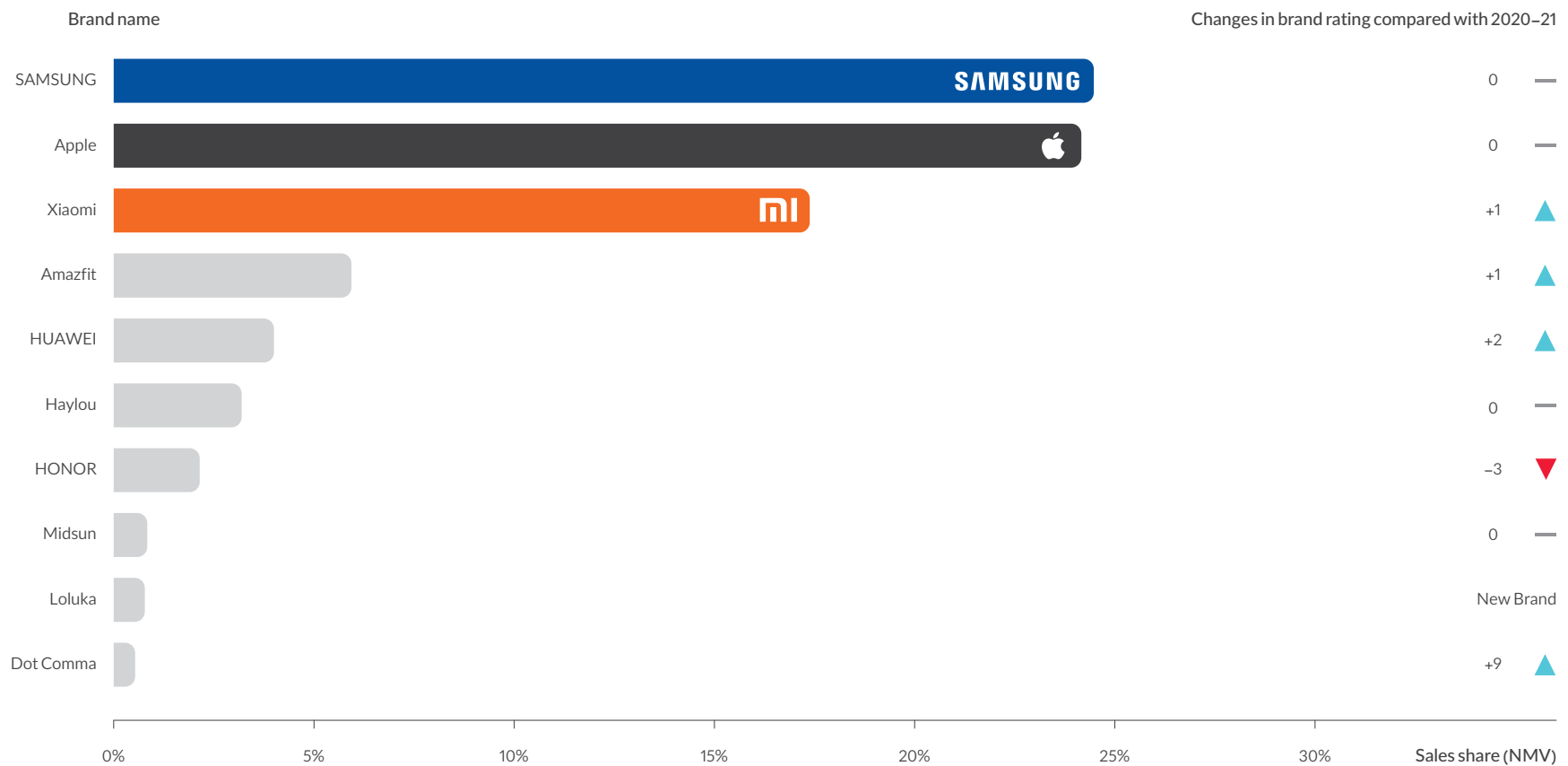
Best–Selling Game–Console and Accessories Brands

The 2021–22 Year

Brand name	Sales share (NMV)	Changes in brand rating compared with 2020–21
SONY	PlayStation	0 —
Microsoft	XBOX	0 —
TSCO	TSCO	0 —
Dobby		0 —
Panatech		+59 ▲
Sparkfox		0 —
Euro Quantum		+1 ▲
VENUS		–1 ▼
XBOX		+1 ▲
Nintendo		+4 ▲

0%   10%   20%   30%   40%   50%   60%   70%   80%   Sales share (NMV)

Best–Selling Mobile Phone Brands

The 2021–22 Year

Changes in brand rating compared with 2020–21

SAMSUNG

Rank **1**

SAMSUNG

— 0

mI

Rank **2**

Xiaomi

— 0

Rank **3**

Apple

— 0

NOKIA

Rank **4**

NOKIA

▲ +2

HUAWEI

Rank **5**

HUAWEI

▼ –1

honor

Rank **6**

Honor

▼ –1

MOTOROLA

Rank **7**

MOTORLLA

▲ +3

G⁺plus

Rank **8**

Gplus

▲ +3

Infinix

Rank **9**

Infinix

New Brand

realme

Rank **10**

Realme

New Brand

digikala

Some of Digikala collages in Vanak–Plaza Office.

digikalamehr; The Digikala's Biggest Social Responsibility Project in 2021–22

digikalamehr as a novel solution for act of kindness started life in October 2021 –"Mehr", is a Persian word meaning "Kindness". In this platform users can collaborate in simple and reliable act of kindness projects defined for social and environmental impacts. In digikalamehr users can take part in this road of kindness as much as desired by purchasing the products required by the related Organizations. All of these purchased products would be delivered to NGOs and charity organizations for free. Identification of NGOs and charity communities with required standards for providing services with social and environmental impacts. Undoubtedly, recognizing the appropriate road to act of kindness is the first step towards the communication and support. digikalamehr offers the solution for this issue by identifying these organizations and supporting them with a simple and transparent approach.

5,253	11.5 Billion Rials	28,114	1.36 Million Rials
Donors	Total Donations	Donated Items	Average Cost of Donations

digikala

Social Responsibility Domains of Digikala

Sustainable and balanced development in the Iranian society is the main focus of Digikala in the Social Responsibility domain. Definition and advancement of projects for retail development, support for acts of kindness and empowering NGOs, considering employees experiences and reducing negative environmental impacts are parts of the sustainable development mission. Digikala believes that Iranian society develops with establishment of sustainable and long–term interactions between the government, private companies and NGOs.

Society	Market	Environment	Workplace
• Acting towards social equity and equal access for all Iranian people. • Creating a reliable and transparent method for act of kindness.	• Sustainable Employment • Empowering local societies and facilitating their access to the opportunities of e– commerce market.	• Reducing environmental impacts caused by Digikala operations by delivery route optimization and re–collection of goods. • Reducing fuel consumption. • Returning Digikala cartons.	• Improvement of health status and safety at the workplace • Creating platforms for participating in act of kindness projects.
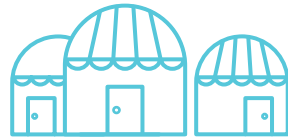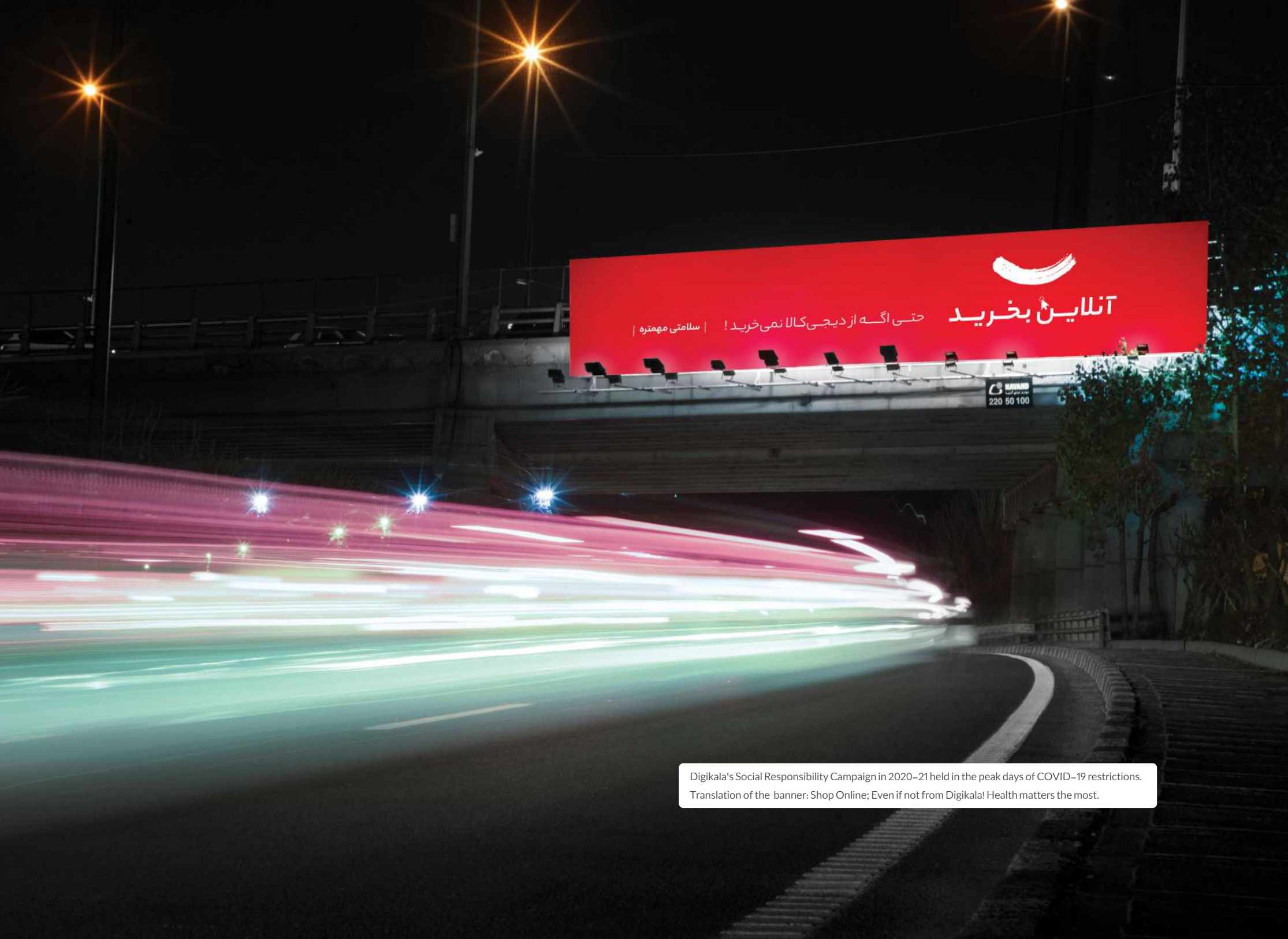
digikala

Digikala's Social Responsibility Campaign in 2020–21 held in the peak days of COVID–19 restrictions.
Translation of the banner: Shop Online; Even if not from Digikala! Health matters the most.

Boomi Mahalli

In autumn 2021, a new category of products in Digikala Group was unveiled which was emerged from villages and cities located thousands of kilometers far from the capital. A project titled "Boomi Mahalli" for empowering native and local businesses in order to participate in the large e–commerce market of Iran. Digikala started to support the supply of rural products as a movement towards the goal of social responsibility in collaboration with 15 institutes active in deprivation soothing and 35 local social start–up businesses. Employment facilitation, increasing local productions as an economic value creation method for the regions and creating a solution for a sustainable income for local and rural producers are the goals of the Boomi Mahalli.
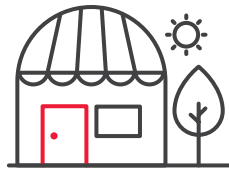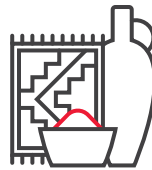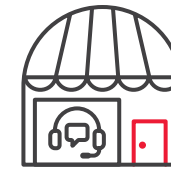
3,485	30,444	17
Local Sellers	Stock Keeping Units (SKUs)	E–Commerce Support Center Established

The Sign of Boomi Mahalli Products in Digikala

digikala

Geographic Dispersal of Boomi Mahalli Sellers

Tehran
Isfahan
Razavi Khorasan
East Azarbaijan
Alborz
Fars
West Azarbaijan
Kermanshah
Mazandaran
Zanjan
Hamedan
Khuzestan
Gilan
Kerman
Sistan and Baluchestan
South Khorasan
Qom
Semnan
Bushehr
Ardabil
Markazi
Hormozgan
Kordestan
Golestan
Lorestan
Ilam
Yazd
North Khorasan
Chahar Mahal and Bakhtiari
Qazvin
Kohgiluye and Boyer Ahmad
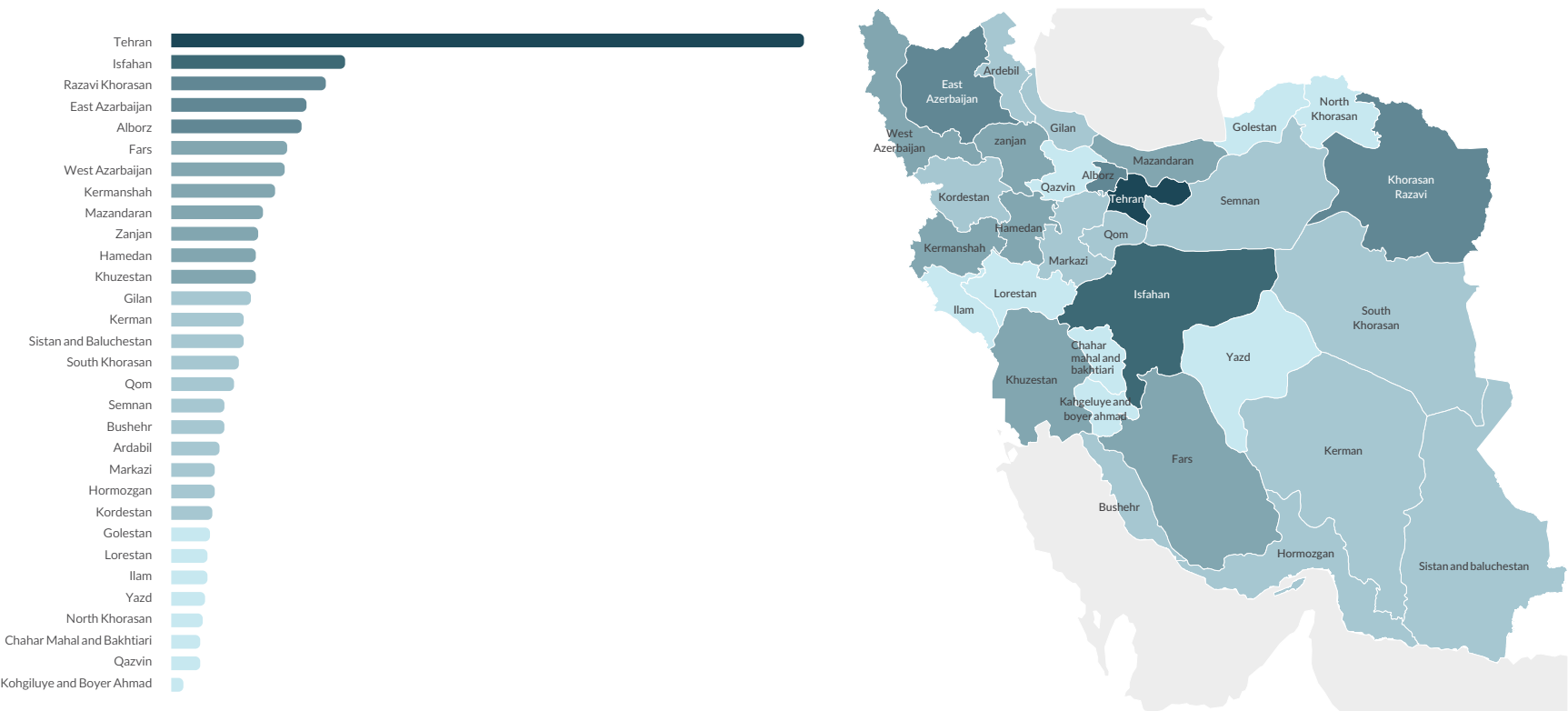
> local sellers from all around the country were present at Digikala in 2021–22.

Return of predator birds after rehabilitation period into the nature by Animal Protection NGO supported by Digikalamher. Shot by Maasoomeh Aliakbar

The Success Story of Small and Local Businesses

Each seller at Digikala has his/her own story. A vicissitudinous story which can be inspiring for all producers, artists and artisans.

Parvand shop — Soheil Akhlaghi is an ecotourist who travels to Iran's villages to assist Digikala's project of empowering local businesses — Boomi Mahalli — and the rural economy.

Lakugil complex — Maryam Hosseinzadeh tries her best to distribute the aroma of Gilan farms all around Iran.

Nomad Market shop — Mohammad Malekshahi supplies products from nomadic tribes of Zagros. A story of a person, family or tribe exist behind each of those products.

Gole–Golekhoonamoon — Sara Seifi and her family grow plants and developed her business using Digikala's "Ship by Seller" feature.

A shop in Polyester — Mr Delavari and his family used a little loan and started to manufacture aquarium decorations and saved his workshop from bankruptcy

Mat weaving shop — Lily Erfaninia helps Khuzestan women to learn mat weaving alongside earning money.

Direct Donation of Goods to Charities

Digikala comes with its users in the road of act–of–kindness by direct donation of goods to charities that are digikalamehr's partners. Over 8300 items in various categories including mobile phones, home appliances, foods and sanitary products were directly donated to the vulnerable groups in 2021–22.

The Kind Hand Project

The Kind Hand is a project planned for supporting vulnerable producers. This project is supported by charity organizations at entrepreneurship centers to help producers with achieving economical independence and production skills. Digikala tries to provide necessary conditions for these producers to be present in the digital atmosphere in the form of holding sales campaigns, discounts in seller' commissions, support and education.

The symbol for products of the Kind Hand sellers

Scan to purchase in the road of kindness

digikala

The Kind Bag Campaign

The Kind Bag campaign was held in October 2021 with participation of 1376 customers of digikalamehr in a 20 day period. In this campaign, Kind Bags including backpacks, stationaries and tablets were prepared for 500 underprivileged students and shipped by Mehre–Giti NGO.

The Yalda to Kindness Campaign

The Yalda to Kindness campaign was held on the eve of the Yalda night with help of digikalamehr customers to support people who have to live on the streets due to lack of shelter. In this plan, sanitary and heating equipment including warm clothes and some sanitary products were prepared and made available for 800 homeless persons.

Social Responsibility Actions in the Field of Environment with the Aim of Reducing Waste Production
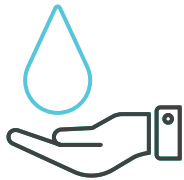
Wastewater Treatment for Agricultural Use

+3,600 Cubic Meters Monthly

SSB wastewater treatment in the Danesh fulfillment center was started in January 2022. To make the wastewater outflow of this center matched with Iran's water quality standards. This system produces 120 cubic meters of clean water everyday which is used for irrigation of agricultural crops located near Danesh Fulfillment center.
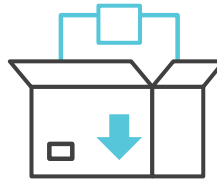
Carton Usage in Order Packing

+500 Tons Reduction

In the project of carton usage optimization, using carton was stopped for packing orders of products that are packed by carton itself. This action resulted into 505 tons reduction in carton usage for packing orders.

Plastic Usage in Order Packings

90% Reduction

Using unused cartons instead of plastics for damage prevention of products in order packing resulted in a 90% reduction of plastic usage from 16428 Kg to 1550 Kg in 2021–22.

digikala

Social Responsibility Action in the Field of Environment for Creating Marketing Cycle

Returning Digikala's Cartons

In February 2021, the project of Returning Digikala's Cartons started experimentally and limited to some regions of Tehran. This primary plan was designed with the aim of evaluating the customers' acceptance in order to plan the main phase in 2021–22.

The Storyteller Campaign

Producing an original and beautiful production named "Palas" from used clothing was the purpose of defining a project called "The Storyteller" held in September 2021 with the collaboration of Digikala, KOMDA and the Haft–Dast House. In this campaign, one ton of clothes collected by the users of KOMODAA social network was given to the Haft–Dast House to be converted into original and ready to supply products by household women heads of households at south Khorasan.

از لباس‌های رنگ به رنگ تا
پلاس‌هایی نقش به نقش!

Social Responsibility Actions in the Field of Environment to Reduce the Risks of Climate Change

Saving the Zagros by Support for Equipping non–Governmental Groups.

Zagros forests with a surface of 6 million acres have the most density of different Oak species in Iran and provide about 40% of Iran's water. Furthermore, Zagros is the habitat for important herbal and animal species which is at risk due to massive fires and lack of equipment for local environmental activists. Digikala held the "Assisting the Guards of Zagros" for the purpose of saving this valuable heritage with the help of local association. In this plan, Digikala user took parts in equipping local groups for controlling and suppressing the fire in Zagros forests.

Reducing Pollution by Optimizing Delivery Routes.

Reducing the delivery distance has significant effects on fuel consumption and air pollution. The second phase of Digikala's Navigation System route optimization started life in 2021–22 utilizing artificial intelligence. This project has been successful in cities where orders are delivered directly by Digikala, with a 34% decrease in the shipping distances compared with the previous year.

digikala

Green and Digital

The collaborative project between United Nations Development Program (UNDP) and Digikala's Boomi Mahalli – development of native and local businesses– named "Green and Digital" was designed and performed in 2021–22 with the goal of improving the livelihood of the residents of Urumia lake's catchment basin. Promoting environmental stability, access to digital markets and improving the livelihood of local societies, creating diversity among buyers of local products and introducing fair environment–friendly and fair trade to the consumers are of the purposes of this project.

11	+300	110
Equipped Support Centers of Retail E–Commerce.	Products loaded on Digikala.	Participating Sellers living in the Urumia lake's Catchment basin.

Scan to view products of the Green Jobs around Urumieh lake

Students of Shahid Beheshti University – entrepreneurship college, visiting Digikala's fulfillment centers.

digikala explore

A Trip to the Digikala World

The "DigikalaExplore" project started after three years of visiting the Digikala's Danesh fulfillment center with interested people. This project provides the public with the opportunity to travel closely to the Digikala World. In 2021–22, DigikalaExplore hosted students from Universities of Tehran, Shahid Beheshti, Amirkabir, Elm o Sanaat and Alzahra and the managers and colleagues of companies such as Kavir Steel, Sepahan Battery, Isfahan Pegah, Mobarakeh Steel, SNOWA, Mister Belit, Snapp, Hezardastan Group, Yekta net, Ham Ava, Tavanir and Taamin Ejtemaei organization, chief editors of independent publishers, NGOs and charities active in digikalamehr, plenty of parliament members, etc. which became closely familiar with Digikala by visiting the Danesh fulfillment center.
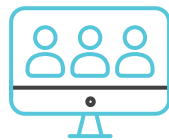
701	938	74
Online Visitors	**Visitors in–Person**	**Held Visit Sessions**

Scan to travel to the Digikala world.

بومی محلی

Boomi Mahalli Annual report 2021–22

Beginning of a Journey ...

Traveling to cities and villages all around the country and trying to establish sustainable income for the people living there is the heart of what you will read through the following pages.
This report is a transparent narration about the Digikala's journey for supplying local products and the results achieved. We believe that it is just the beginning of the road; however, believing in the goal will make us more determined to continue on the path.

Boomi Mahalli – which means "local and native" in Persian – is a project for supporting Iran's local and native sellers and products. In this report you'll get introduced with some Iranian local products along with their photos which are shot by Digikala's Boomi Mahalli group during educational trips throughout Iran and their narrations that are told by native people of the villages.

◀ "Kalpurgan" pottery is one of the world's unique potteries which is prepared by a method as old as ٧ thousand years in the Kalpurgan village which is recognized as the world's pottery living museum. The potteries are made

without using pottery wheels by Baluch women, decorated with historical and native designs and baked in the communal kiln of the village.

"Sistani broom" is a unique product native for cities and villages around the Hamoon wetland and the Hirmand river. Thin and long straw – natively called Sink – of a plant called "Karteh" is used to build the broom. The texture of this broom makes a beautiful shape which attracts the attention of each viewer.

▼

Increasing the Share of the Boomi Mahalli Businesses in Iran's Economy Requires the Collaboration of All Activist of the Field

Afshin Khaki, Project Manager of Developing Boomi Mahalli Businesses

Elimination of distances is the most important potential of e–commerce. Nowadays, owners of small and large businesses are demanding this potential more than ever. A potential that might be considered limitless; however, there are lots of obstacles that should be overcame including education of knowledge and skills and also chang–es to the conventional procedures of online sales platforms. An issue which requires lots of time and effort and cause online marketplace platforms to avoid entering the field of supplying local products in large scales. Digikala accepts the challenge in 2020–21 and defined empowerment of native and local businesses as its biggest move–ment towards its social responsibility, in order to help native and local businesses powerful and establish a stable cycle of income in villages and less privileged regions. Realizing this idea needs a group action in collaboration with the startups active in local development. Fortunately, after 1.5 yeas of starting the journey, 12 institutes and over 30 startups have joined us. Local activists and accelerators have been educated, registration, product submission, shipment and warehousing processes were adjusted proportionate to these businesses as much as possible. There are about 3500 native and local retails present in this project to date.

We hope high quality branded local products form all around Iran to be available for every people and take a step towards development of rural societies by establishing a sustainable flow of income.

We are open to collaborate with all activist in this field.

The Story of a Birth

Supplying a new category of products at Digikala, especially originated from cities and villages located thousands of kilometers far from the Capital was the blessing birth happened in Autumn 2020. In this year, the project of native and local businesses started which enabled local societies all around the country to take parts in the large e-commerce market of Iran. The main motivation of Digikala for this supportive movement was playing the proper role in the field of social responsibility. Some of the goals in the development of native local businesses are as follow:

- Take an effort for employment
- Helping to create economic value in different regions of the country by helping to increase the production and sales of local products
- Helping to make local products introduced to and recognized by people all around Iran.
- Establishing a sustainable clow of income for local producers
- Helping reverse-migration to take place to the less privileged rural areas

Communication with villages all around Iran and identification of local products required the help of organizations and institutes that worked there for years, therefore a workgroup in collaboration with institutes active in the field of native local businesses was formed to have an appropriate operational model as the result of combining the experiences of these institutes, the local businesses and Digikala in the field of e-commerce.

The Operation Model

| Local producer | Supporter/Partner Organizations | Digikala | Buyer |
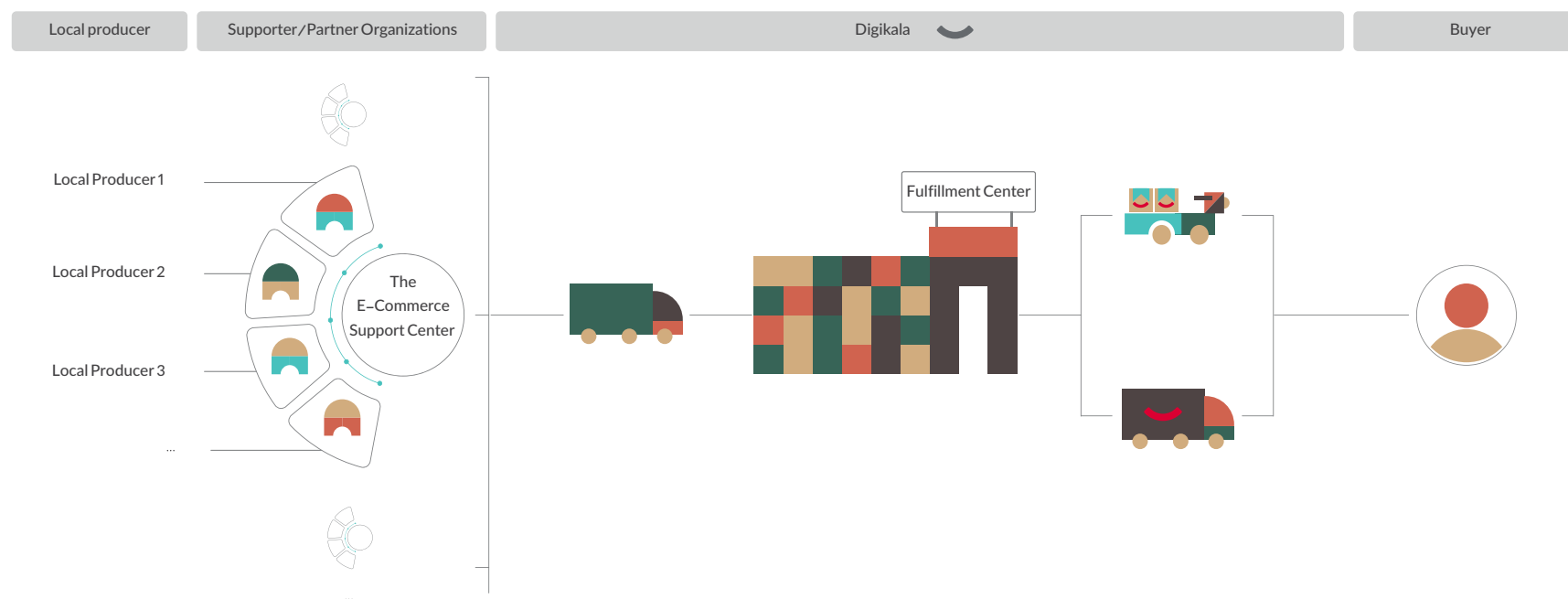
> **"** The designed operational model for the project of developing native local businesses was formed by establishment of e–commerce support centers. These centers act as the link between Digikala and local producers by supportive services such as packing and preparing the products to be shipped.

بومی محلی

The Symbol of Boomi Mahalli Products

> Making a distinction between native local businesses and the industrial products available at Digikala was of the necessities that emerged from the first steps. Therefore, the symbol of "Boomi Mahalli" was designed and placed on the products of this category. Nowadays, lots of Digikala's users are familiar with this sym–bol. The presence of the symbol beside a product shows that the item is produced in a small rural or home workshop in a non–industrial atmosphere.

The Introduction Landing–Page

The next step for the official beginning of the project was designing the landing–page of "Boomi Mahalli" products. This page was designed to intro–duce and describe the project alongside the following two sections:

- Products sales

- The sellers' invitation and registration form to work with Digikala

The first banner of "Boomi Mahalli" products on Digikala

Activation of this page officially gave birth to the project of developing native local businesses on Digikala.

The Initial Sellers in 2020–21

Khuzestan   Kermanshah   Isfahan   Other provinces
Fars   Tehran   Kerman

The initial sellers by provinces

Handicrafts   Home appliances   Foods   Apparels

The initial sellers by categories

> In the beginning of the project, Kerman was leading province in the number of participated sellers and the handicrafts category was the leading one in the number of available products included.

Boomi Mahalli Project at a Glance

Summer 2020	Autumn 2020	Winter 2021	Spring 2021	Summer 2021	Autumn 2021	Winter 2022
Forming work–groups with institutes	Training facilitators	Collaboration with Omid entrepre–neurship fund, presidential's women deputy and the ministry of labor and social welfare	Starting collaboration with Rural corporative organization of the countryt	Call to submit proposals for local entrepreneurship plans	Collaboration with JahadDaneshgahi	Collaboration with United Nations Development office in performing the project of empowering green businesses around the Urumieh lake.
Elaboration of collaboration framework	Recruiting the first "Boomi Mahalli" producers and submitting their products	Collaboration with "KomiteEmdad" of Tehran province and the national organization of prison's corrective actions	Staring collaboration with Iran's NGOs.	Collaboration with farmers, nomads and villages insur–ance funds	Holding two–day educational workshop for home businesses of Zanjan province	Agreement with the national "KomiteEmdad"
Defining the pilot points and starting the operational process	Designing the specific symbol of "Boomi Mahalli" products	Hosting Iran's native and local startups	Ramazan sales festival campaign – special for "Komite Emdad" applicants	Activating "Boomi Mahalli" prod–ucts' performance dashboard.	Holding the campaing for raising awareness about Boomi Mahalli products.	Holding the two–day educa–tional workshop of Zahedan's innovation park.
	Activating the landing and the symbol and the officially unveiling the project	Introducing the project in the "Yalda Summit" event	Holding face–to–face educational courses for Sistan desert corpo–rations	Creating short documentaries for success stories of "Boomi Mahalli" sellers.	Judgement and selection of entre–preneurship plan proposals submitted after the call	"Boomi Mahalli" products joined the other categories of Digikala such as digikalajet and Digikala's corporate sales platform.
	Starting to collaborate with 4 start–ups in the field of "Boomi Mahalli"	Diversifying the marketing channels for native and local products	Adding the "Boomi Mahalli" to Digikala website as an inde–pendent category	Adding the required contents and articles to the Digikala sellers' academy.	Introducing the project in the "On the Lines of Iran" project.	

"Palas" is a sort of old and widely used rug that its weft is produced from threading the woven fabrics in different regions of Iran. The reuse of used and discarded textiles in production of "Palas" has made this carpet a unique product which can be very effective in reducing waste and preserving the environment.

▼

Boomi Mahalli Sellers

Currently more than 3,000 Boomi Mahalli sellers from all over the country are selling their products in Digikala. Some of these sellers have applied to sell their products through partner institutions and the other part independently. The number of Boomi Mahalli sellers in Digikala increased 6 time in 2021–22.

Number of Sellers in Partner Institutions

"Komite Emdad" with 744 sellers has the largest number of sellers among the corporative institutions. Presidential women's deputy with 325 sellers and the Basij Sazandegi organization with 168 sellers are in the next ranks.

3,485 Sellers
Boomi Mahalli
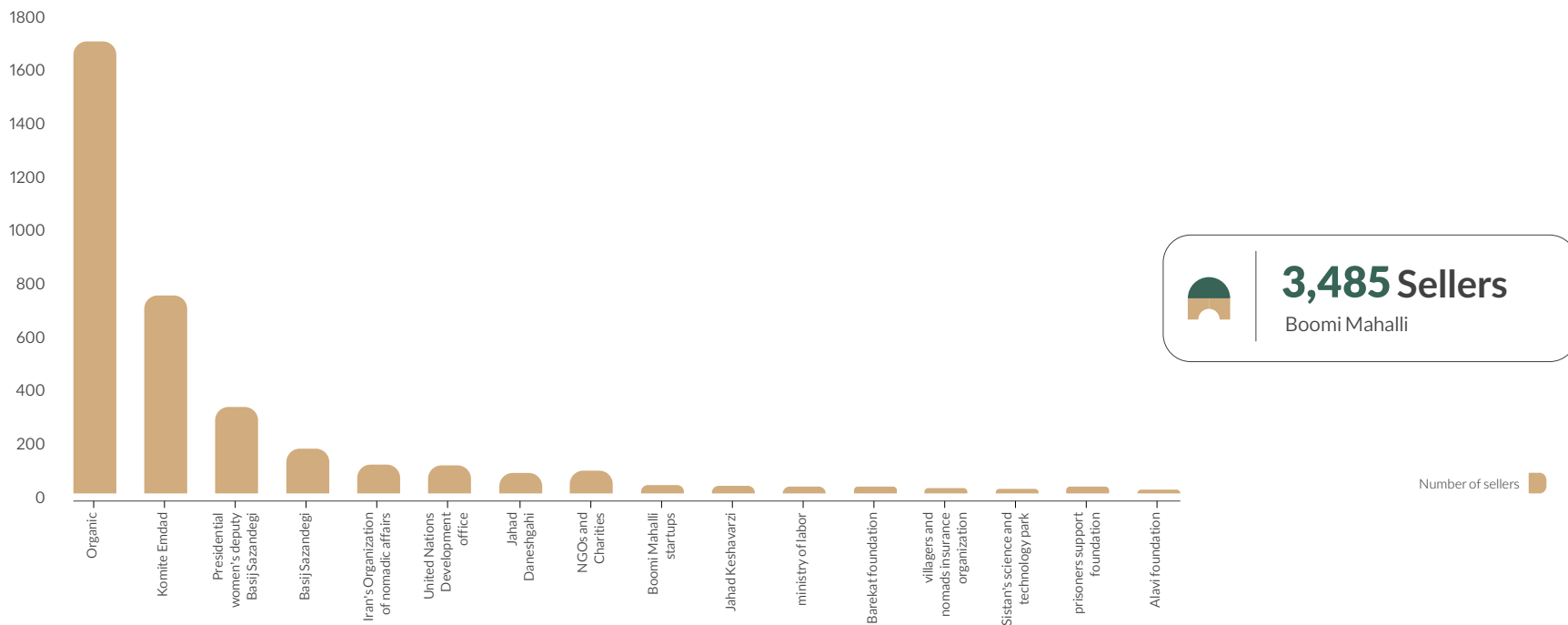
Number of sellers

Provincial Range of Sellers

Tehran province is the leader in the number of local sellers with 791 sellers. After Tehran, the provinces of Isfahan and Razavi Khorasan have the second and third ranks.

The Share of Leading Orovinces in Boomi Mahalli Sellers

	Tehran	791
	Isfahan	218
	Razavi Khorasan	192
	East Azarbaijan	169
	Alborz	163
	Fars	146
	West Azarbaijan	143
	Kermanshah	130
	Mazandaran	114

Map legend:

- Over 500
- 150 – 250
- 100 – 150
- 50 – 100
- Less than 50

Map labels: Ardebil, East Azerbaijan, West Azerbaijan, Gilan, zanjan, Qazvin, Albor, Mazandaran, Golestan, North Khorasan, Khorasan Razavi, Tehran, Kordestan, Hamedan, Qom, Semnan, Kermanshah, Markazi, Ilam, Lorestan, Isfahan, Yazd, South Khorasan, Chahar mahal and bakhtiari, Khuzestan, Kahgeluye and boyer ahmad, Kerman, Fars, Bushehr, Hormozgan, Sistan and baluchestan

Monthly Growth Trend of Sellers

May 2021 can be considered as the golden point of recruiting native and local sellers. In this month, by recruiting 384 sellers, the monthly growth record has been bro–ken. After that, September 2021, February 2022 and January 2022 are also considered as golden months for recruiting sellers.

The cumulative rend of sellers' growth

Monthly recruitment of sellers
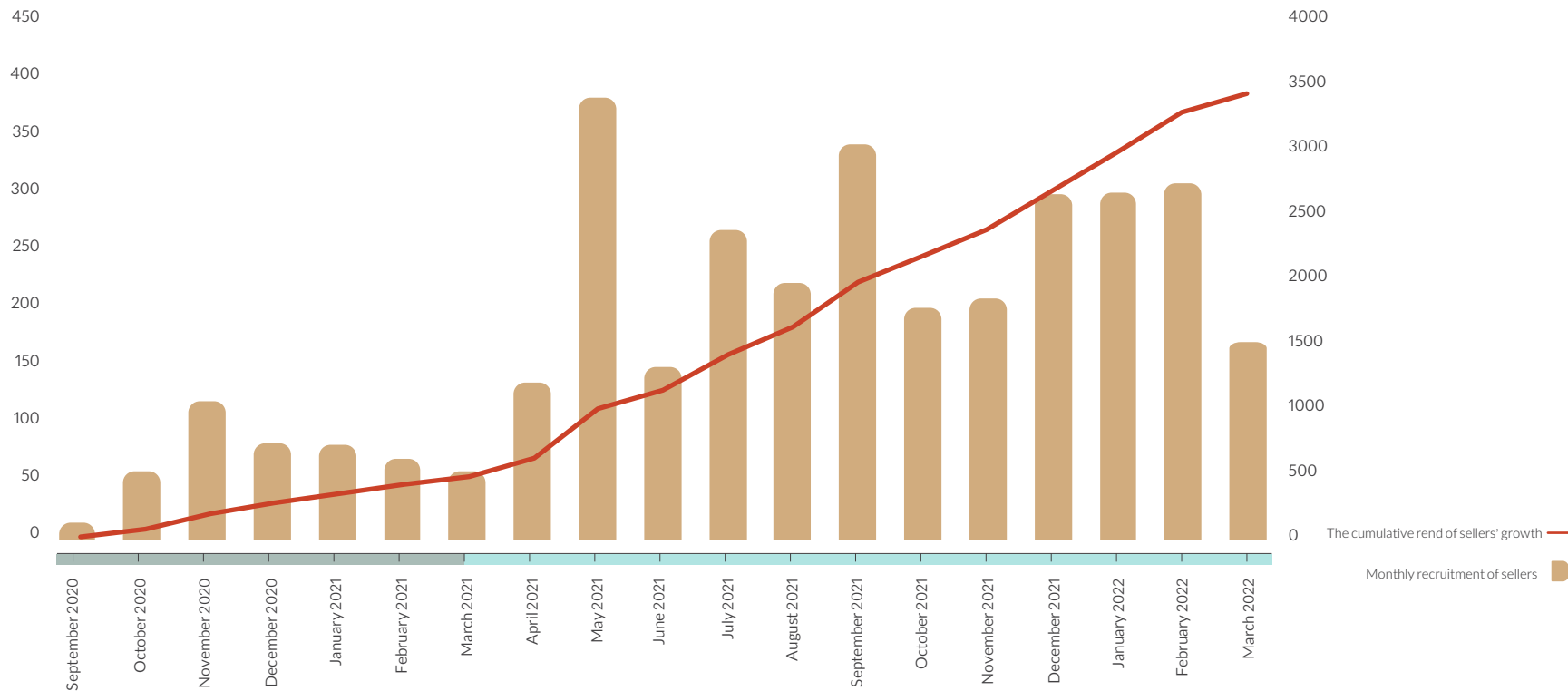
The First Seller

The first who joined the local businesses development project was Salva's healthy and total products. This startup started its activity five years ago in Isfahan with the aim of developing rural household businesses. The products of this seller are mainly in the food category which has been well received by Digikala customers since the first months of sales.

Salva

The Highest Number of Sellers for a Single Product

Stone mortar and saffron are the best sellers among the local native products. You can find all kinds of stone mortars in different sizes and shapes among Boomi Mahalli products. Premium Khorasan saffron is also one of the products with largest number of sellers.

بومی‌محلی

The Farthest Seller

The farthest seller from Tehran is "Shik Dooch" brand, which is located in Chabahar city and in Sistan and Baluchistan province, and it has been a year since its presence in Digikala. This brand was established with the aim of helping the women who take care of the family in the region. Today, they can be recognized as one of the online needlework stores in Digikala.

Shik Dooch
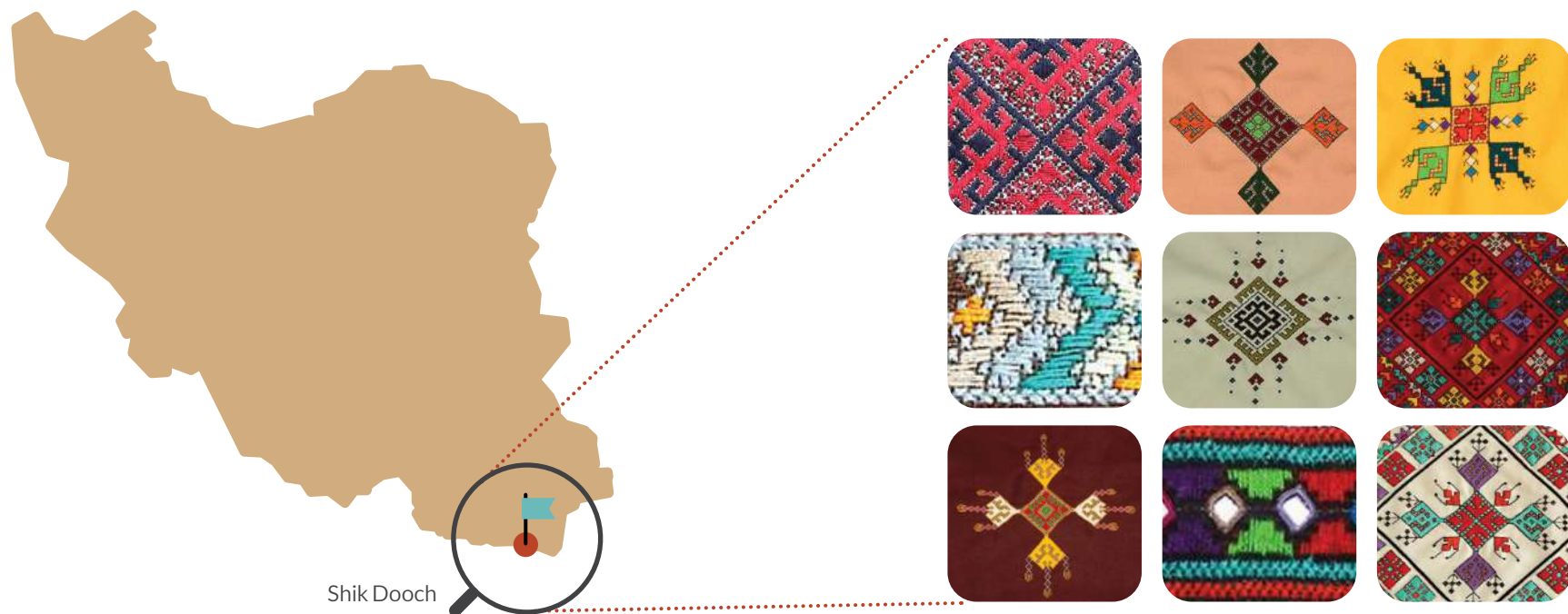
Mr. Zobeir Dehghani – A Boomi Mahalli seller from Baluchistan.

The Oldest Seller

The oldest Boomi Mahalli seller is AbdolReza, born in 1950 and a resident of Tehran. In his store called "Nushkam" there are various organic spices and seasonings and it can be called one of the most productive stores at Boomi Mahalli. Products such as egg white powder, plums. Almond slic–es, brown rice, dry eucalyptus leaves and dry cranberries can be found in Nushkam stores.

The Youngest Seller

18–year–old Matin, the owner of the "Shikamo" store from Kerman, is considered the youngest seller of Boomi Mahalli. Shikamo is dedicated to the production of traditional Kerman souvenirs but with new flavors. You can find different flavors from 40 different herbs In Matin's products

Stories of Selected Sellers

Mr. Golbon Haghighi

Gelimaj seller – Shiraz

It was necessary to create a change in the products of the village weavers that represent their sim–ple life and beauty in order to match the current modern life–style. Therefore, we used Gelim and Jajim materials with glue and Class techniques and produced a new product called Gelimaj. At first, these products were produced to be exported to European countries. Unfortunately, due to the spread of COVID–10 and the related restrictions, it turned to be impossible. Therefore, we decided to present these products in Iran, which were sold nationally through Digikala and fortunately the were well received.

Ms. Saeedeh Sabeghi

Kerman nomadic women's micro fund

I am a Balooch woman, 24 years old and have three children. Ever since I opened my eyes, I say my mother and the women around me weaving carpets and embroidering. We have no job here. Our work to earn money is pattern weaving and needlework at home, but our sales were very low. Sometimes, if a traveler came to our village from Tehran, he might buy fro us. A few months ago, one of the travelers told me that I can sell mu products in Digikala. It happened tha I came and built a shop for myself and posted pictures. At first, the job was very difficult for mem it was also very difficult to send orders from the village; However, I was very happy when I received my first or–der. After that, I did needlework on scarves and women's coats because I was told that the sales of these types of products are better. In the beginning, I was very annoyed to send the orders. But now, after one year I earn approximately 16 million Rials a week.

Mr. Golbon Haghighi – Owner of the Gelimaj brand.

Hoda's House

Sistan and Baluchistan – Zahedan

Behind a turquoise door in Sirabad near the Zahedan city, Balooch women and girls have gathered to help each other preserve the art of their mothers and ancestors. Powerful women who, in addition to playing a role in the economy of local community, introduce this original art throughout Iran. Today, Hoda's house has become a safe haven for women and mothers who want to contribute to the livelihood of their families and send their products from there to our homes.

بومی‌محلی

Haft–Dast House Handicrafts and Ecotourism House

Tehran – Tehran

The Haft–Dast House is a beautiful house in the heart of Tehran, which can be called the house of Iran's local community. This institution has become a place for reviving subcultures and promoting a lifestyle away from con–sumerism by forming a three–way communication between local artists, students of art universities and educated urban audiences. The founders of this house, with many years of efforts to empower women in local com–munities and improve the shelter of marginalized people in provinces of Sistan Baluchistan and Khorasan, describe the goal of forming The Haft–Dast House as supporting local artists in deprived areas from the supply of required commodities to the sales issues. In general, this house operates as a civil and non–profit institution in the fields of development of handi–crafts, rural products and local tourism.

"Iranian homemade carpet with the tree of life design", the tree of life is a very old and rich pattern in Iranian carpets, which can be seen in different shapes and sizes in Iranian handwoven fabrics. This eternal and cosmic sign us sometimes seen in the center of the design and sometimes in the margins.

▼

Boomi Mahalli Products

Today, you can buy more than 30,000 different local products on the Digikala site. These products are divided into four subgroups including foods, home and kitchen, apparel and accessories, and games and entertainment to make the selection easier. According to the type of seller, these products are divided into two groups: Boomi Mahalli products and donee products.

Donee Products **Boomi Mahalli Products**

Foods

Home and Kitchen

Apparels
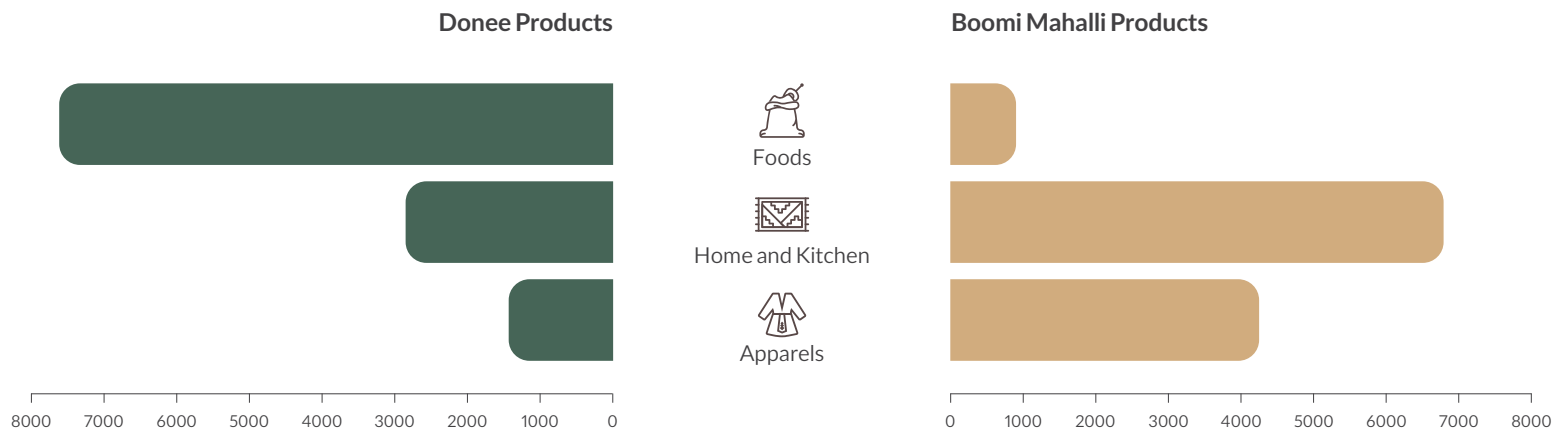
> **Donee Products**
> This group of products is related to small businesses that are empowered in the employment plans of institutions such as "Komite Emdad", "Behzisti", prison organization, etc. and Digikala has considered special conditions for their sales in the form of supportive plans.

بومی‌محلی

The Category with the Highest Number of Products

Local spices and seasonings, in the category of foods, have been assigned the title of the largest number of products among Boomi Mahalli products. Spices with different colors and smells, each of which has an indication of the food culture of a specific region in Iran. Bellow you can see the groups with the highest number of products among the categories of Boomi– Mahalli products.

Home and Kitchen	Foods	Apparel/Accessories
Handmade Basket	Local Spices and Seasonings	Handmade Women's Coat
Traditional Tablecloth	Local Brew	Handmade Women's Necklace
Handmade Statues and Sculptures	Nuts	Women's Scarves

The Most Expensive Product

Foods	Apparel/Accessories	Home and Kitchen

35 degree fresh, large and cleaned shrimp in a two–kilogram package at the price of 13,160,000 IRR is the most expensive local food product.

tapestry necklace is a product of Zanjan and is considered one of the famous handicrafts of this city, it is the most expensive local apparel/accessories with a price of 45,500,000 IRR.

"Glim" is a hand–made rug of original and oriental fabrics, which is widely used among small Iranian tribes due to its low volume and wight compared to usual carpets and rugs. This rug is woven by Sirjan and costs 60 million IRR.

بومی‌محلی

The Least Expensive Product

Foods	**Apparel/Accessories**	**Home and Kitchen**

Damask rose jam produced in Zarjard village of Qazvin at the price of 170,000 IRR is the least expensive local food.

The key–holder doll woven by the women of Mamdal village in West Azerbaijan is considered the least expensive product in the apparel/accessories category.

Woven sweet baskets are designed and produced by the tasteful Balooch women in the employment center of QasreGhand, Sistan–Baluchistan. This traditional sweet basket is made from the wood of Daaz trees in QasreGhand and its price is 240,000 IRR.

The Best–Selling Product

Organic Whole Flour

The most popular local product is the organic whole flour. This flour is prepared from whole grain wheat and contains all the vitamins found in wheat, which is hand–picked by women heads of households. It is possible to cook all kinds of breads and sweets with this whole flour.

Brown Sugar

Brown sugar is the second most popular local product that has been purchased more than 10,000 times by Digikala customers. This product is the original Khuzistan sugarcane, which is naturally processed and packaged in Isfahan.

Premium Cinnamon Stick

Premium cinnamon stick has the third rank among the best–selling local products. This cinnamon stick is sent from Isfahan to Digikala customers all over the country, and it is of very high quality as seen from the customers' comments.

بومی‌محلی

The Customer with the Most Purchases

136 Total Items

One of the loyal customers bought a total of 136 local products in 2021–22

The Order with the Most Items

62 Items in One Order

This order included all kinds of local products, form teas, honey and dates to tablecloths, traditional dishes and carpets.
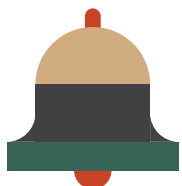
Vigilant Users

Which Products Are Customers Eager to Be Restocked?
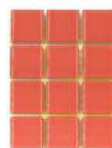
coral

sea green

light brown

pink
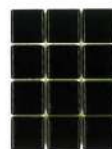
black
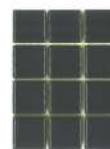
grey

Rank **1**

Pool–model Tile

Rank **2**

Siamazgi Cheese

Rank **3**

Light–Equipped desk

Rank **4**

Reshte Khoshkar

Rank **5**

Khatam Chess

بومی محلی

Users and The Most Popular Products

Which Boomi Mahalli Products Were the Most Popular Among Digikala Customers?
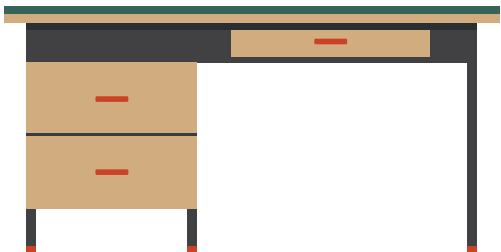
Rank **1**

Light–Equipped Desk
users liked the item 1673
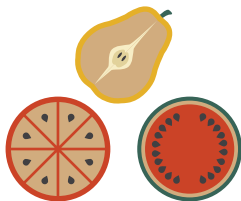
Rank **2**

Dried Fruit Mixture
962 users liked the item
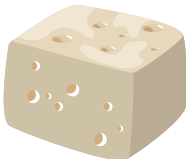
Rank **3**

Siamazgi Cheese
552 users liked the item

Rank **4**

Stone Mortar
433 users liked the item

Rank **5**

Cinnamon Stick
399 users liked the item

The Prosperous Days of Boomi Mahalli

The sale of Boomi Mahalli products has experienced a significant growth on July 9th 2021, but the most successful day for Boomi Mahalli businesses was November 26th 2021. On this amazing day, sales of these products jumped 3.8 times compared to the previous day, which of course remained as high until the end of the year.

2.84 Times

Black Friday **3.81** Times
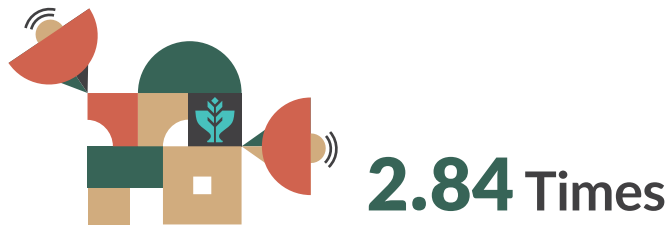
July 9th 2021
The awareness campaign related to Boomi Mahalli products and the effects of buying them in the development of local communities in July 9th 2021 led to 2.94 times increase in the sales of these products in July 9th.

November 26th 2021
On Black Friday, the Boomi Mahalli products were very well received by the buyers and with 3.8 times increase in sales on this day, local products were included in the shipping cart of more customers all over Iran.

> More than 205 thousand Boomi Mahalli products were sold in 2021–22. The sales rate has been doubled during the year from 10,146 items in the beginning to 24,217 in the end.

بومی‌محلی

Boomi Mahalli Customers

In 2021–22, different customers from all over Iran have bought Digikala's Boomi Mahalli products. The farthest of them was Chabahar city with a distance of 1,815 kilometers from Tehran.

Customers in Different Provinces

Tehran province had the most and South Khorasan province had the least number of customers of Boomi Mahalli products in 2021–22.

Provinces with the highest customers

- −Tehran
- Alborz
- Isfahan
- Mazandaran
- Razavi Khorasan
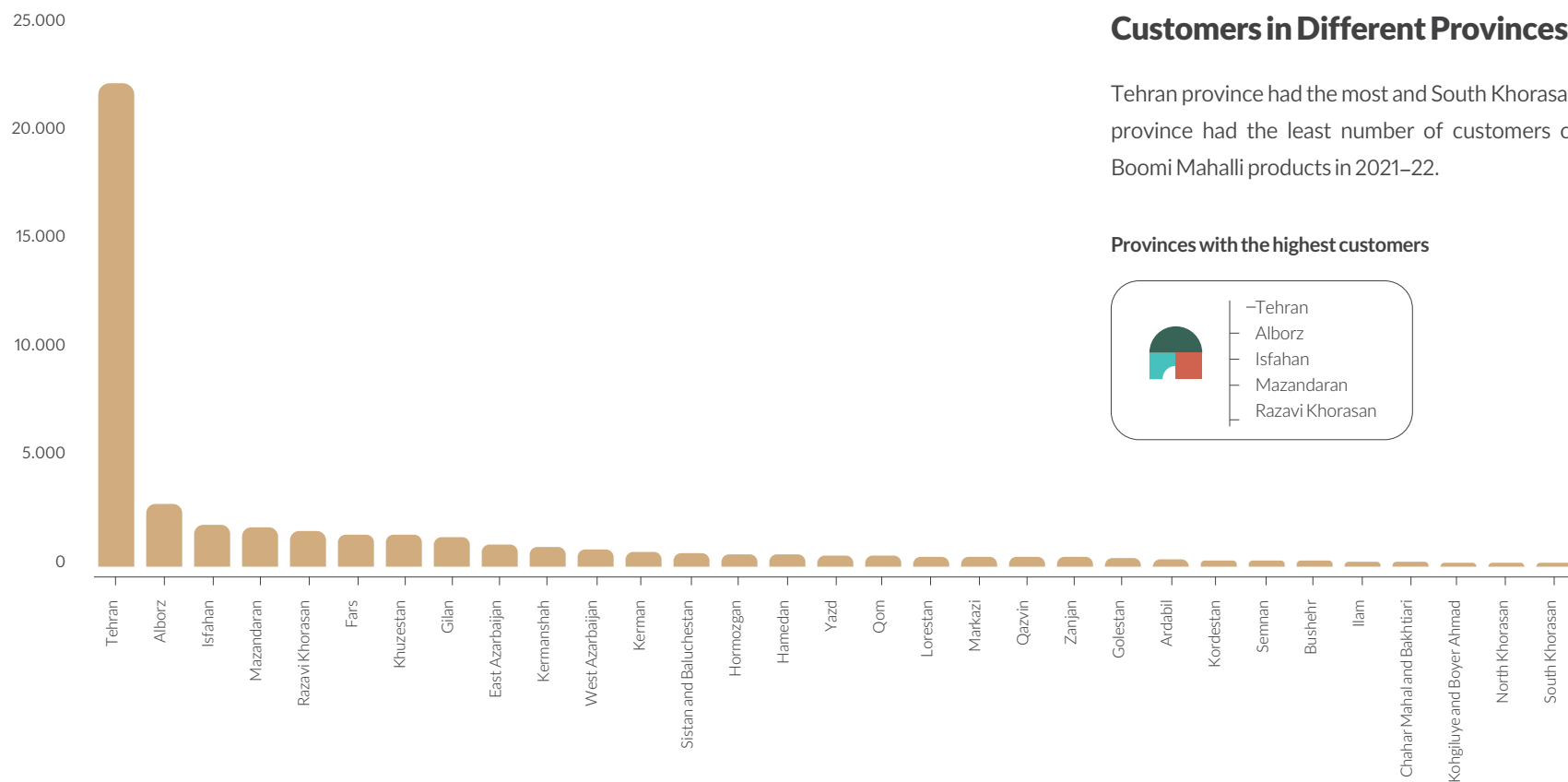
"Local sculptures with Bakhtiari cover", the dress of Iranian people in a mixture of art and harmony with nature, which has turned into an identity symbol for Iranian people. The clothes of the Bakhtiari people are beautiful in a way that current artists are inspired by their designs to create works of art such as sculptures and decorative items.

▼

Events

Introducing the nascent project of developing local businesses and trying to introduce it to the target audience on the one hand and holding training sessions to empower the sellers of local communities on the other hand, were the two main goals of organizing the events of this sector in 2021–22.

Awareness and Synergy Events

In the first steps, the colleagues and companions of the project, while visiting the knowledge fulfillment center, got acquainted with the business model of Digikala and therefore a suitable operational model for local and native businesses was designed. In this visit, the head of Iran's Basij Sazandegi, directors of Barekat Foundation, Alavi foundation, CEO of social Insurance of Villagers and Nomads, etc. were present.

The breakfast of Boomi Mahalli startups with the presence of the deputy minister of communications and IT, the representatives of the presidential women's deputy, and the CEO of Digikala along with more than 20 startups active in the field of Boomi Mahalli products from different parts of the country, was one of the biggest events in the first year of operation for this department in Digikala. In this gathering, the attendees discussed and exchanged opinions on how to do better and introduce more local products from different regions of the country.

In the Yalda event of entrepreneurs in 2020 under the title of "We turn on the lights", while introducing the project's goals and structure, all the activists and startups in this field were invited to walk hand in hand for empowering the local and native businesses of the country.

The Boomi Mahalli project was introduced in the winter of 2022 at the "On the lines of Iran" event as one of the new activities of the Digikala Group and the achievements were presented.

بومی‌محلی

Educational Events

One of the main measures to empower local businesses is special training for sellers, facilitators and the responsible people in partner organizations in order to transfer the learned educational content to local producers, as facilitators. Since the beginning of the project until the end of 2021–22 year, more than 45 training workshops have been held for all sellers and job facilitators of cooperating institutions form all over Iran and more than 1800 people have participated and received training in these workshops. The Boomi Mahalli tram in 2021–22 traveled to many cities of the country, held these workshops in person and communicated closely with the local communities. In some of these workshops, by inviting packaging and photography specialists, necessary training in these fields have been provided. It should be noted that the training is not limited to the initial stages of registration of sellers and after a period of 6 months and reviewing the performance of ach seller, suitable supplementary trainings are also provided.

Educational Topics

The trainings are held in three parts begore registration, during registration and after activation of the sellers: the trainings of the first two parts are aimed at introducing the necessity, the logic of online sales, how to use the digital marketplace, the principles of content creation, the principles of smart pricing of products, the principles of product packaging and shipping and finally the principles of sales management.

| Before Registration Trainings: | • The necessity of paying attention to online sales
• Registration process and using Digikala's marketplace | During Registration Trainings: | • Principles of content creation
• Product pricing
• Packaging and shipping
• How to optimally manage the seller panel |

After Activation Trainings:

The goal of these trainings is to improve the skills of sellers to achieve a higher position in selling products. In this section, additional training is given about the features of the sales page and the use of its capabilities in analyzing customer behavior. Also, teaching techniques to increase sales, how t use incentive programs of Digikala, smart discounts and advertising services are also among other educational items. In general, trainings are personalized and provided to each seller according to his/her performance and sales.

بومی محلی

Digikala's online business training workshop – Zanjan – December 2021

"Embroidered tapestry" is a very old artistic tapestry whose traces can be found in the ancient arts of the western regions of Iran from Shush to the historical hills of Hamedan. Today, this art is mostly produced using silver, and Zanjan is one of its production hubs so many people recognize this city as the capital of tapestry making in Iran.

▼

Support

Supporting the local sellers is different from the regular sellers in Digikala. Considering the origin of this group of sellers, that mostly live in rural areas and on the margins of cities, the possibility of direct communication with local distribution experts has been established so that their questions and issues can be solved as soon as possible. Some ways of supporting local sellers are presented below.
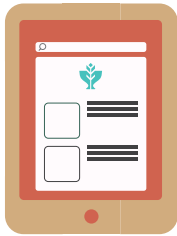
Revising and Simplifying the Processes	**Special Support in the Delivery Department**	**Direct Communication**

Digikala's processes have been revised and simplified in the registration and local seller identification sections. Also, changes were made in the instructions and processes for goods, arrival and acceptance of goods in warehouses and fulfillment centers of local products for ease of use.

In order to support the sellers who are far away from the receiving centers and to address the issues of sending them, local sellers have been given the possibility of daily depot of 500 goods. On average, out of every three local sellers, one seller has obtained the possibility of sending directly to the buyer.
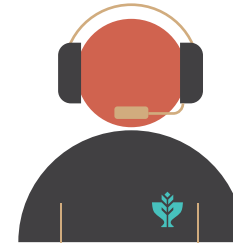
To answer the questions and guide local sellers, more than 45 groups have been formed in social networks and they can directly share their issues with us.

بومی محلی

E–Commerce Support Centers

The e–commerce support center is a dedicated center that helps local businesses active at Digikala in the three areas of content creation, seller panel management, and product delivery. By the end of 2021–22, 17 special centers for the sellers of Boomi Mahalli sector have been activated in the cities of Karaj, Iranshahr, Mohammadshahr (Hamun), Semnan, Yazd and Zanjan, and 11 centers around the Urumieh Lake with the help of active sellers, scientific and academic centers and also charities. These centers, in fact by gathering small and local sellers under one umbrella, help to carry out activities required for online sales in an appropriate scale that has economic justification.

E–commerce support centers

"Handmade wooden cups". The art of working with wood includes various forms from turning to inlaying, "Khatam" arts and knotting. Using wood as a daily life tool can bring a sense of health in addition to beauty. The art of making wooden spoons and other kitchen tools can be seen in different parts of the country from the north to rh desert regions of the country.
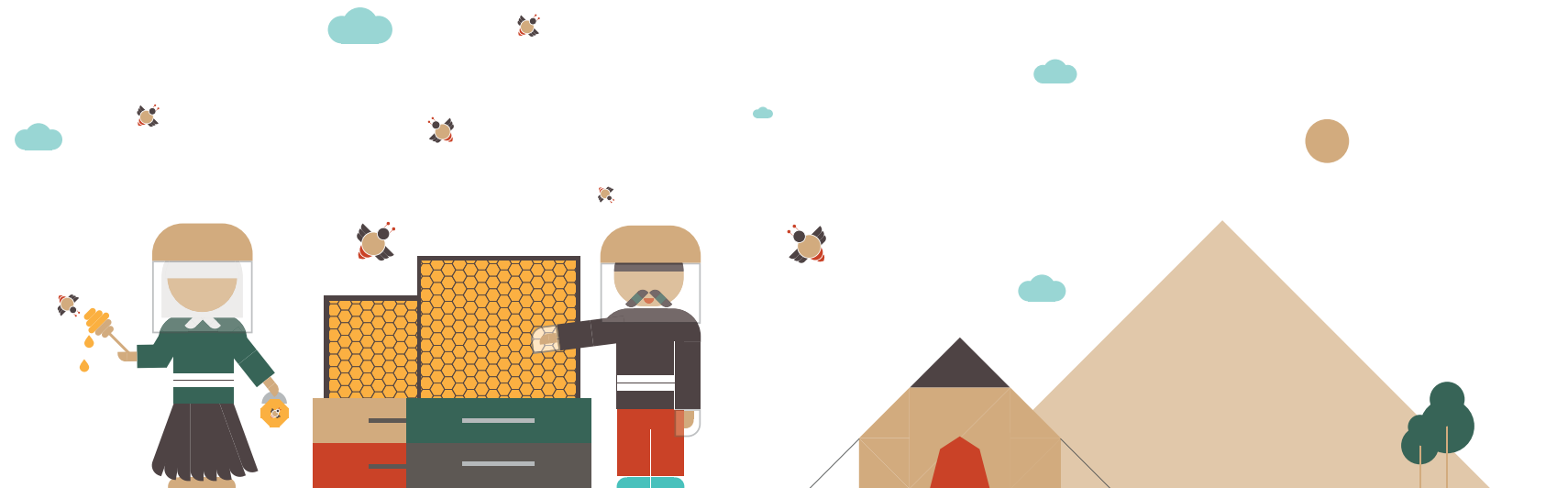
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Success Stories

Success stories are documentary narratives of valuable businessmen who are busy working in every corner of the country. Those who have their roots in the culture of various ethnic groups of this land and are engaged in producing products that reflect the culture and history of each region.

Introducing their products to people all over the country is a mission that is very necessary in our direction of local products in every region. So far, the success story of 12 sellers from Khuzistan, Bushehr, Hormozagan and Fars provinces has been made.

In addition, in the "Rezgh o Roozi" collection, there are local businesses from different parts of the country. The stories of these people are introduced by QR codes on Digikala boxes to the buyers.

بومی محلی

Meybod Ziloo

With the birth of each boy, a mulberry tree was planted in the yard, so that when the boy would be grown–up, the wood of this tree would be used as a tool for his job. Today, Mohammad Afkhami weaves "Ziloo" – a persian rug – in Meybod, Yazd, and his life story is just as beautiful.

pottery

Amin Kord's interest in historical artifacts led him to pottery. Amin is from the city of Shush Danyal in Khzistan province and with a lot of trials and errors and participation in pottery classes, he is able to produce products that have customers all over Iran these days.

Namad Market

Behind every nomadic product in Nomad market, there are many people with different stories. For example, the story of AbolGhasem, who went from hunting to beekeeping in the Chin village of Chaharmahal and Bakhtiati and is a beekeeper today.

Dany Leather

Giti Zahrabi started her work from her backyard, she worked under the hot sun of Khuzistan for a year. Currently, she has turned her backyard into a workshop. Her job started with one order, but she fought and tried until today. Nowadays, she has orders from every city.

Lakugil

Tea has always been connected to the lives of the people living in the north or Iran and has been a source of income for many people. However, everything has changed today and tea cultivation does not provide enough for the people's lives. For 5 years, Maryam Hosseinzadeh has been trying to bring Gilan tea to all of Iran so that the tea gardens can be preserved.

Parvand

Soheil Akhlaghi is a nature traveler and a village traveler from Fars province, who one day decided to establish a bran named "Parvand" to share the experience of foods and handicrafts of each region with everyone and help the local economy of villages.

Gelimaj

Nomadic handicrafts are a 6,000–year–old tradition in Iran. "Gelim" – rug– as an underlay has the status of a work of art. Mr. Golbon Haghighi along with his son produce and design modern "Gelim"s and sell them online.

Mat weaving

Lili Erfaninia has held various classes to empower the women of her city and discover their creativity, and today she was able to engage many women in this profession with the mat weaving training classes in Khorramshahr, so that they can make profit by selling these products.

"Embroidered Bukhara curtain". Bukhara, the city of cotton and silk, was the birthplace of the art of sewing colorful designs and patterns on fabrics. This art, which is known as "Bukhara" embroidery, was not only widely– used in the eastern regions of Iranian plateau, but also was flourished in other regions, and in the past, it made curtains, bed sheets and dining rooms colorful. This art which is among the forgotten arts, is still produced by some artists.

▼

Publishing Call to Revive Local Businesses

In the Autumn of 2021, with the aim of supporting native and local businesses in less privileged areas, Digikala started calling for financial support for these businesses in cooperation with the network of NGOs and charities, and after the investigations, investment was made in two entrepreneurial projects in these areas.

The Plan of Building a Traditional Pottery Kiln in the Village of Kuhmitag, Sistan–Baluchistan

Pottery in Sistan and Baluchistan has seven thousand years of lessons that go back to the burnt city of Sistan. The remarkable thing is that after thousands of years, this precious heritage is still preserved in limited parts of the country, such as the villages of Kalpurgan, Kuhmitag and Halunchegan. These eye–catching products, despite their stunning beauty, have remained abandoned and are subject to oblivion, only beaus of the lack of a suitable oven for baking the products. With the aim of supporting the preservation of this valuable heritage and helping to create sustainable employment, Digikala, in cooperation with the startup Aranik, produced a 1000–liter kiln with fossil fuel and transferred the knowledge of the production of this kiln to the youth of Kuhmitag village.

بومی‌محلی

Empowering Women in the Villages of South Khorasan by Revival of Traditional Embroidery Art

Undoubtedly, the participation of women in the economic field is one of the important factors of development. In the empowerment project of South Khorasan women, Digikala in cooperation with Sepehr Development Foundation, is trying to create an atmosphere of cooperation for the women of villages in Pishkuh Qaen region in the form of a cooperative, and to contribute to the revival of the art of traditional embroidery. Forgetting the art of traditional embroidery in South Khorasan and the reduction of villagers' sources of income due to droughts are two issues of concern in this project.

The Urumieh lake – the UNDP project – Shot by: Kamyar Minookadeh

Green and Digital

The joint project of the United Nations Development Program (UNDP) and Digikala titled "Green and Digital" was carried out in the winter of 2022, with the aim of improving the life conditions of the residents in the Urumieh lake basin, especially women producers. In this project, the necessary platform was provided for the access of producers of products that are grown and produced in a responsible and green manner to the e-commerce market. The ultimate goal of this plan is to link the local community of 5 million people living in the Urumieh lake basin – most of whom depend on natural resources and agriculture – with technological capabilities in order to achieve a fair economic cycle with environmental resilience.

General Objectives of the Green and Digital Project

Diversifying the buyers of local products and introducing fair and environmentally friendly trade to consumers.

Attracting sustainable participation of e-commerce players and expanding market capacities to sell local products.

Project Implementation Steps

1. Monitoring 115 villages around the Urumieh lake and identifying farmers and small businesses – related to the livelihood projects of Iran's Wetlands Protection Plan.

Publication of a call for recruitment of e–commerce support centers.

Identifying and communication with other platforms such as Pivage, the Haft–Dast House, Aranik, DastaDast, Padro, Ustamo, Bagh–Bazaar

2. Establishing e–commerce support centers in 11 places around the Urumieh lake and their digital empowerment.

Holding educational workshops.

Principles of e–commerce and introduction of national and local e–commerce platforms

Product photography

How to write a product story and its features

Principles related to product pricing

How to submit the product on Digikala and other partner platforms

Visual identity design of products

Cooperating with Pivage and Botri–Bazaar got product packaging.

Hardware equipment of e–commerce support centers.

بومی‌محلی

3.

Marketing plan design and sales festival executive details

Implementation of information campaign about the consumption of local green products

Production and distribution of 10 video clips related to the project

Running a marketing campaign for products uploaded on Digikala and other platforms

Designing a dedicated landing–page for the products of this project

Conducting a survey of the customers of Digikala and other partner platforms on the subject of the Urumieh lake and local products.

Conducting product sales campaigns on partner platforms

Palas

Nowadays, the end of the stories of clothes come very soon, and those colorful dresses that have traveled a long way with the consumption of various natural resources to sit on us, turn into waste just after a few months.

Reuse of old clothes and textiles is one of the most important environmental concerns, which has prompted many experts in this field to look for a sustainable solution. "Palas" fabric, which is several thousand years old in Iran, is a very sustainable solution to solve this environmental concern. Palas is a rug that does not have piles and it is also called a "Gelim" and it is woven in Khorasan, Golestan, Khor and Biabanak and nomadic areas and other parts of Iran. In the texture of this rug, strips of old fabric are used instead of weft.

The idea of the Palas project came from the "Haft Dast" house and after a trip to the villages of South Khorasan. Local weaving women, the attractiveness of fabric recycling in the environmental cycle and the implementation of sustainable production projects, the appropriate price as a carpet for cultural audiences, beautiful improvised weaving designs, and finally a proposal from the weaving women as a solution for resilience in the difficult times caused by the aqueducts' drought, made the work more serious.

In this project, Digikala and KOMODAA also came together with the Haft–Dast House to provide an opportunity to use second–hand clothes and textiles and turn them into "Palas"es in joint projects called the Storyteller.

This project succeeded in collecting a significant amount of hand–me–down clothes of families from all over Iran and delivering them into the villages of South Khorasan. According to the plan, this joint project is supposed to be repeated at the end of each season, so that we can prolong the story of our clothes, hand in hand.

بومی‌محلی

از لباس‌های رنگ به رنگ تا
پلاس‌هایی نقش به نقش!

Steps of the Storyteller Campaign

Collection of Unused Clothes and Fabrics

Delivery to digiexpress Courier from the Door

Washing and Dsinfecting Clothes and Fabrics in the Haft–Dast House

Delivering to the Workshop of Women Heads of Household in Qaen, Khorasan

The Story of Digikala is Here

Digikala is no longer just an online store of digital goods and a space for specialized review of electronic products, but it is made up of other members who together form the Digikala Group. These scope of Digikala Group's activity, which is accelerating day by day, doubles the necessity of forming a single reference to provide information needed by various audiences and stakeholders about Digikala's business circle. The "About Digikala" website was launched in the winter of 2022 with the aim of introducing the Digikala Group and gathering the content needed for the media and press, other businesses, NGOs, colleagues and job applicants, shareholders, investors and the government. About Digikala tries to tell the story of the Digikala Group; Tell the audience what Digikala is, what It does, what impacts it has on the society, what parts it is made of, who are its key leaders and what news and stories they share.

Scan to purchase in the road of kindness

digikala