

Annual Report

**Digikala**

01

# Digikala Annual Report 1401 (2022-23)

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Digikala Under the Microscope

Digikala and I



Each of our lives is full of memories and stories. Here, memories of our journey together with Digikala await you.

(Exclusive to Digikala customers)

# Preface

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Digikala's fourth annual report, focusing on data and the most significant achievements of this organisation in the year 1401 (2022-23), has been publicly released.

This report provides the audience with the opportunity to observe Digikala transparently and answers questions regarding Digikala's performance in delivering services to customers and sellers, user behaviour, corporate social responsibility actions, best-selling products and brands, and people's attitudes and feelings towards Digikala and e-commerce in Iran.

The statistics and data in Digikala's report can assist in making both major and minor decisions. Iranian brands and businesses, as well as producers and distributors of products in the supply chain, can use the data in this report to improve their product offerings and sales. Policymakers in the country can make better decisions in information technology infrastructure and macro and microeconomics.

In 1401, Digikala conducted a social research project, taking into account all the technical criteria of social surveys in the field of sampling and representativeness at the national level, by one of the most reputable polling centres in the country (ISPA). The most important results of this research are presented in the chapters "Digikala Under the Microscope" and "E-commerce."

The original version of the annual report has been published online. The online report allows Digikala users to see their journey with

Digikala alongside the company's data. This feature is provided in the chapter "Digikala and I" in the online Persian version.

In line with the approach of storytelling with data, Digikala produced the "Digikala Customer Experience" report last year. This report aims to address customer experience and pain points in the customer's journey on Digikala transparently and with a specialised approach.

Offering solutions for improving this experience and future projects and actions are complementary sections of this report. This report is the first specialised report in the field of customer experience in Iran, and it is published along with the online version of the 1401 annual report, which is accessible.

It is worth noting that artificial intelligence was used to produce the images used in the report.



View the online version of the 1401 annual report.



# Digikala E-Commerce Group

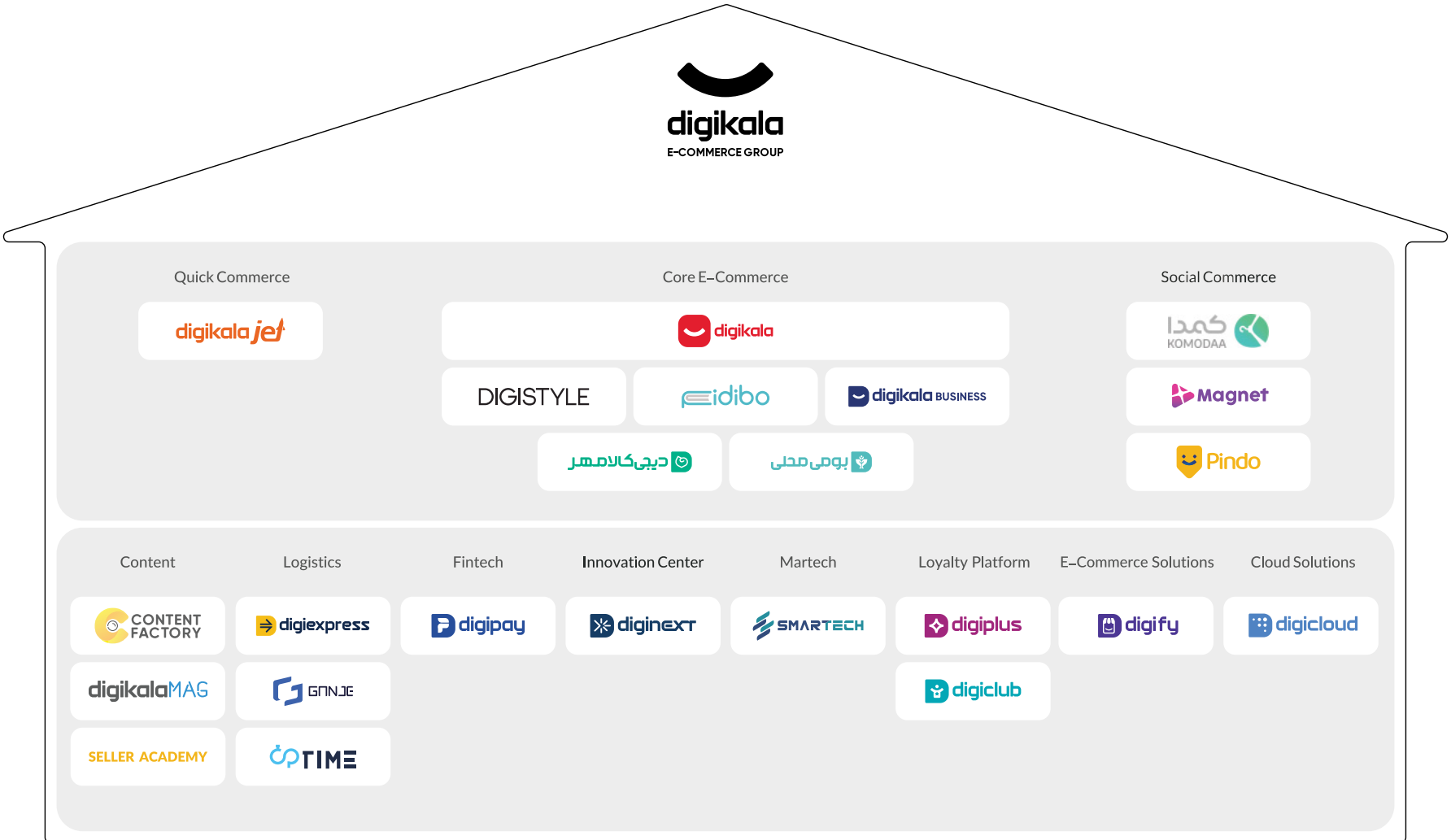
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Digikala started its journey in 2006 with minimal initial capital as an online retail platform. Over 16 years and by venturing into new business models, Digikala evolved beyond being just an online retail company, establishing itself as an active e-commerce ecosystem. By the mid-2020s (approximately 1400 in the Persian calendar), Digikala, as the most significant operational company within the group, also acted as the holding company for other operating companies within the group, which were subsidiaries of Digikala at various stages of growth.

In July 1400, the Digikala Electronic Commerce Group officially commenced its activities, taking on the roles of strategic targeting, guidance, and financial control over the group's companies. Ownership of all operational companies was transferred to the Digikala Electronic Commerce Group. Currently, the entire ownership rights of the Digikala online store belong to the Digikala Electronic Commerce Group. Some of the companies within the Digikala Group include Digikala, Fidibo, Digipay, Komodaa, Smartech, Diginext, Digify, Digiexpress, Digikala Jet, Pindo, Ganjeh, and OpTime.



About Digikala Website





## Chapter One

# E-commerce



The Future Generation's Choice



# E-commerce, the Driving Force of Iran's Economy

In the past decade, e-commerce has experienced significant growth in Iran. However, while we have been ahead of neighboring countries, we are now lagging behind them. The share of online retail in Iran's total retail market is only 4%, compared to Turkey's 20%.

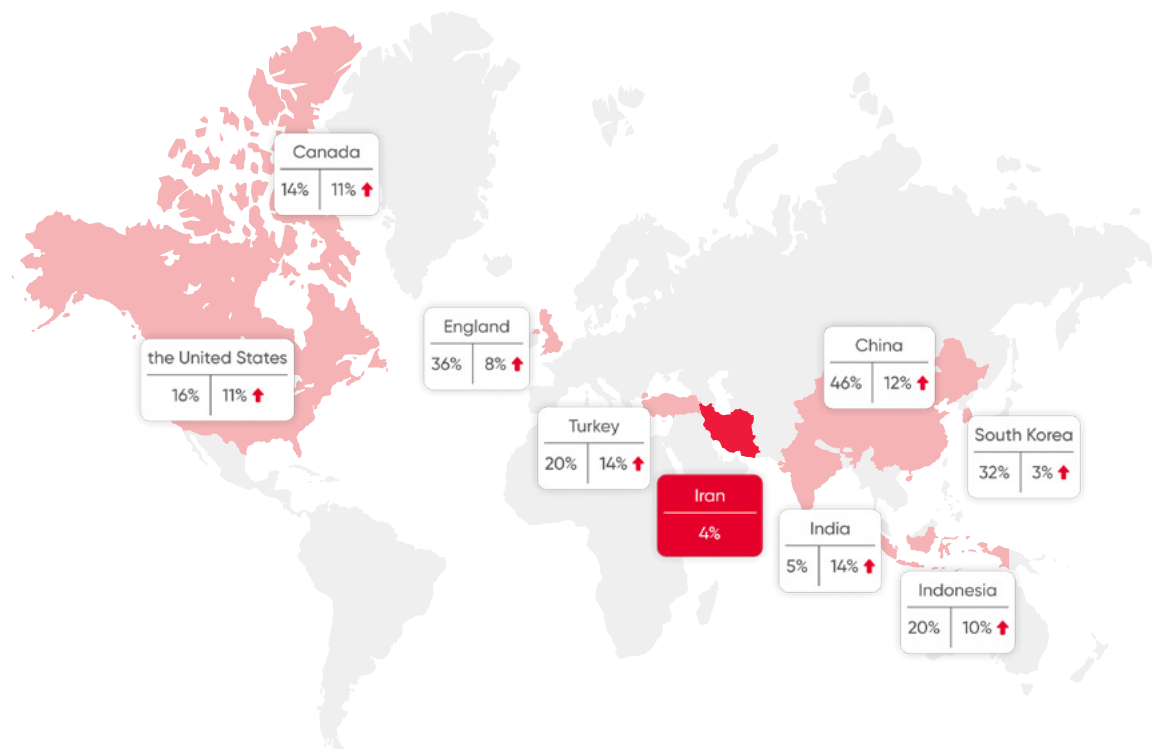
Limited investment and the obstacles ahead, inadequate support for the digital economy in legislation and regulation, the imposition of restrictions that target the most fundamental needs of online businesses, international sanctions that hinder the development of digital businesses in the regional market, the absence of major international brands in Iran, and a non-transparent market created due to restrictions on the import of certain product categories are among the main reasons for this lag.

In this chapter, we will examine the state of e-commerce in Iran. We will first discuss the situation of online retail in Iran and some other countries, using data from various sources.

The rest of the sections present the results of a national survey titled "Attitudes and Perceptions of People Towards Digikala," conducted by ISPA in (month of) Bahman 1401 (Feb 2023). In this research, which we delve into in the Digikala chapter for a more comprehensive analysis, questions were posed regarding people's online purchasing behavior, providing valuable insights into the state of e-commerce in Iran.

# Online Retail in Some Countries Around the World

Online retail has made its way into Iranian e-commerce market in recent years, but there is still a long way to go. Despite the progress, Iran's share in the online retail market remains very small. Only 4% of total purchases and sales are conducted online.



The share of online retail in the total retail market of that country in 2022

	china	46%
	England	36%
	South korea	32%
	Denmark	20%
	Turkey	20%
	Indonesia	20%
	the United States	16%
	Finland	15%
	Sweden	14%
	Canada	14%
	India	5%
	Iran	4%

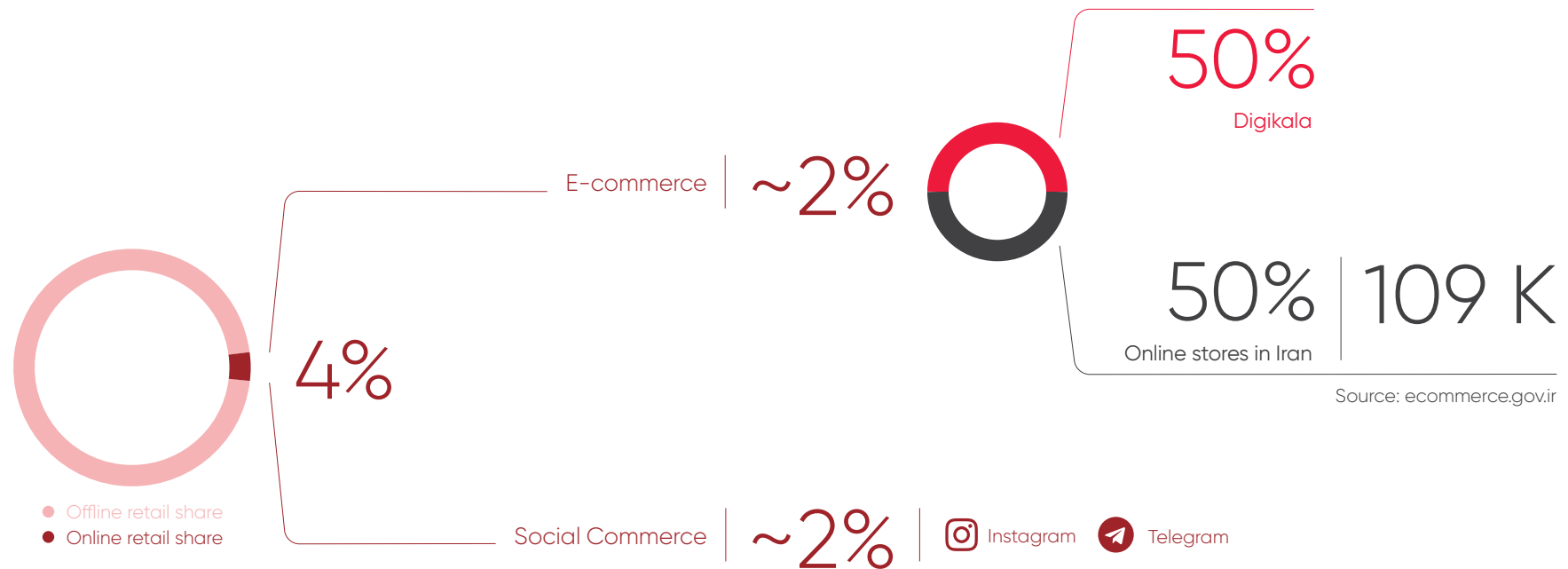
↑ Annual online retail CAGR forecast over the next 5 years (2023-2027)

There are various sources available to obtain the share of online retail in different countries, which may differ. In this report, data has been used from "Statista". The share of online retail in Iran has also been estimated by the business development, marketing, and finance departments of Digikala.



# The Share of Online Retail in Iran's Retail Market

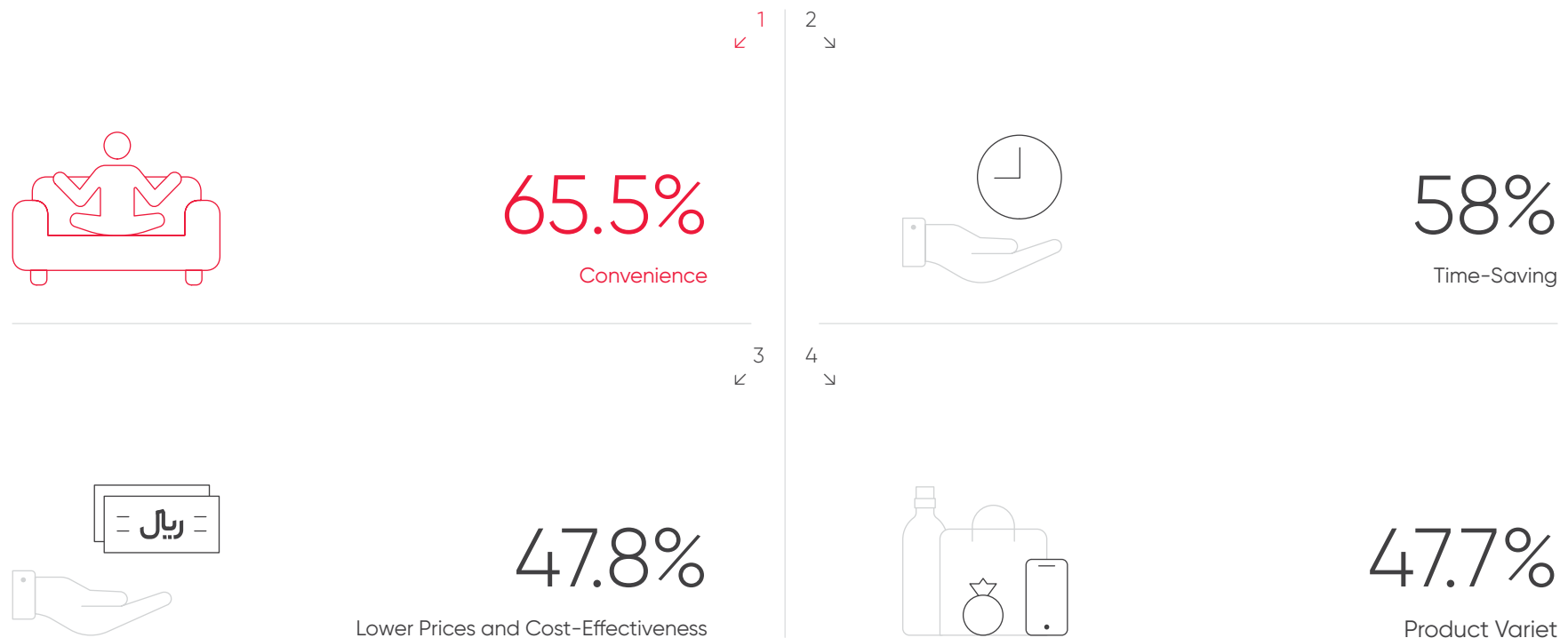
Out of the total retail market in Iran, online stores and social media-based retail account for 2% each. Among online stores, Digikala holds a 1% share of the online purchases and sales.



Source: Digikala's estimate based on data from the Central Bank, Shaparak transactions, online businesses, and Digikala's share

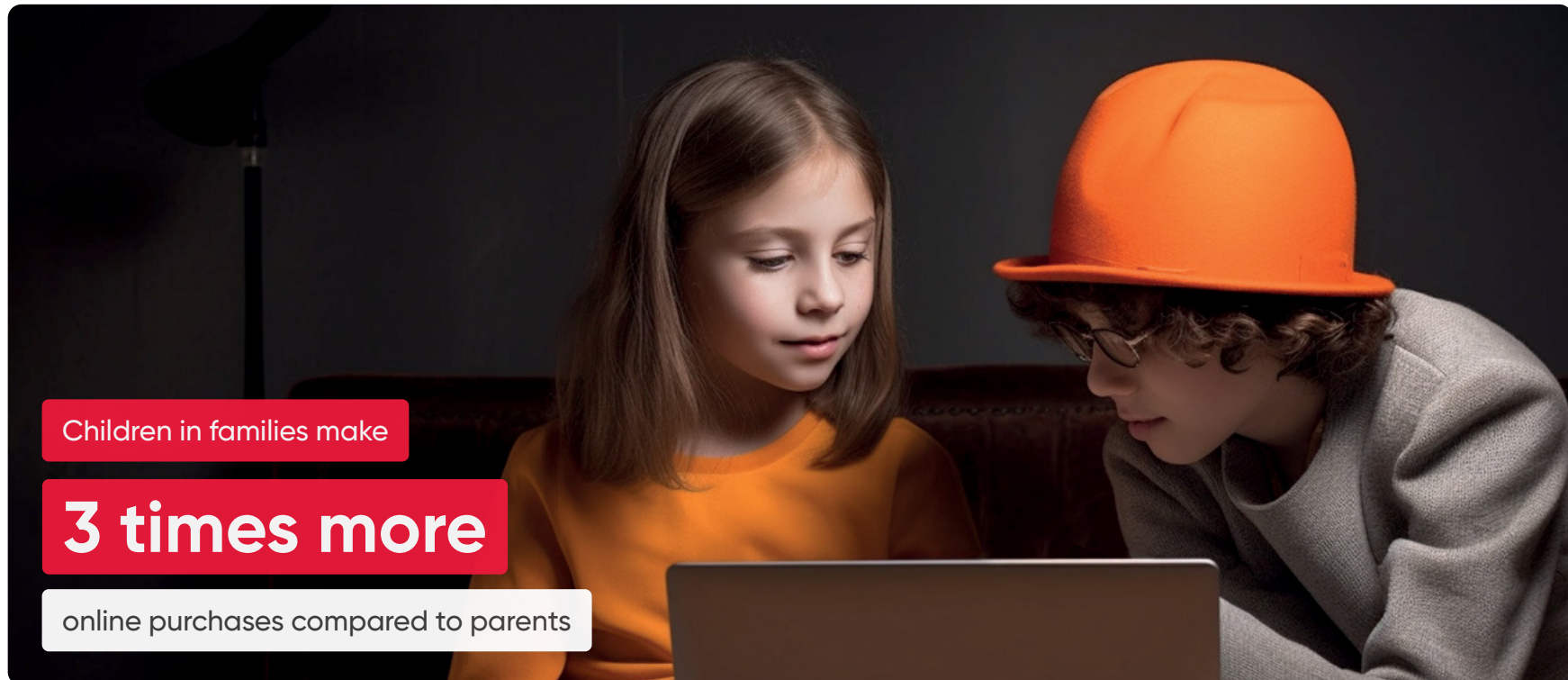
# Benefits of Online Shopping According to People

When we asked people who shop online about the advantages of online shopping or why they choose to shop online, the majority of respondents highlighted four main benefits. These benefits were the convenience of online shopping, time-saving aspect, lower prices and cost-effectiveness, and the wide variety of products available online(SKUs).



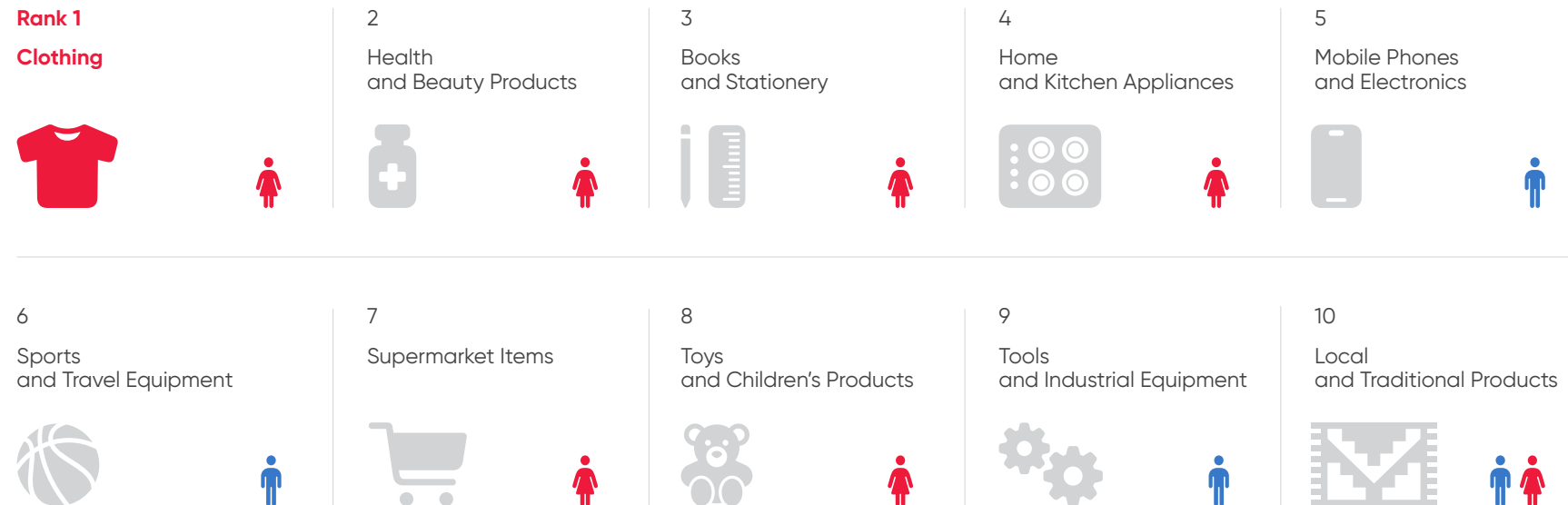
## Online Shopping, the Lifestyle of the Future Generation

When we asked online shoppers about who in their family typically makes online purchases, 36.5% of respondents said it's their children. This is three times the number of those who mentioned either the father or the mother as the ones making online purchases in the family.



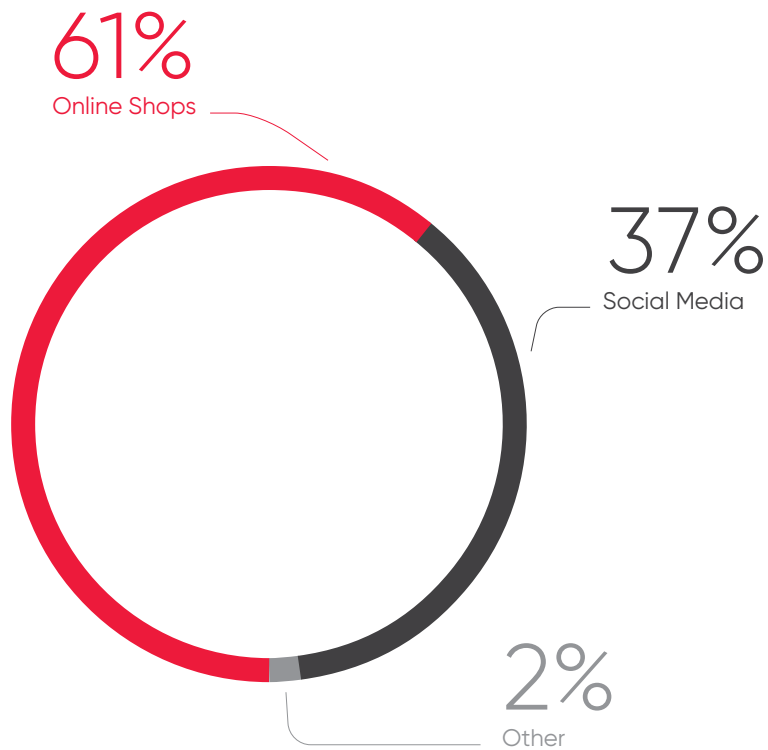
# Desire to Purchase Various Products Online

People's inclination towards online shopping varies depending on the type of products. According to the results of a national survey by Digikala, the top category of products that respondents expressed their willingness to purchase from online stores is clothing. Health and beauty products, books and stationery, home and kitchen appliances, mobile phones and electronics, sports and travel equipment, supermarket items, toys and children's products, tools and industrial equipment, and local and traditional products follow in the subsequent rankings. Women show a higher willingness for online shopping in categories such as supermarket items, clothing, books and stationery, toys and children's products, health and beauty products, and home and kitchen appliances. But men are more inclined to purchase mobile phones and electronics, tools and industrial equipment, and sports and travel equipment through online channels.



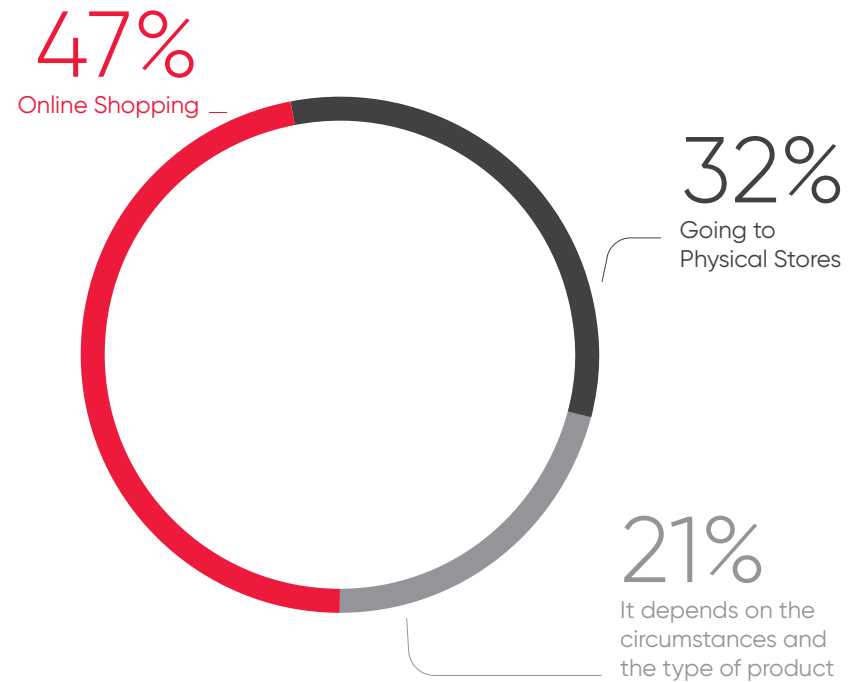
## Trust in Online Shops

Among the respondents who engage in online shopping, 61.2% of them have identified online stores as their first choice for online purchases. Other answers:



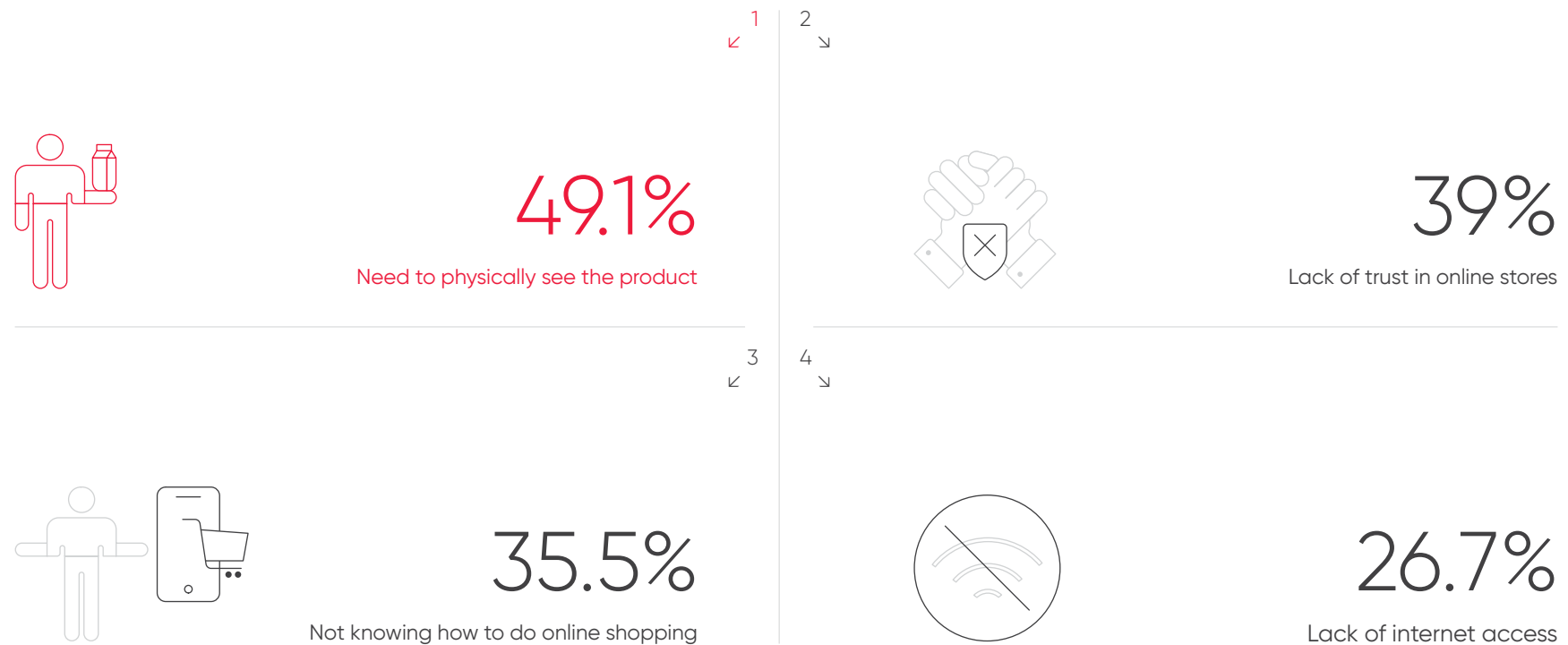
## Major Challenges of Online Shopping

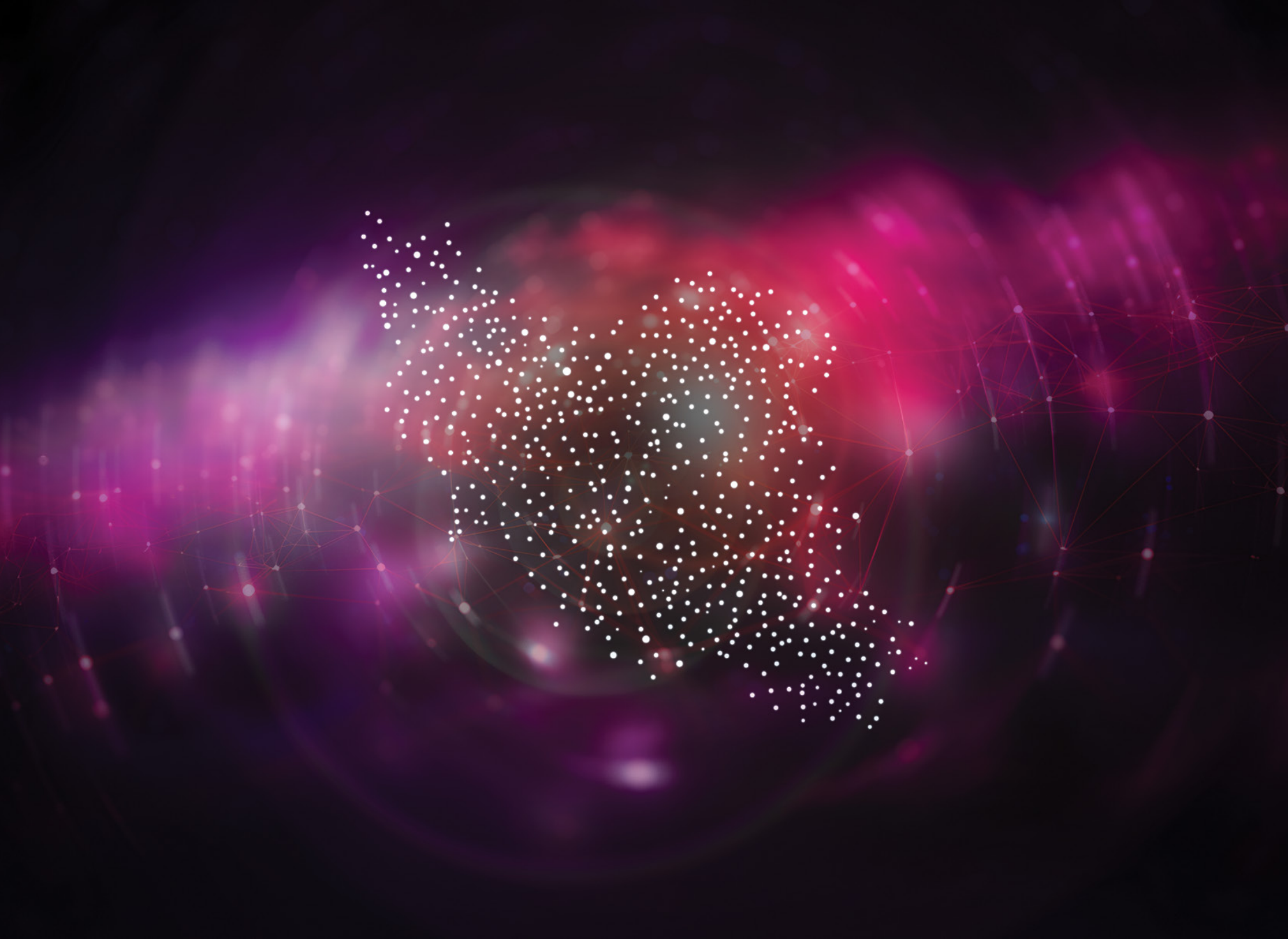
We asked individuals about online shopping, and 68.3% of respondents said they engage in online shopping, while only 31.7% stated that they do not shop online at all. However, only 21% of those who shop online said that they prefer online shopping if they have the option to purchase an item either by visiting a physical store or through online shopping. Other answers:



We asked individuals who do not engage in online shopping (31.7% of the Iranian population), "Why don't you shop online?" Among them, 49% stated that they need to physically see the product they are buying, 39% mentioned a lack of trust in online stores, and 35.5% said that they don't know how to do online shopping.

Those who expressed a lack of trust in online stores make up approximately 20% of the total sample and represent about one-fifth of the Iranian population.

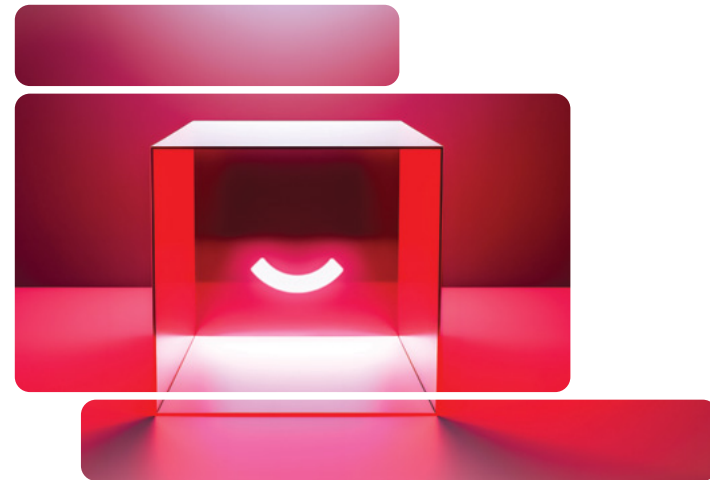




## Chapter Two

# Digikala

# at a Glance

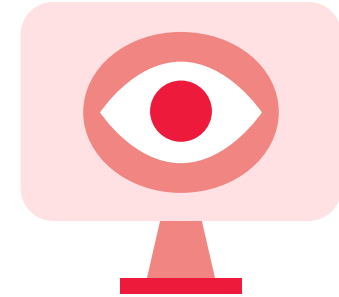


The Opportunity for Online Buying and Selling for All Iranians



# Digikala at a Glance

41.5 M  
MAU



3.5 M

Monthly Unique Search



9.7 M

SKUs



308 K

Sellers



8,199

Employees



530

Infrastructure Centers



7.2 M

Storage Capacity



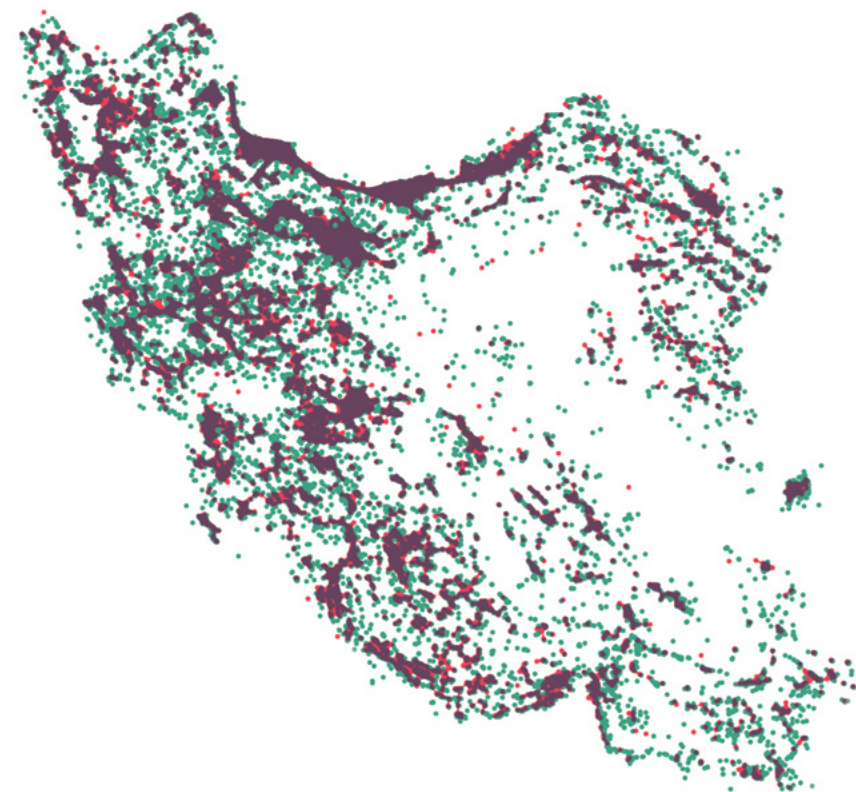
904 K

Daily Fulfillment Capacity

# Online Buying and Selling Opportunity for All of Iran

The geographical dispersion of Digikala's customers and sellers collectively paints a picture of Iran. The accessibility of Digikala's services to all people in Iran, as well as the access of manufacturers from across the country to a market as vast as Iran, are advantages of developing online stores in achieving social justice in practice.

The dispersion of Digikala's customers and sellers



● The dispersion of Digikala's sellers ● The dispersion of Digikala's customers



Since 1395 (2016–2017), Digikala has provided producers and owners of small businesses with access to

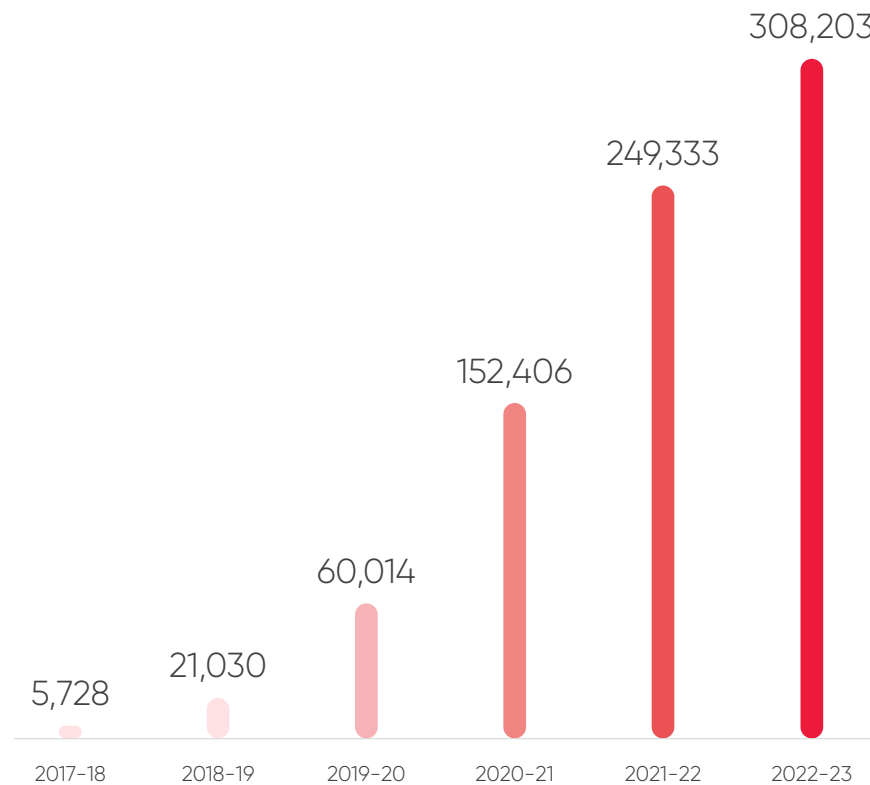
## Digikala Marketplace platform

enabling them to reach a vast market across Iran by selling their products through Digikala.



# Digikala Marketplace Businesses

The number of sellers on Digikala has exceeded 308,000 in the year 1401 (2022-2023), experiencing a growth of over 23.6% compared to the previous year.



## 3.6 B IRR

The average sales per active seller in the year 1401

## 2440 B IRR

The highest sales by a seller in the year 1401



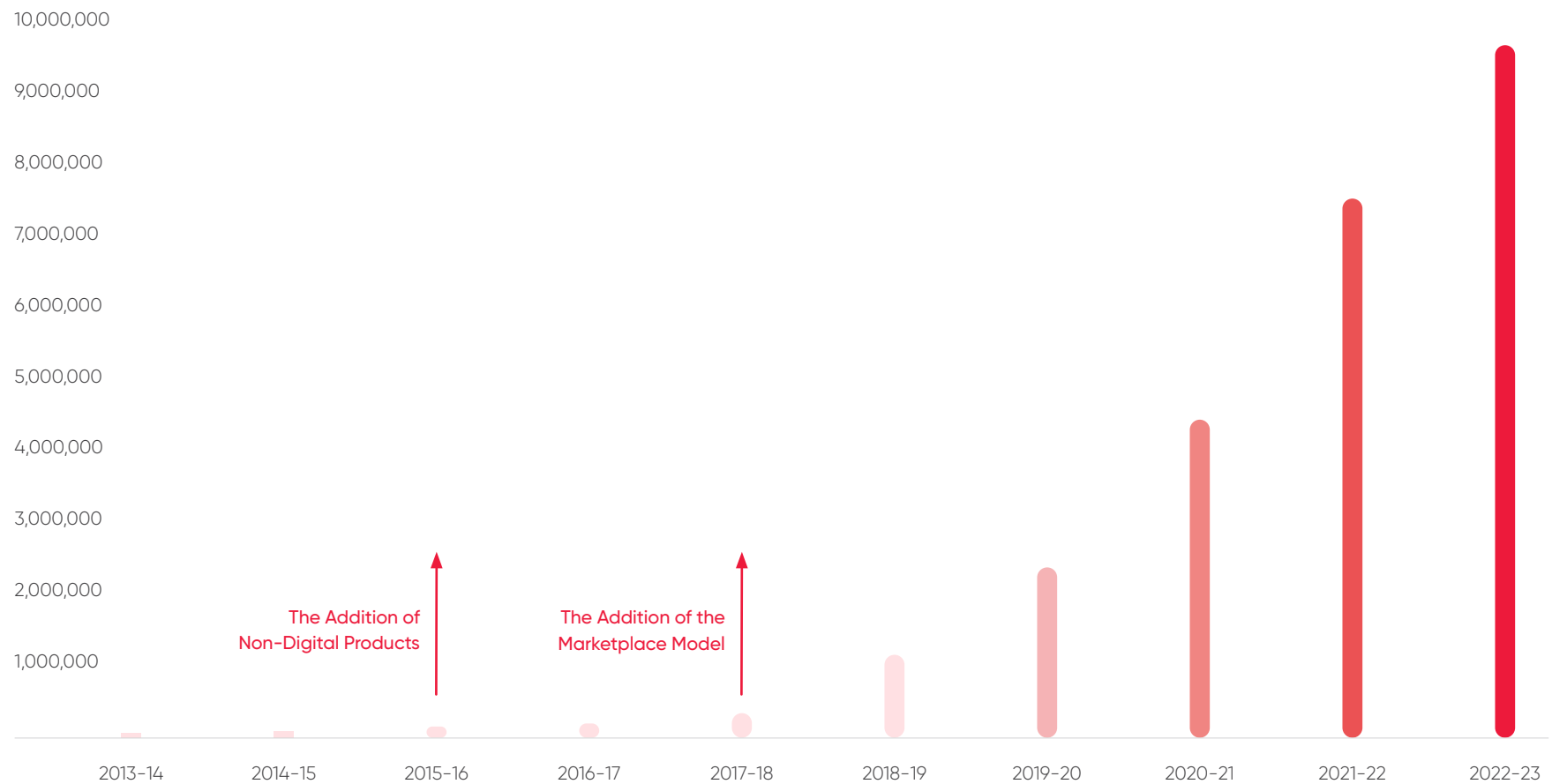


**66.25%**

of Digikala's net merchandise value in the year 1401 (2022-2023) was allocated to marketplace sellers.

# Digikala's Marketplace's Product Variety

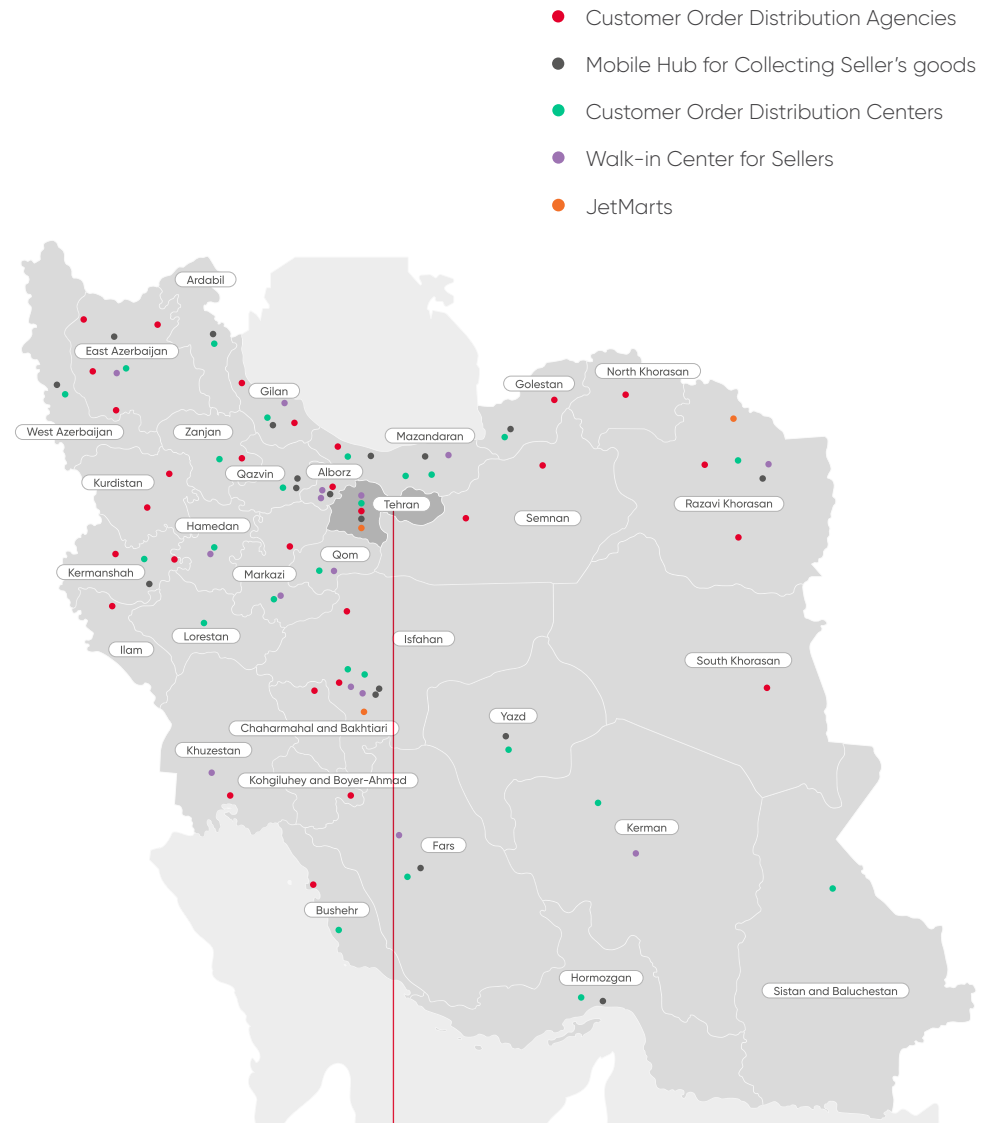
In the last year, Digikala has experienced a 29% growth in its product variety, which now reaches over 9.7 million SKUs.

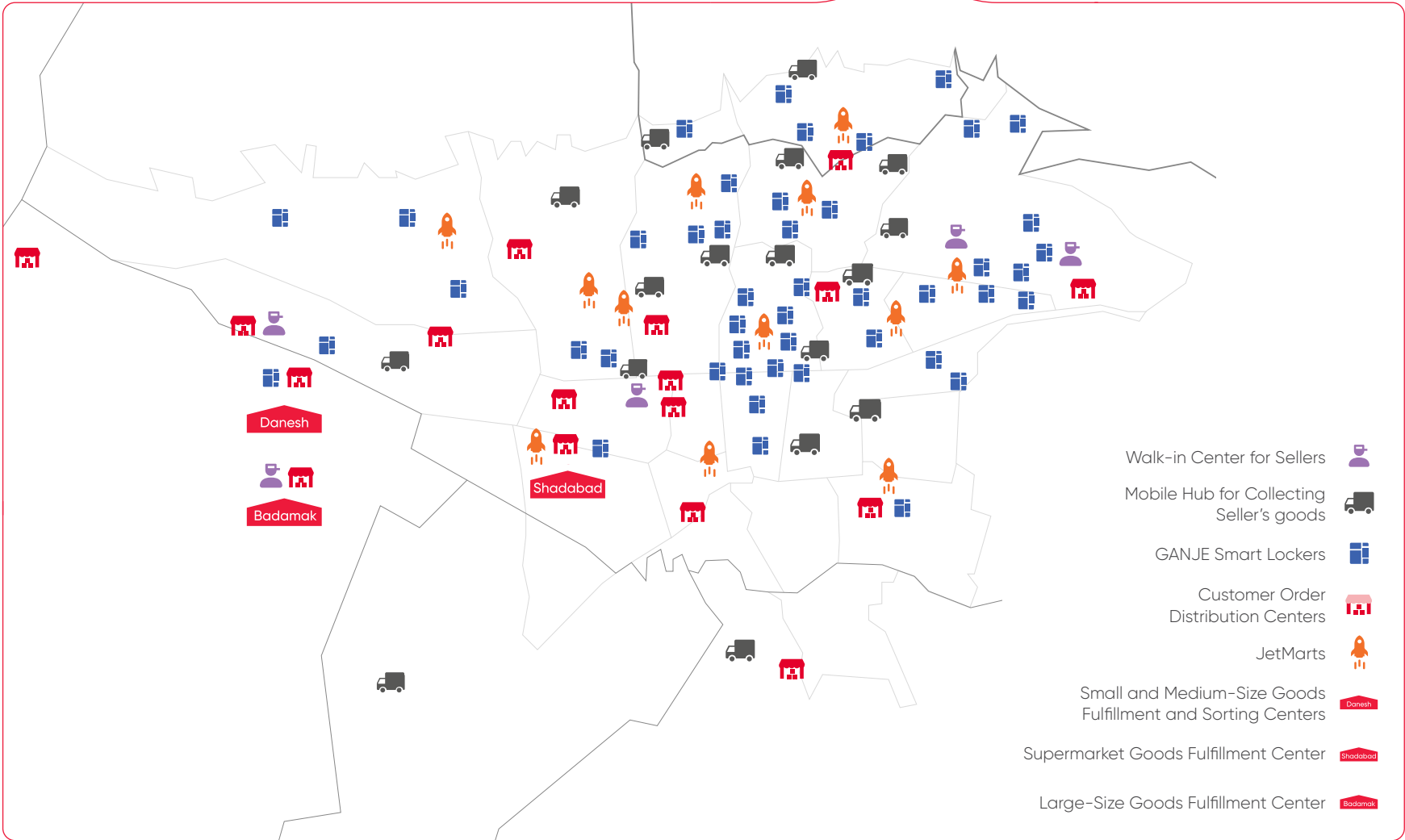


# Collection, Fulfillment, and Distribution Centers

In the year 1401 (2022-2023), the development of infrastructure centers continued with the aim of providing diverse services, reducing delivery time, and minimizing shipping costs. In the last year, over 530 centers affiliated with Digikala or its partner agencies were responsible for receiving products from sellers and distributing customer orders.

The centers for fulfilling heavy goods (Badamak), medium-sized goods (Danesh 1), supermarket goods (Shadabad), and the order processing and exchange center (Danesh 2) also continued their operations with the highest capacity in the year 1401 (2022-2023)



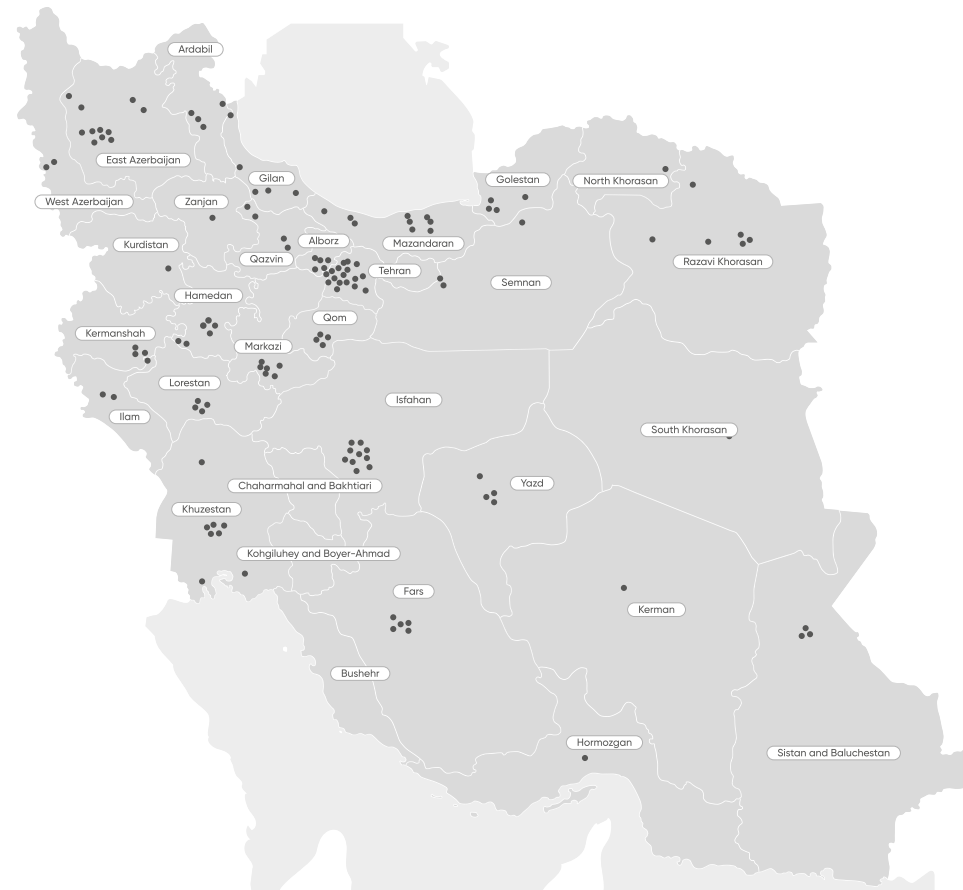


# PUDO, a Special Feature for Busy Users

In the past few years, Digikala has launched the PUDO (Pick Up & Drop Off) project to provide convenience for customers who are unable to wait for home delivery or prefer to plan their own pickup time. PUDO aims to reduce shipping costs as well. It allows customers to personally pick up their orders by visiting delivery centers or using smart lockers located in residential and commercial complexes near their location called Ganje.

In the year 1401 (2022-2023), the number of PUDO pickup locations expanded nationwide, and with the increasing number of smart lockers (Ganje), Digikala customers received over 48,000 orders at their preferred time.

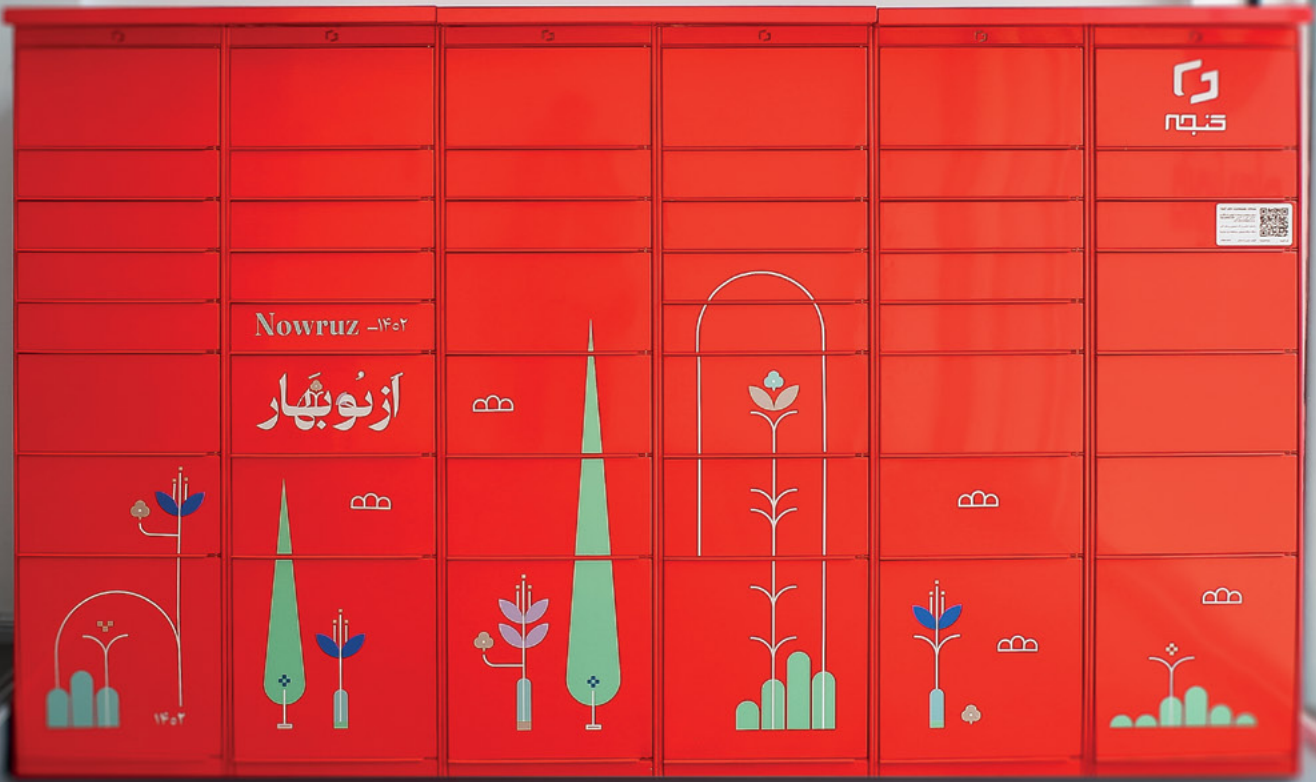
The Physical Centers for Order Pickup and Customer Returns



In the year 1401 (2022-2023),

**48,395 orders**

were delivered to Digikala customers through the use of Ganje smart lockers.



In the year 1401 (2022-2023),

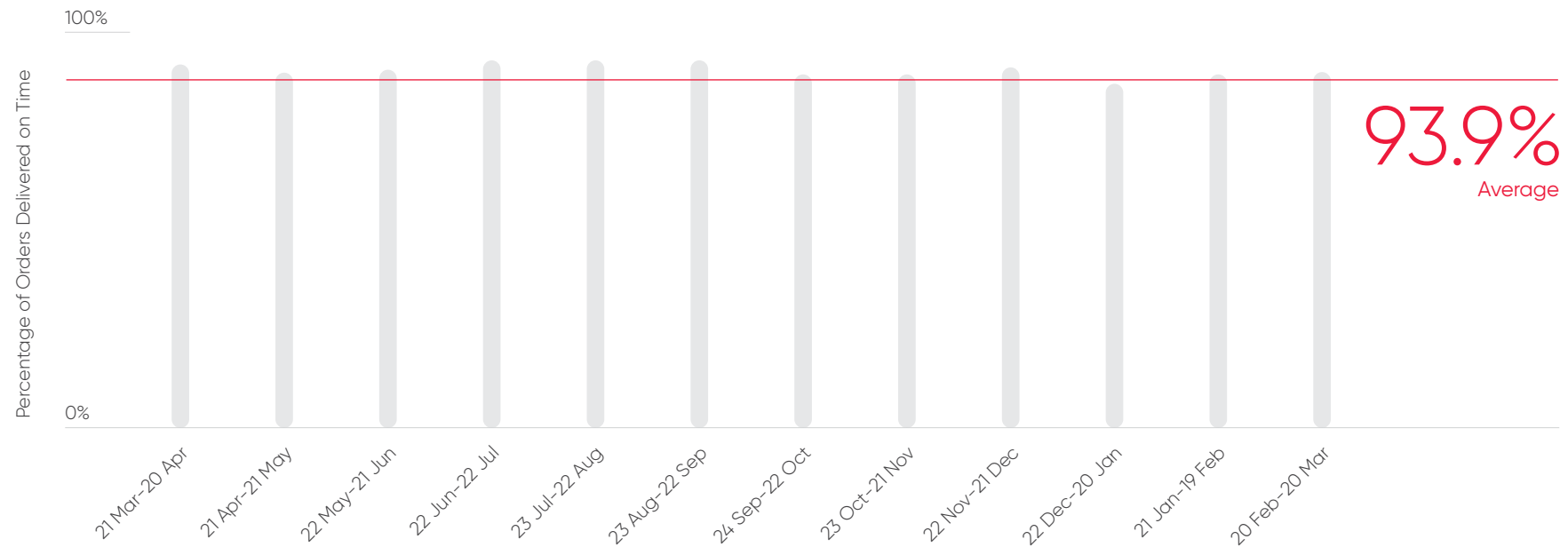
**93.9% of customer orders**

throughout the country were delivered on time by Digikala.



# On Time Delivery of Orders

Digikala measures the On-Time Delivery (OTD) metric using the location tracking tools of its delivery agents. On-time delivery is an important indicator of customer satisfaction.



In the past year, 93.9% of orders across the country were delivered to customers on time. 2.1% of orders experienced same-day delays, while 4% of orders were delivered with a delay of one day or more.



## Express Delivery, For Delivering the Product on the Same Day

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In the last year, the option of "Express Delivery," which was exclusive to Digiplus members before, became available for all users in Tehran. Products eligible for express delivery will be delivered to customers on the same day if the order is placed before 6:00 PM. If the order is placed after this time, it would be delivered to the customer in the first delivery window of the next day.





Danesh Fulfillment and Sortation Center, Robotic Parcel Sorter



## Chapter Three

# Customers

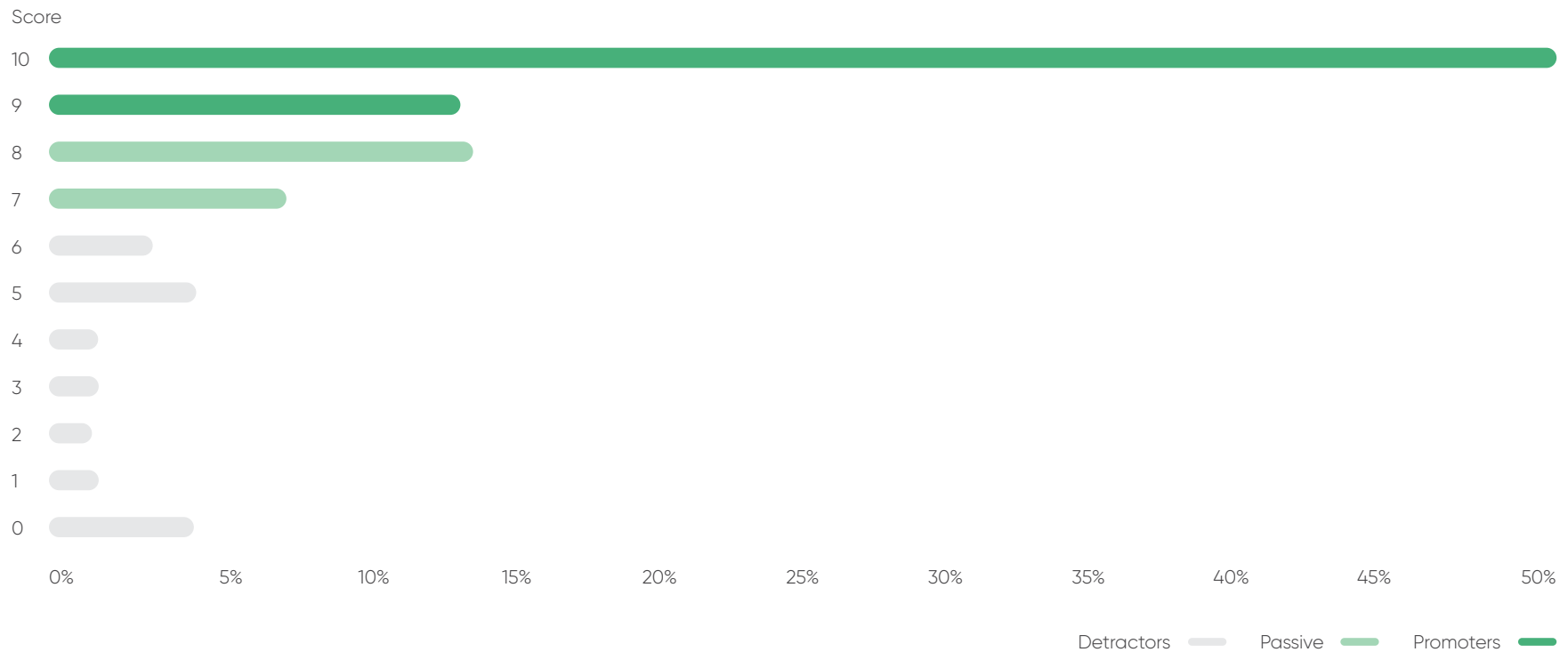


In Search of Convenience, Variety, and Cost-Effective Shopping



# Net Promoter Score

After each order, a text message is sent to customers asking them to rate, on a scale of 0 to 10, the likelihood of recommending Digikala to others based on their purchase. Last year, 13.7% of customers participated in the Net Promoter Score (NPS) survey after making a purchase. The chart below represents the ratings given by customers to Digikala in the year 1401 (2022-2023).





In the year 1401 (2022-2023),

**83%**

of Net Promoter Score survey participants

responded with a rating of 7 to 10 when asked about the likelihood of recommending Digikala to others.

# Customers Satisfaction Factors

## The most important reasons for satisfaction

1. Variety of Products
2. Product Prices
3. Quality of Products
4. Delivery Time
5. Return Policies and the Process of Product Return

## The most important reasons for dissatisfaction

1. Products Quality
2. Discrepancy Between the Provided Information and the Received Product
3. Technical and Visual Defects
4. Delayed Order Delivery
5. Shipping Costs

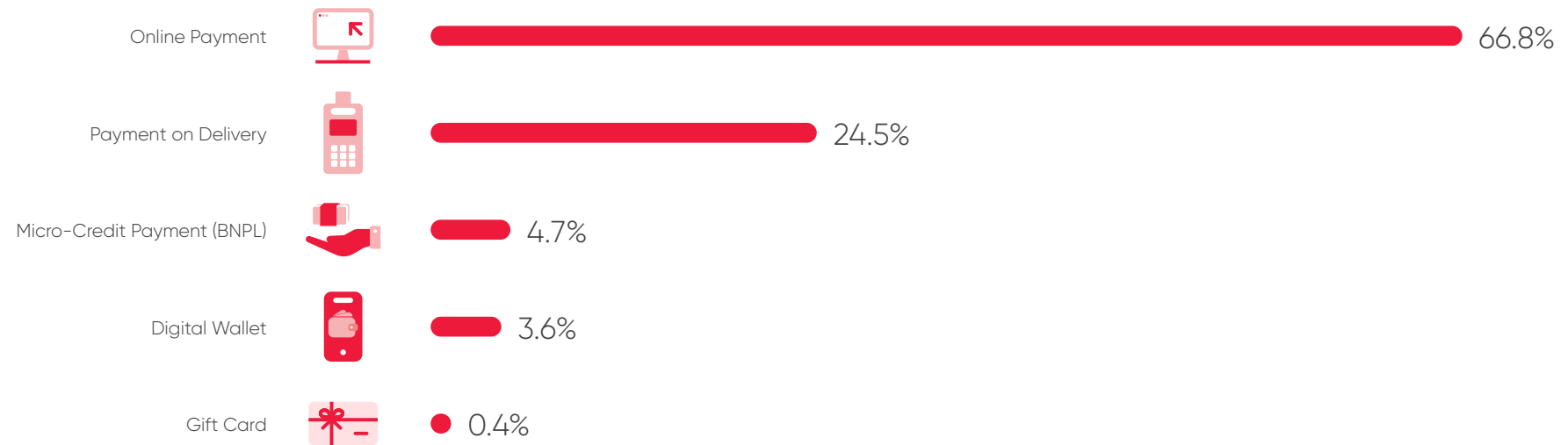


In the Net Promoter Score survey, individuals who rate below 6 are asked about the reasons for their dissatisfaction. The survey reveals that the quality of products, discrepancies between the product's information and the received products, technical and visual defects, delayed order delivery, and shipping costs are the main reasons for customer dissatisfaction. The Customer Experience team also conducts another survey, targeting users who rate 9

and 10, to understand the reasons for their satisfaction. The most important reasons for satisfaction among these highly satisfied customers in the year 1401 (2022-2023) include product variety, pricing, product quality, delivery time, and the ease of returns and refund processes. With about 10 million product variations in different product categories, each adhering to different production standards and price ranges, a diverse customer experience is created. The quality of the products plays a significant role in both customer satisfaction and dissatisfaction.

# Methods of Payment for Orders

With the lifting of payment restrictions at physical locations after the global COVID-19 pandemic in the past year, there has been a significant increase in the number of payments made using this method.



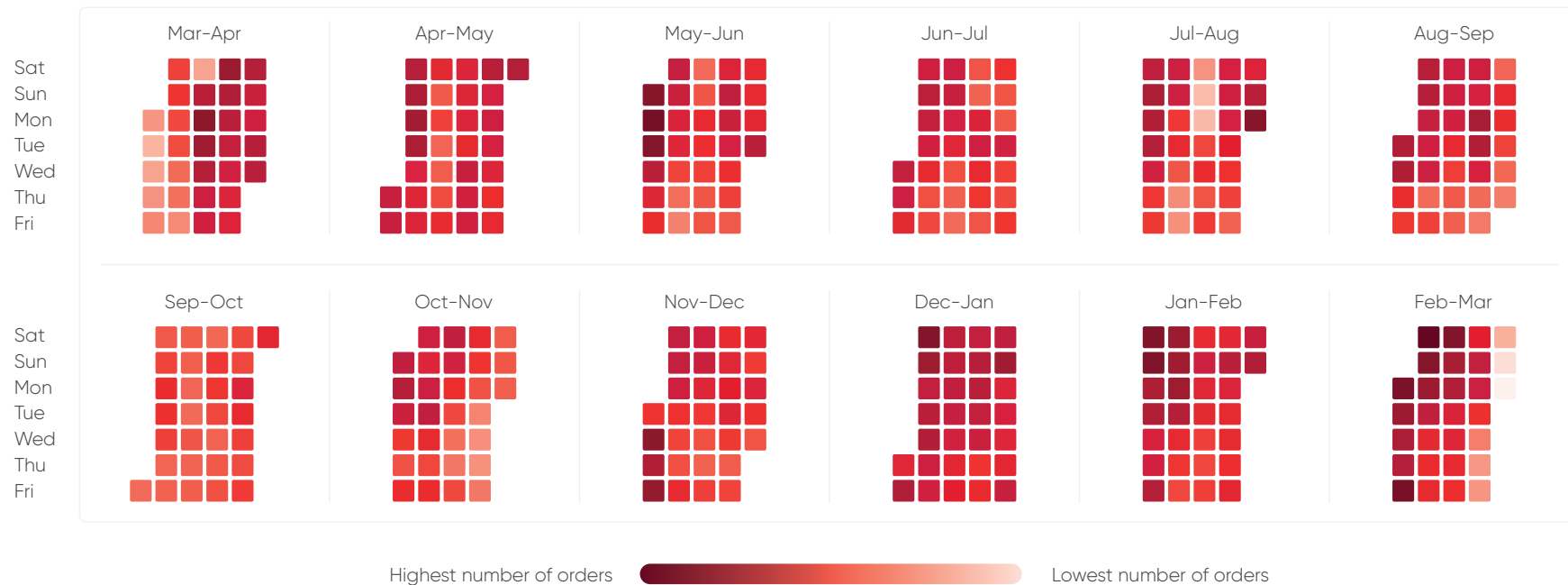
In the year 1401 (2022-23), the possibility of receiving installment credit up to 300 million Rials without a guarantor, solely with an electronic promissory note, and credit up to a limit of 500 million Rials without a guarantor, solely with a checkbook, was provided. In the last month of the previous year, 17% of Digikala's net merchandise value was through installment credit.



# The Busiest Days for Placing Orders

Every year, the record for the highest number of orders coincides with the days of special festivals. In the year 1401 (2022-2023), Digikala did not hold any festivals. However, the days of 2nd and 3rd of Khordad, 10th of Dey, 1st and 2nd of Bahman, and 1st, 5th, 6th, 7th, and 13th of Esfand were the top-selling days for Digikala. The record-breaking days in the absence of special sales festivals in the year 1401 align with the days when the Iranian economy faced significant inflationary or currency challenges, indicating a coincidence.


Average number of orders on different days of the year 1401 (2022-2023)





The most expensive order in the year 1401 (2022-2023) was a shopping basket of 30 items

**worth over 492 B IRR**

A man with curly brown hair, wearing a brown jacket and a grey scarf, is smiling and reading a colorful book to a young boy with curly brown hair, wearing a brown jacket and a blue scarf. They are sitting at a table, and the background is a blurred indoor setting with warm lights.

The biggest order of the year 1401 (2022-2023) was for

**900 books**

worth over 58 M IRR.



The Story of the Largest Order

# Call Center Services

Customer service is a significant department in Digikala that provides various services to customers. One of these departments is the call center, which not only assists customers but also answers inquiries from sellers.



**20,802**

calls answered during the day



**1,745**

responds to online chats during the day



**2,771**

responds to tickets and emails during the day



**2,218**

responds to Digiplus customers during the day

**2367 daily responses**

to calls from sellers



**170 daily responses**

to complaints by the Customer Advocate team



In the customer service department, in addition to handling typical phone calls, emails, and online chats with customers, a special feature called the "Customer Advocate" has been established in recent years to address customer complaints.



## Digiclub, Costumers Loyalty Club

In Digiclub, Digikala customers can earn points with every purchase, submitting reviews, or completing other Digiclub missions such as installing the application, visiting Digiclub, and receiving daily bonuses. Digiclub users can use these points to play games, win special prizes, receive discount codes, participate in weekly and seasonal lotteries, or benefit from other rewards. In the past year, Digiclub prizes included five laptops, nine iPhones, seven Apple and Samsung smartwatches, and 14 PS5 game consoles. Additionally, Digikala customers received over 340 billion Rials worth of discount codes from Digiclub in the year1401 (2022-2023). Digipoly, Wheel of Fortune, Card Game, Rate from You, Winner's Vote, For Acorns and Saplings of Hope, and Games of the Year 1401 were Digiclub's offerings.



**100 M**

Visiting All Pages of Digiclub



**284,425**

The Highest Amount of  
Points Spent by a User



**327,315**

The Highest Amount of Points  
Received by a User



**30 M**

The Total Number of  
Games Played



Digikala customers received

**over 34 billion Tomans worth of discount codes**

from Digiclub in the year 1401 (2022-2023).

## Digiplus, Exclusive Services for Customers

Digiplus is an exclusive service for Digikala customers. All customers have the option to become Digiplus members by paying a monthly, quarterly, or annual subscription fee, allowing them to benefit from its exclusive services. Digiplus subscribers can enjoy four free deliveries per month, receive a portion of the purchase amount as cashback in their wallet for certain products, and have access to exclusive delivery time slots. In the past year, 19% of Digikala customers became Digiplus members, availing themselves of the exclusive services it offers.

**713 B IRR**

The Total Profit of Subscribers  
in Shipping Expenses

**118 B IRR**

The Total Amount of Cash  
Gifts for Subscribers

**336 B IRR**

The Highest Gift  
Received by a User

**2.8 M**

The Number of Free Orders  
by Subscribers



## Digikala Service, After-sales Services

Digikala offers its own warranty service, called "Digikala Service," for some of the products in the mobile, tablet, and smartwatch category. Also, Digikala is selling Fidibook e-readers with an 18-month Digikala Service warranty. Most digital products in categories such as mobile phones, tablets, smartwatches, and laptops can benefit from Digikala Service's professional services and repairs. Digikala Service has repaired and delivered 53% of accepted items for service within 48 hours. In the year 1401 (2022-2023), customer satisfaction with Digikala Service was 81.3%.

**1 M**

The Number of Items Covered  
Under Warranty

**123 K**

The Number of Insured  
Items



In the year 1401 (2022-2023),

customer satisfaction with Digikala Service was

**81.3%**





## Chapter Four

# Users



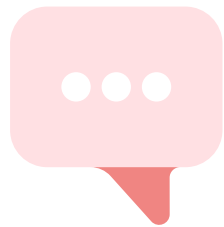
Half of Iran Is on Digikala





# User Participation in Product Reviews and Ratings

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**42 M**

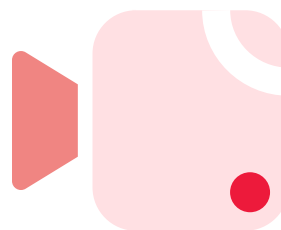
Customer Reviews

Last year, 95% of the user reviews have been verified and published on Digikala. Over 42 million published reviews show that users know their opinions are being seen and serve as a helpful guide for other users in making informed choices.



**1.3 M**

Customer Images



**36.2 K**

Customer Videos



**4.9 M**

Q&As



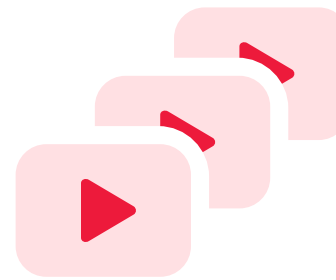
# Magnet, a Product Review and Selection Platform

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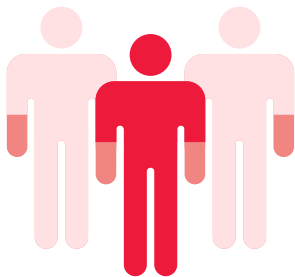
**250 K**

Published Contents



**15 M**

Video Views



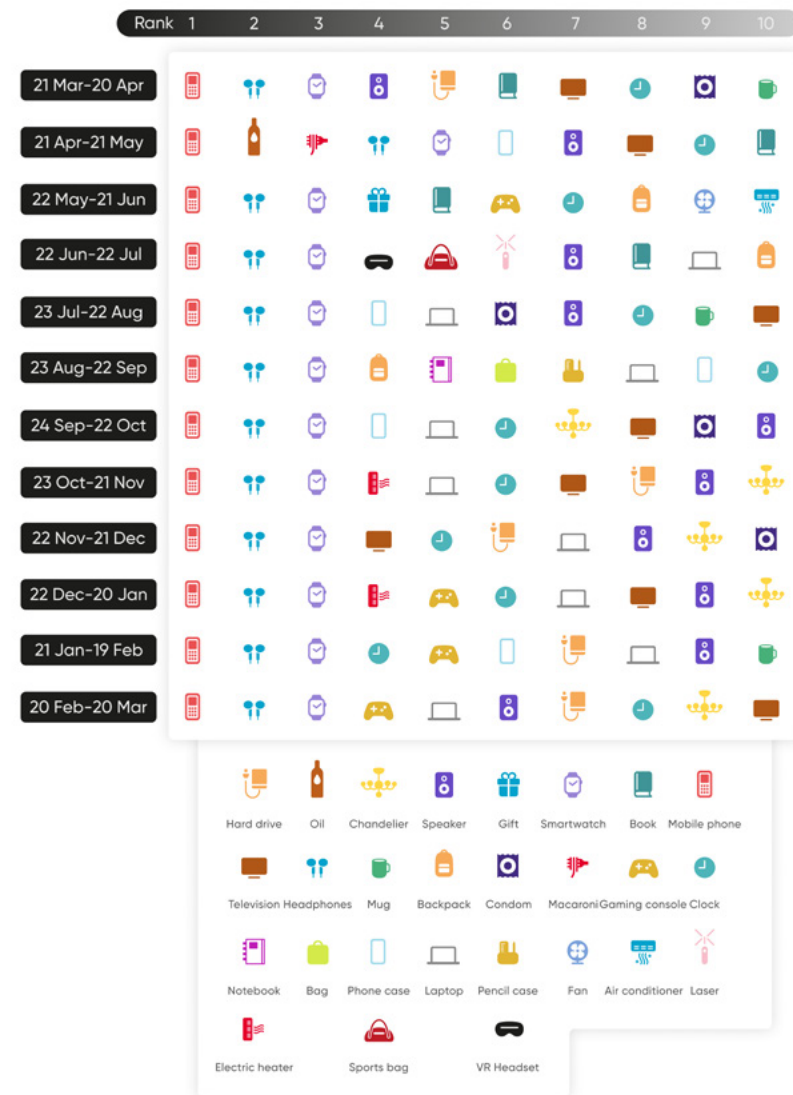
**1.5 M**

Users

Magnet platform has officially started its activity within the Digikala application since the beginning of the year 1401 (2022-2023). It allows users to help each other in choosing the most suitable products. Furthermore, Digikala users and sellers can share their buying and selling experiences with other users in real-time through the live streaming service added to Digikala by the Magnet team.

# Most Searched Products

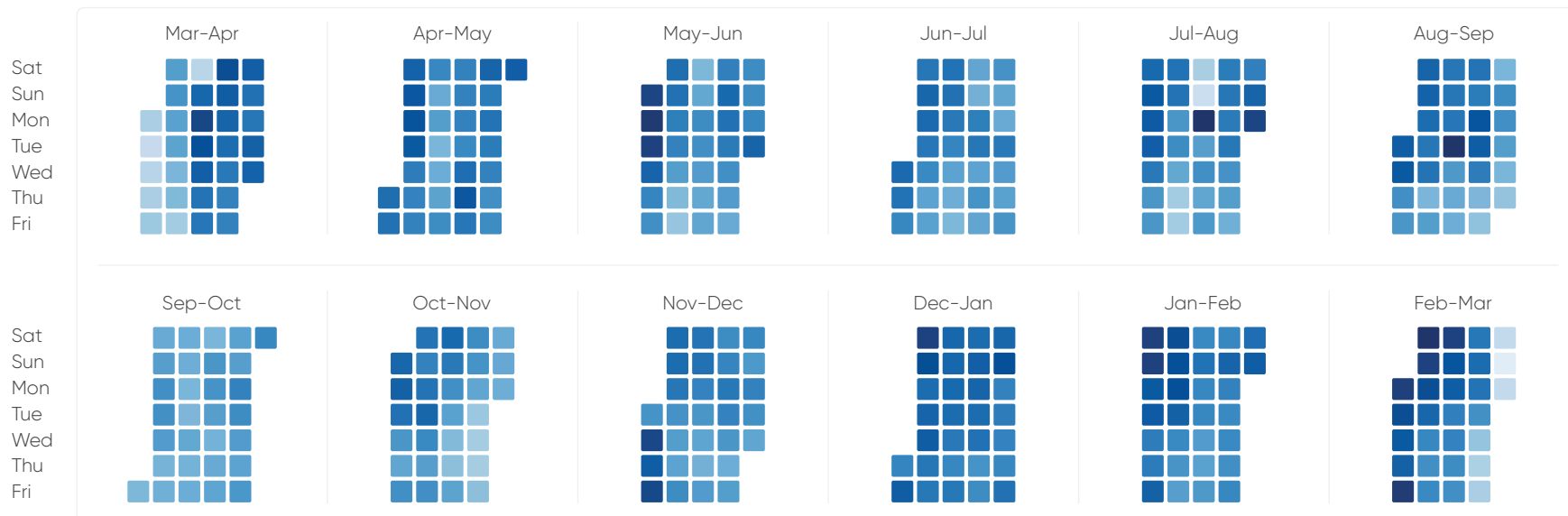
Many people search for their desired products on Digikala before making an online or in-person purchase. Analyzing these searches is valuable for understanding market needs. Therefore, Digikala prioritizes the improvement of its search engine by dedicating resources to its technology and product teams.



# Most Visited Days

The Charts of the most visited days and days with the highest orders show a direct correlation between the number of visits and orders.

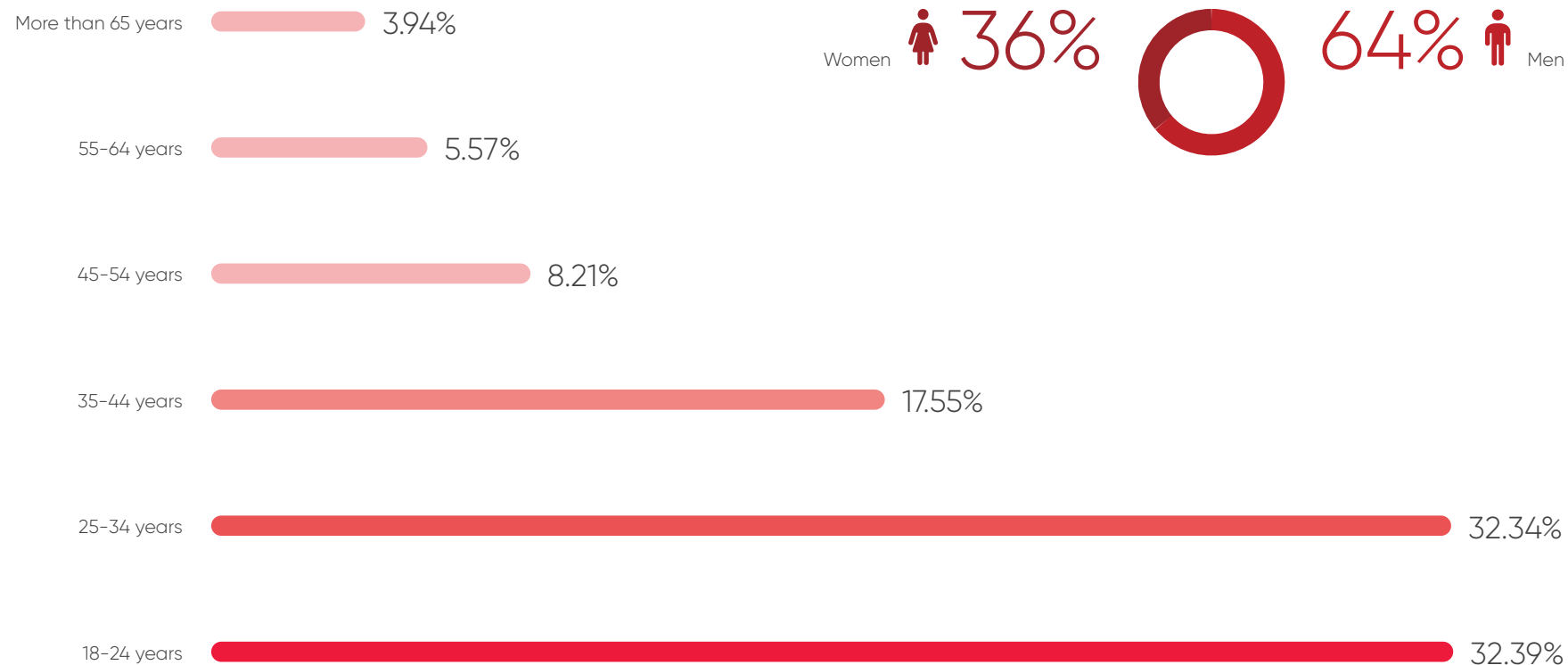
The average number of orders on different days of 2022-23



Highest number of orders Lowest number of orders

# Age and Gender of Users

In the past year, 36% of the total users were female, and 64% were male. Furthermore, approximately 65% of Digikala users were born in the late 1360s (the 1980s), 1370s (the 1990s), and early 1380s (2000s).



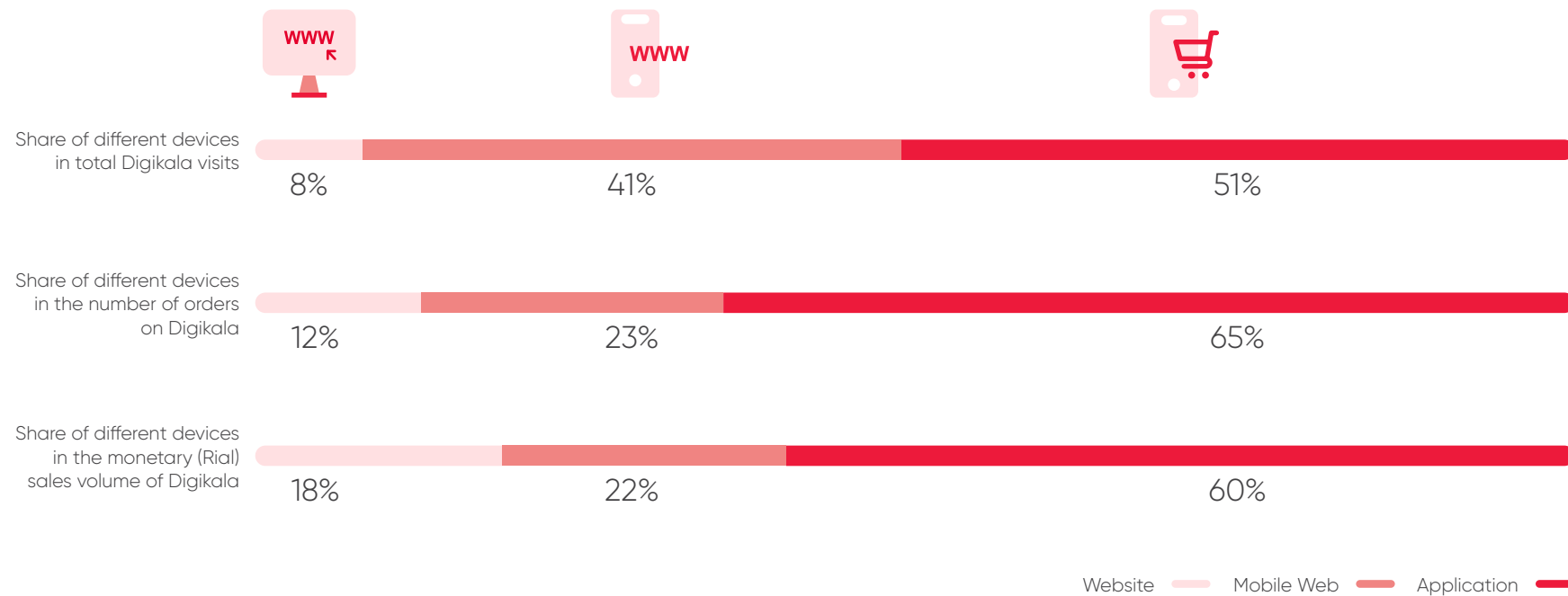


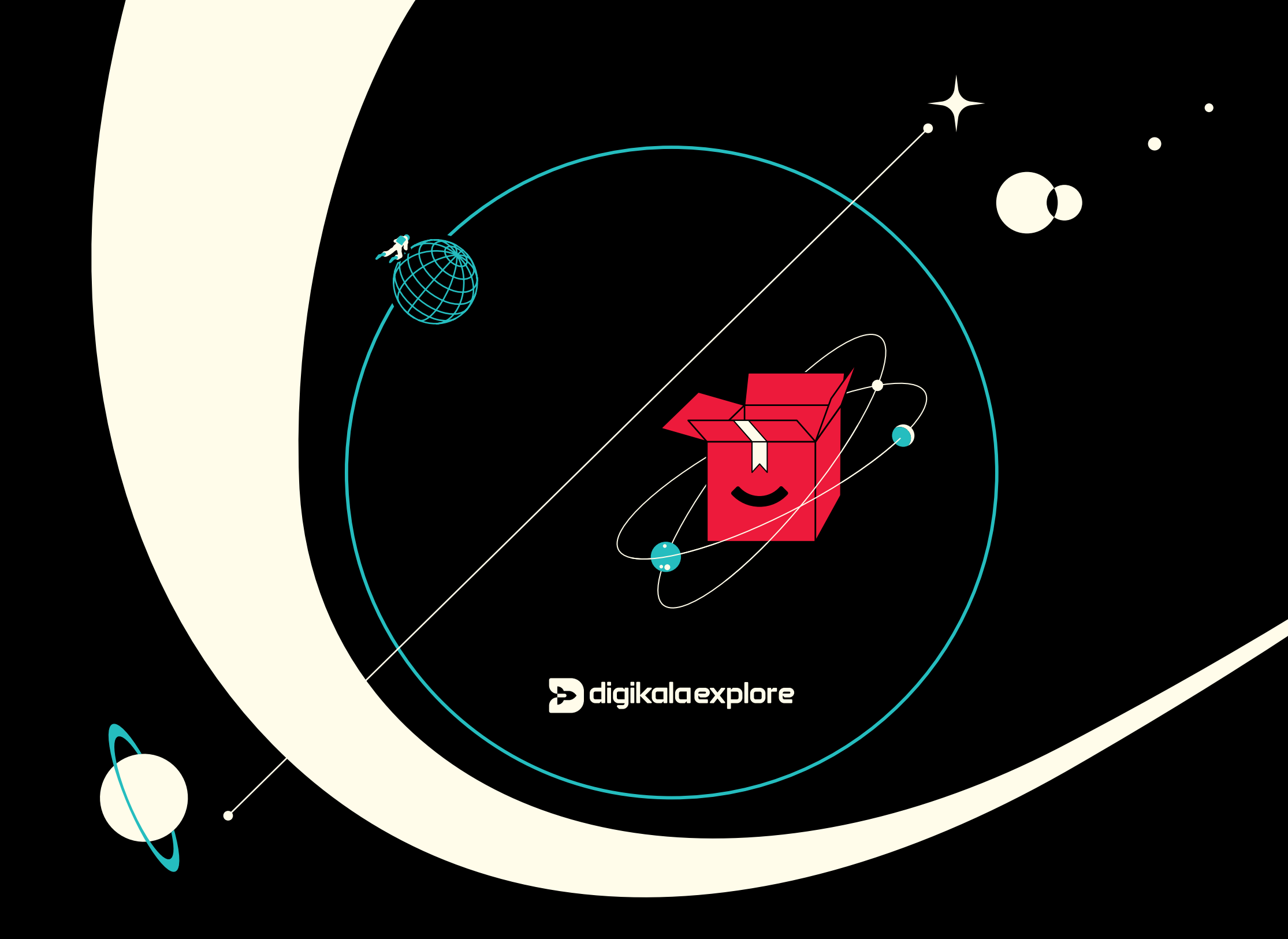
**Generation Z,**

rocking the online shopping experience!

# Share of Different Devices in Using Digikala

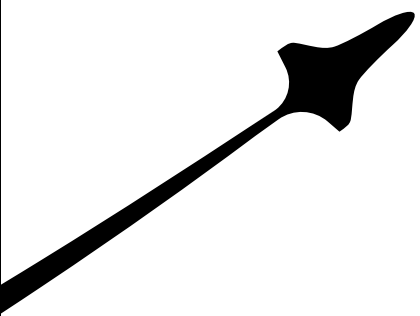
Accessing and using Digikala through the web and mobile application have the highest share in terms of visits, placing orders, and making purchases on Digikala.





 digikalaexplore

## A Trip to the Digikala Universe



In the year 1401 (2022-2023), over 4,200 individuals visited Digikala through 226 Digikala Explore events. Among them, 35% were students from universities such as Sharif, Amirkabir, Tehran, Sharif University of Technology, Khajeh Nasir, Allameh Tabataba'i, Kharazmi, Alzahra, and Isfahan University of Technology, among others.

One of the activities of Digikala Explore is the creation of the 'Work Experience at Digikala' opportunity, where students and enthusiasts, after completing specialized courses, can lead Digikala Explore events. Last year, more than 80 visits were conducted by these individuals.

Visit Digikala Explore





Chapter Five

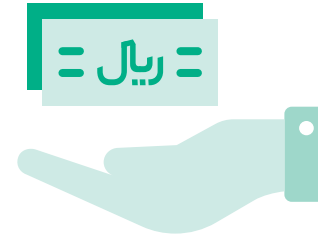
# Corporate Social Responsibility



For a Greener, Kinder, and More Fair World



## Digikalamehr, the Opportunity for Kindness



**49 B IRR**

The Amount of Benevolent Contribution



**12,987**

Benevolent Individuals

Digikalamehr has started its activities since Shahrivar 1400 (August-September 2021) with the aim of creating a simple, transparent, and reliable path for customer philanthropic activities. Digikala customers can contribute to reputable charities by directly purchasing essential items needed for services to the underprivileged, education and literacy, health and healthcare, environment and animals, social services, culture and art, and religious activities. These contributions are packaged by Digikala and delivered to the charities.



**82**

Collaborating Charities



**86,264**

The Number of Donated Items

## Direct Donation of Goods to Charities

---

Digikala also directly donates goods to charities, and in the year 1401 (2022-2023), this donation included over 68,000 items worth 72 billion Rials.



In the year 1401 (2022-2023), Digikala donated

**over 68 K items worth 72 B IRR**

to charities.



# Digikalamehr Campaigns

---

## **One Book, Thousand Smiles**

In collaboration with Digikalmehr and Mehrgiti Foundation, the campaign "One Book, a Thousand Smiles" was started. Mehrgiti is one of the non-governmental organizations collaborating actively with Digikalamehr, and one of its main missions is to provide the right to education and access to necessary educational resources for underprivileged children. In this campaign, 3,800 non-curricular books were provided for schools in disadvantaged areas.

## **Supporting the People Affected by the Khoi Earthquake**

With the occurrence of a 5.9 Richter earthquake in the city of Khoi, a significant number of our compatriots were affected, and there was extensive damage to residential areas. In such circumstances, finding a safe, transparent, and reliable route to deliver essential items to these areas was a major challenge. With the collaboration of Digikalamehr and the Agape Foundation, and after conducting a needs assessment from the earthquake-affected fellow citizens, Digikala Mehr invited its users to participate in this campaign with the aim of providing necessary items to 500 households.

## **Stars Are Sitting Behind the Benches**

This campaign was initiated with the idea that all students, regardless of their place of residence or birth, should be able to study under equal conditions. From September 12, 1401, for a period of one month, this campaign was jointly implemented by Digikala Mehr and Bonyad-e-Koodak (the Children's Foundation). With the participation of 1,195 individuals in this campaign, 5,114 stationery items were provided to talented underprivileged students at the beginning of the academic year.

## **With Love for Children of the Sky**

"Children of the Sky" is the name of a charitable shelter that provides care for physically and mentally disabled children and elderly patients. This center has been operating since 1378 as a non-governmental and non-profit organization. In total, this charity hosts 400 disabled and orphaned children, and one of the facilities is dedicated to the care of the elderly. The campaign "With Love for Children of the Sky" was launched with the aim of providing essential items for the shelter, including air conditioner and cooling systems, television, and other necessary welfare facilities.



Report on the campaign supporting the people affected by the Khoi earthquake

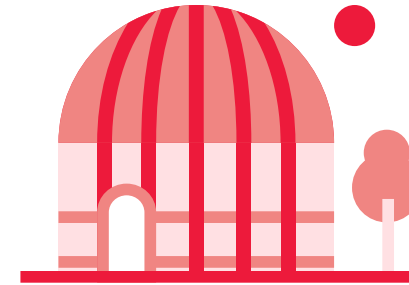
## Volunteering For a More Beautiful World

With the launch of Digikala's voluntary platform in 1401, our colleagues at Digikala were provided with the opportunity to dedicate part of their working hours to participate in social and environmental projects if they wished. Within this program, our employees at Digikala have allocated some of their working hours to activities such as painting and renovating schools in underprivileged areas, caring for injured animals, cleaning animal care centers, cleaning urban green spaces, and tree planting.



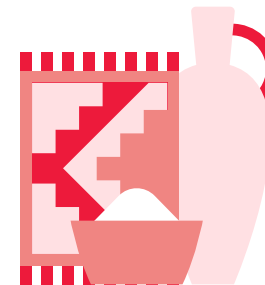
## Promoting Sustainability of Local Businesses

In the past years, Digikala has made efforts to provide a platform for local sellers to showcase and sell their products. In this initiative, over 6,000 producers have been able to easily reach their customers from anywhere in Iran without the need for intermediaries. Equity in product distribution, elimination of intermediaries, and utilizing Digikala's empowerment cycle are the key features of this program.



**6,765**

The Number of Local and Indigenous Sellers



**78,000**

Diversity of Local and Indigenous Products

# Digikala's Initiatives to Empower Local Businesses

In order to support the sustainability of local businesses, we have considered rewards and facilities for them. These include discounted sales commissions, introductory online training, allocation of warehouse capacity without charges, and provision of free advertising capacity. These are some of the facilities that Digikala has provided for its local sellers.



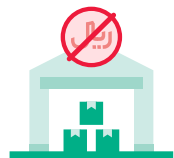
## Sales Commission Discount

Digikala does not charge a commission on sales from new local sellers. Only those vendors whose businesses have flourished and seen significant growth choose to pay a sales commission to Digikala.



## Basic Online Sales Training

The native and local experts at Digikala provide training to empower local sellers, focusing on enhancing their products and improving their product presentation. In the year 1401(2022-2023), a total of 1,392 individuals from various provinces attended the conducted training courses.



## Free Warehouse Capacity Allocation

Another initiative is the allocation of free warehouses. Digikala provides a portion of its warehouse capacity free of charge to local sellers. Digikala allocates a portion of its warehouse capacity free of charge to support local sellers.



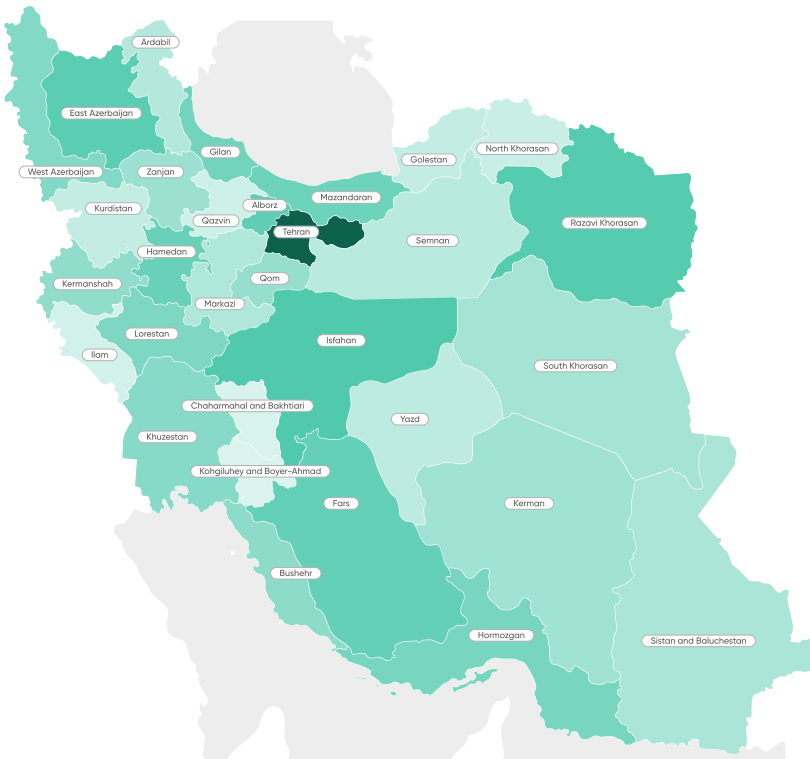
## Free Advertising Capacity Allocation

Digikala allocates a portion of its advertising capacity to promote and advertise local products, without charging any fees for this service.



# Geographical Diversity of Local Sellers

Local businesses have a great potential to preserve national handicraft and traditional industries. As the preservation and growth of these industries are important to us, Digikala collaborated with Aranic Handicrafts last year to support the construction of a high-capacity kiln for the production of Kuhmitag pottery in Sistan and Baluchestan province. This initiative aimed not only to preserve Kuhmirtag pottery but also to create a sustainable income stream for the local potters in the region.



Report on the construction of a kiln for Kuhmitag pottery production






In the year 1401 (2022-2023), a seller rice vendor set a sales record for local business products on Digikala, with sales

**exceeding 63 B IRR**

## Geener Than Ever!

Reducing environmental impacts in business processes is one of the most important responsibilities of economic actors in the modern world. At Digikala, we also strive to play our part in creating a greener and more beautiful world by leveraging artificial intelligence and optimizing our processes. Projects such as packaging process optimization, transportation route optimization (Optime), and the development of physical delivery centers and Ganje smart lockers (PUDO) are long-term projects with significant impacts in this area.

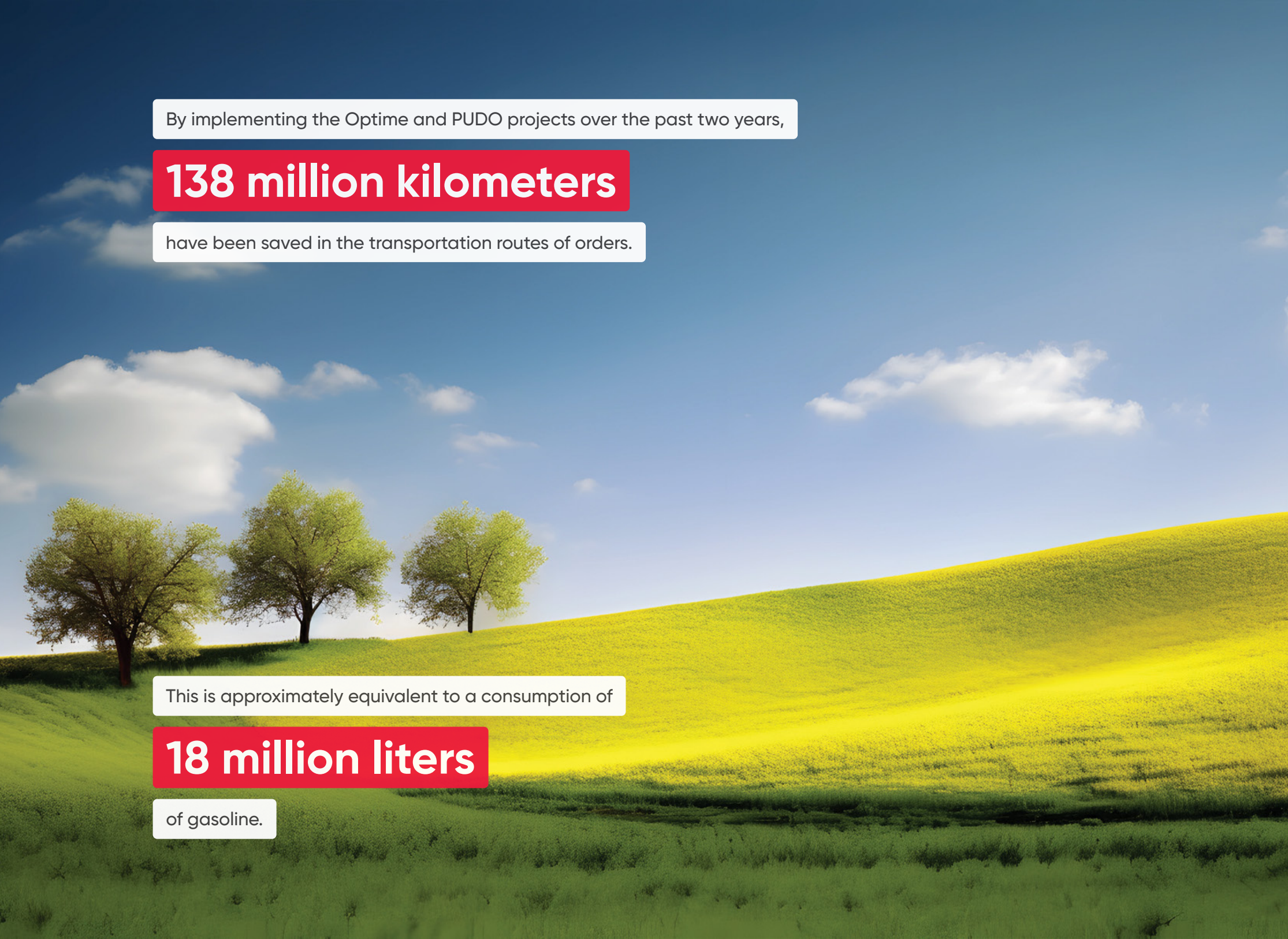


As a result of optimizing the order packaging process,

we have saved about two thousand tons of cardboard consumption over the past two years.

This amount is roughly equivalent to

**saving 34 K trees.**



By implementing the Optime and PUDO projects over the past two years,

**138 million kilometers**

have been saved in the transportation routes of orders.

This is approximately equivalent to a consumption of

**18 million liters**

of gasoline.



Chapter Six

# Products and Brands



As You Like It!



# 10 Best Selling Products

*Based on Sales Value in Iranian Rials*  
2022-23



## **Samsung Mobile Phone**

Galaxy A32 SM A325F/DS model - Dual SIM  
128GB storage capacity - 6GB RAM



### Samsung Mobile Phone

Galaxy A53 5G model  
Dual SIM  
256GB storage capacity  
8GB RAM



### Apple Mobile Phone

iPhone 13 Pro Max A2644 model  
Dual SIM  
256GB storage capacity  
6GB RAM



### Apple Mobile Phone

iPhone 13 CH model  
Dual SIM  
128GB storage capacity  
4GB RAM



### Samsung Mobile Phone

Galaxy S21 FE 5G model  
Dual SIM  
256GB storage capacity  
8GB RAM



### Samsung Mobile Phone

Galaxy A13 model  
Dual SIM  
64GB storage capacity  
4GB RAM  
Includes charger



### Xiaomi Mobile Phone

Redmi Note 11 model  
Dual SIM  
128GB storage capacity  
6GB RAM



### Samsung Mobile Phone

Galaxy A73 5G SM model  
Dual SIM  
256GB storage capacity  
8GB RAM



### Xiaomi Mobile Phone

Redmi Note 11 Pro 4G model  
Dual SIM  
128GB storage capacity  
8GB RAM



### Samsung Mobile Phone

Galaxy S22 Ultra 5G model  
Dual SIM  
256GB storage capacity  
12GB RAM



# 10 Best Selling Products

*Based on Number of Sales*  
2022-23



## **Bluetooth Earphones**

Model Inpods 12



### Saffron

Mostafavi Grade 1 Saffron  
4.608 grams



### Panberiz Sanitary Pad

Delicate Model  
Size L Thick  
Pack of 10



### Zar Macaroni Spaghetti

Diameter 1/2  
700 grams



### Ipek Makeup Remover Pads

Model 01  
Pack of 70



### Tafte (Yalda Night model) Soft

Suitable for Sensitive Skin  
Extra Large Size  
Pack of 7



### Saharkhiz

Saharkhiz Saffron  
4.608 grams



### Panberiz Sanitary Pad

Delicate Model  
Size L  
Ultra Thin  
Pack of 10



### Golnar Soap

Coconut Oil Model  
Pack of 6



### Miwa Mineral Water

1.5 liters  
Pack of 6



# 10 Best-Selling Brands

Based on Sales Value in Iranian Rials

2022-23

In the category of digital products  
and electrical appliances

**Samsung**

**SAMSUNG**



In the category of digital products

**Xiaomi**

**MI**



In the category of digital products

**Apple**



In the category of digital products

**Asus**

**ASUS**



In the category of digital products

**Lenovo**

**Lenovo**



In the category of digital products  
and electrical appliances

**GPlus**

**Gplus**



In the category of digital products

**HP**



In the category of digital products

**Huawei**



In the category of digital products

**ADATA**



In the category of digital products

**Nokia**

**NOKIA**





# 10 Best-Selling Brands

Based on Number of Sales

2022-23



In the category of supermarket products

**Kalleh**





In the category of beauty and health products

**Tafteh**





In the category of supermarket products

**Zar Macaroni**





In the category of supermarket products

**Active**





In the category of supermarket products

**Fresh**





In the category of digital products and electrical appliances

**Samsung**



In the category of beauty and health products

**MY**



In the category of digital products

**Xiaomi**





In the category of beauty and health products

**BIOAQUA**



In the category of beauty and health products

**Schon**



# 10 Best-Selling Iranian Brands

Based on Sales in Iranian Rials

2022-23

In the category of digital products  
and electrical appliances

**GPlus**

**Gplus**



In the category of  
electrical appliances

**Daewoo**

**DAEWOO**



In the category of  
electrical appliances

**Pars Khazar**



In the category of  
electrical appliances

**Snowa**

**snowa**



In the category of building  
and industrial supplies

**Ronix**

**Ronix**  
Premium Quality



In the category of  
electrical appliances

**Xvision**

**XVISION**



In the category of gold  
and silver ingots and plates

**Parsis**



In the category of digital products

**TSCO**

**TSCO**



In the category  
of electrical appliances

**Pakshoma**

**PAKSHOMA**



In the category of gold  
and jewelry items

**Mostajabi Jewelry**





# 10 Best-Selling Iranian Brands

Based on Number of Sales

2022-23



In the category of supermarket products

**Kalleh**





In the category of hygiene products

**Tafteh**





In the category of hygiene products

**MY**





In the category of supermarket products

**Zar Macaroni**



In the category of hygiene products

**Active**





In the category of supermarket products

**Fresh**





In the category of hygiene products

**Schon**





In the category of supermarket products

**Ladan**





In the category of supermarket products

**Mahya Protein**



In the category of hygiene products

**Panberiz**



# 10 Best-Selling Iranian Supermarket Brands

Based on Sales in Iranian Rials

2022-23

In the category of  
supermarket products

**Ladan**



In the category of  
supermarket products

**Mahya Protein**



In the category of  
supermarket products

**Mostafavi**



In the category of  
supermarket products

**Golestan**



In the category of  
supermarket products

**MY**



In the category of  
supermarket products

**Kalleh**



In the category of  
supermarket products

**MyBaby**



In the category of  
supermarket products

**Saharkhiz**



In the category of  
supermarket products

**Tabiat**



In the category of  
supermarket products

**Active**





# 10 Best-Selling Iranian Supermarket Brands

Based on Number of Sales

2022-23



In the category of supermarket products

**Kalleh**





In the category of supermarket products

**Tafteh**





In the category of supermarket products

**MY**





In the category of supermarket products

**Zar Macaroni**




In the category of supermarket products

**Active**





In the category of supermarket products

**Fresh**





In the category of supermarket products

**Schon**





In the category of supermarket products

**Ladan**





In the category of supermarket products

**Mahya Protein**



In the category of supermarket products

**Panberiz**

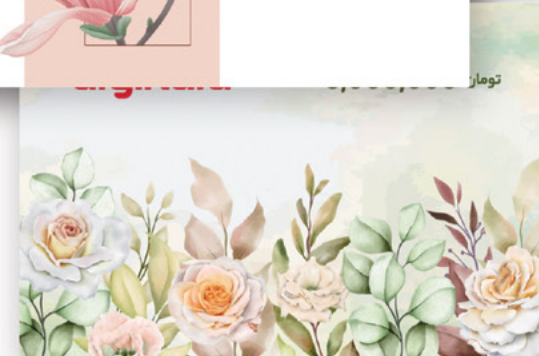


# Digikala Gift Cards

Besides physical gift cards, Digikala released electronic gift cards as a new product in 1401(2022-2023).



Gift Cards for Everyone and Every Occasions





Chapter Seven

# Digikala Under the Microscope



People Have Evaluated Us



## Public Perceptions and Attitudes Towards Digikala



Becoming a popular and likable brand for all Iranians and providing the best services to customers led us to conduct a professional social research to gain a precise understanding of people's perspectives, interests, and judgments.

The questionnaire for this research was conducted by the Iranian Students' Opinion Polling Center (ISPA) in Bahman 1401 (February 2023). Due to its national scope, the social research of Digikala, which adheres to professional criteria and is conducted by one of the most reputable polling centers in the country, has provided us with reliable data to understand the state of online sales in Iran and evaluate customers' opinions about Digikala's services. The results obtained from this research are generalizable at the national level.

This chapter is dedicated to a summary of the data from this research, and at the end, the evaluation of Digikala by the participants in the Iran Talent Employer Brand Survey is also mentioned.

# The Summary of the Demographic Characteristics of the Sample

---

Sampling has been designed and implemented to represent the population at the level of Iran. Sampling was designed and conducted to be representative at the national level in Iran.

The sample size consisted of 3,559 individuals, with 50.4% male and 49.6% female.

The largest sample size was in Tehran province with 708 individuals, while the smallest was in Golestan with 45 individuals. 52.2% of the sample participants were from provincial centers, and 48.8% were from another city within each province.

The age range of respondents varied from 15 to 90 years, with an average age of 37.7 years.

The average level of education was at the diploma and pre-university level.

The largest groups in terms of employment status in the sample were employees (41.5%) and homemakers (30.2%). 17.2% of the employed individuals worked in the public sector, while 82.8% worked in the private sector.

The average monthly household expenditure reported by respondents was 98.5 million Rials. The highest frequency mentioned for household expenditure was 100 million Rials.



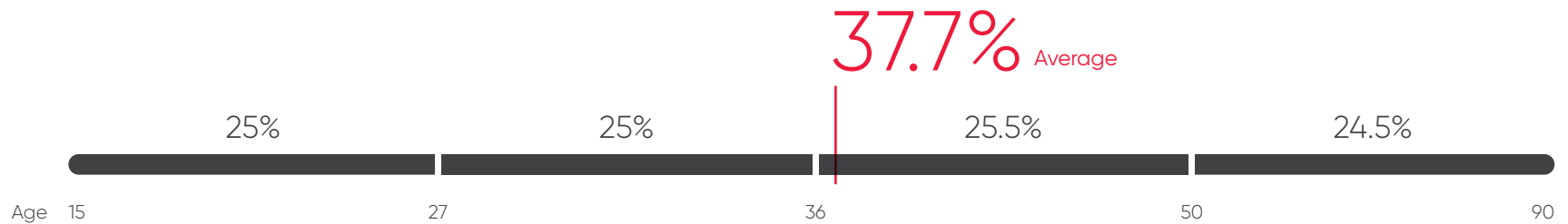


**3,559 respondents at the national level**

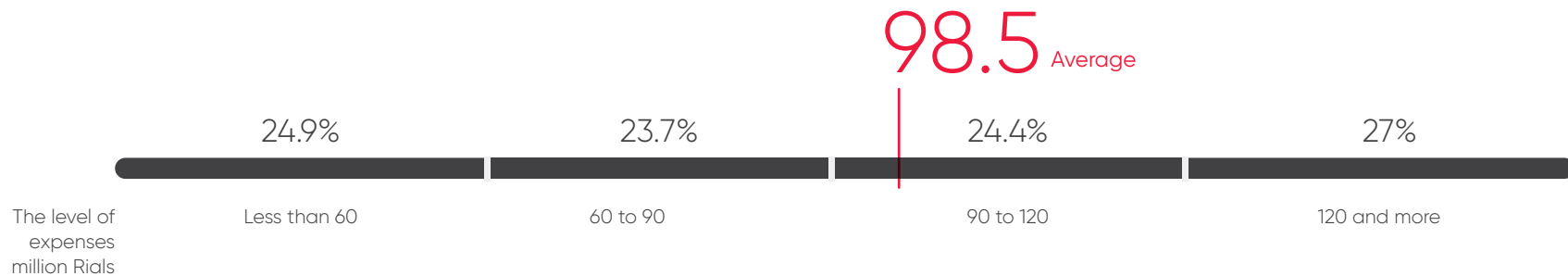
respondents at the national level

The results of the Digikala survey are generalizable at the national level.

## Age Range of Respondents

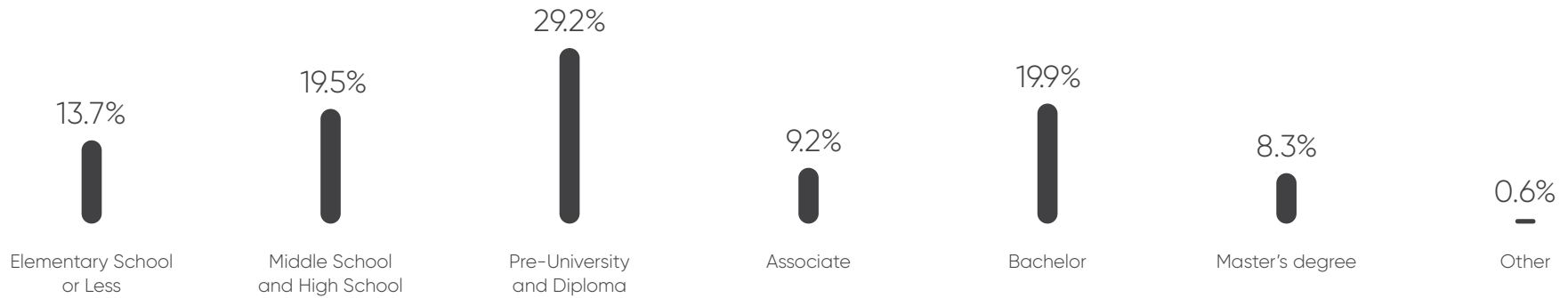


## The Respondents Household Expenses



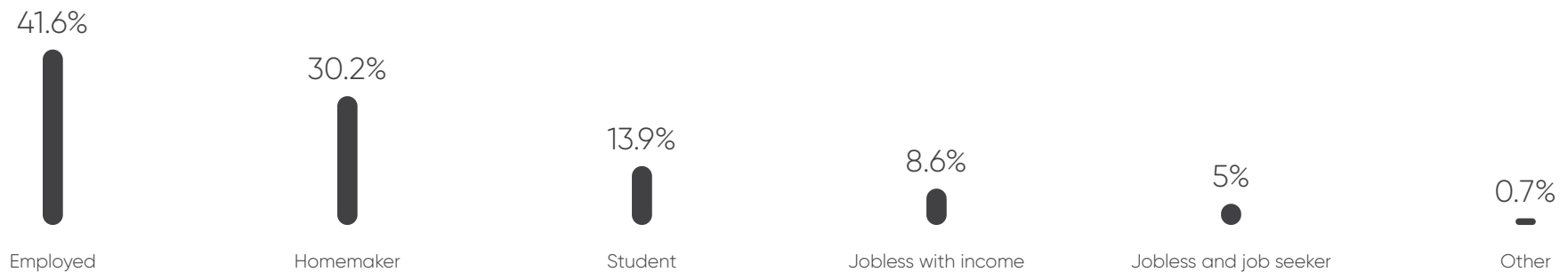
## Education Level of the Respondents

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## Employment Status of the Respondents

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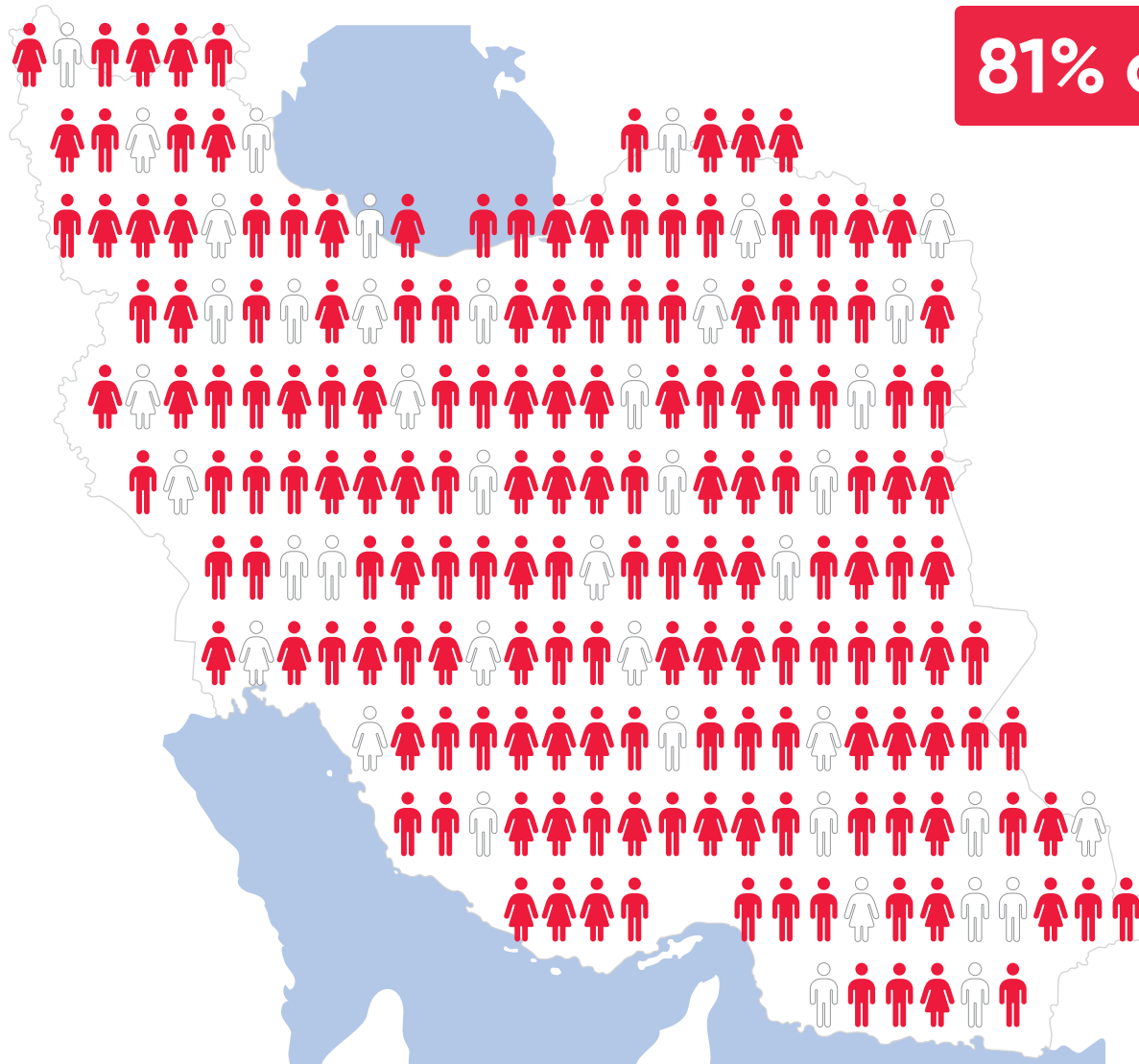


## Digikala a Well-Known and Authentic Trademark

We asked the 3,559 participants in the survey if they have heard of the online store Digikala before, and 81.1% responded positively. We asked those who said they had heard of Digikala before conducting this survey, "Which option do you consider to be the correct one regarding the credibility of the Digikala trademark?"

Their response:



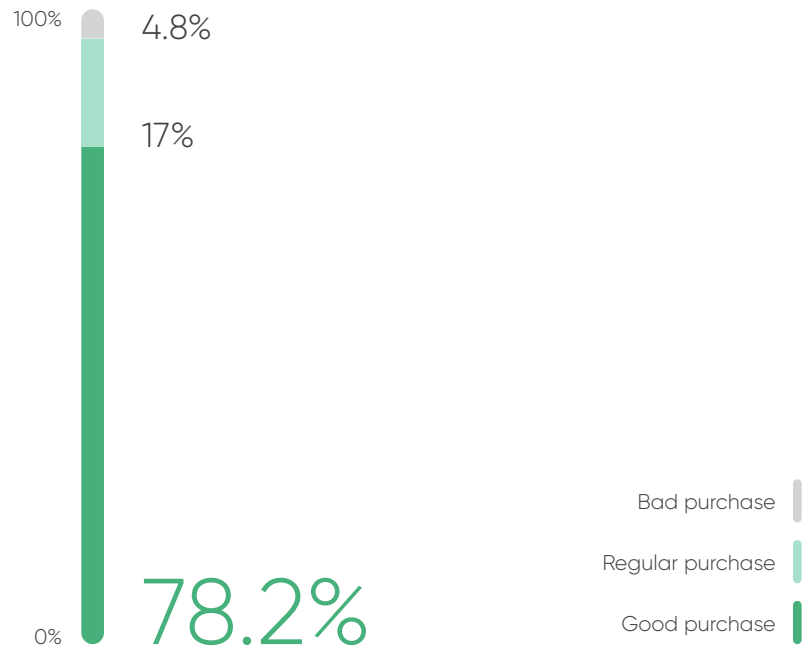


**81% of respondents**

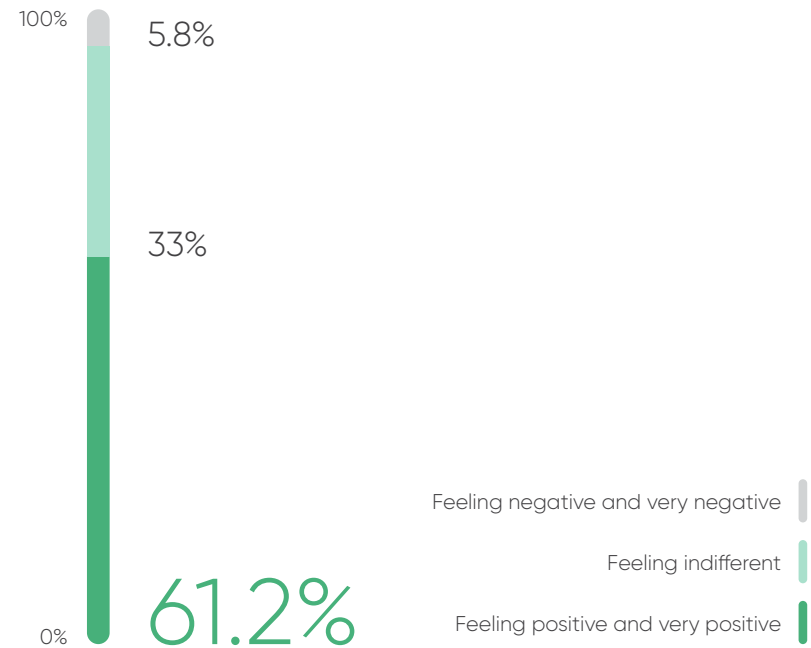
are familiar with Digikala

# Digikala, the Abundance of a Good Feeling

We asked people who have made purchases from Digikala, "In general, how would you describe your shopping experience with Digikala?" They expressed their feelings as follows:



In another question, we asked respondents who were familiar with Digikala, "Generally, what feelings do you have when you hear the name of Digikala?" Their response:





**78.2%**

of Digikala's customers

consider their experience to be that of a good purchase.

**61.2%**

of those who are familiar with Digikala

have a good or very good feeling associated with

hearing its name familiar with Digikala

# Digikala From 19 Aspects

We subjected ourselves to evaluation and asked those respondents who had experience purchasing from Digikala to evaluate us on 19 aspects. They rated each of these features as follows:



# The Quality of Delivery Couriers Behaviors

The Digikala delivery couriers are the last point of service to the customers. We asked those who have had the experience of buying from Digikala, "Digikala uses motorcycle couriers or shipping vehicles for delivering customers' orders. How do you evaluate the behavior and communication of these delivery personnel with yourself?" They evaluated the behavior of the delivery couriers like this:





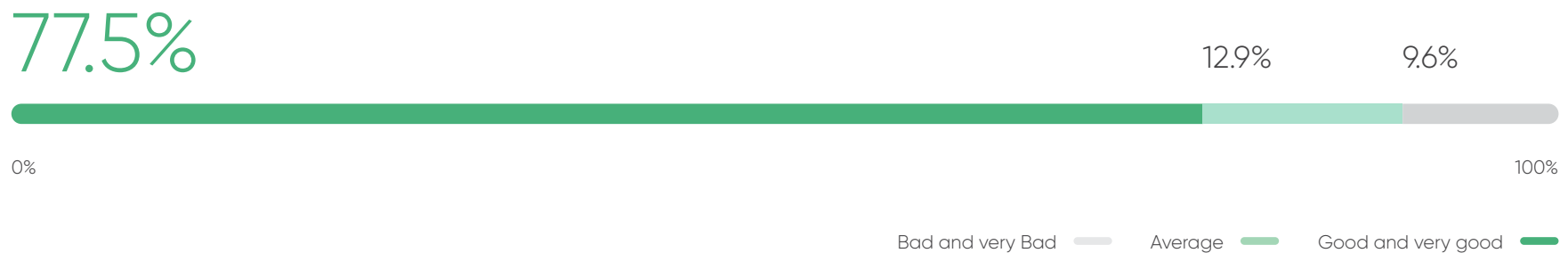
**85.9%**

of Digikala customers have evaluated the quality of delivery couriers'

behavior as good.

## Evaluation of Call Center Performance

We asked people who have experienced having purchases from Digikala, "Have you ever contacted the Digikala call center or complaints department to ask a question or file a complaint?" 16.4% of them said they have contacted the Digikala call center to ask a question or file a complaint. This means that 83.6% of orders did not require any question or complaint from the customer. We asked those who have contacted the Digikala call center to ask a question or file a complaint, "How was the behavior of the customer service unit?" 75.5% of them chose good and very good options. In another question, we asked those who have contacted the call center to file a complaint or ask a question, "Was your complaint addressed and your problem resolved?" 78.3% gave a positive response.





**78.3%**

of the individuals who have contacted the call center

believe that their problem has been resolved.

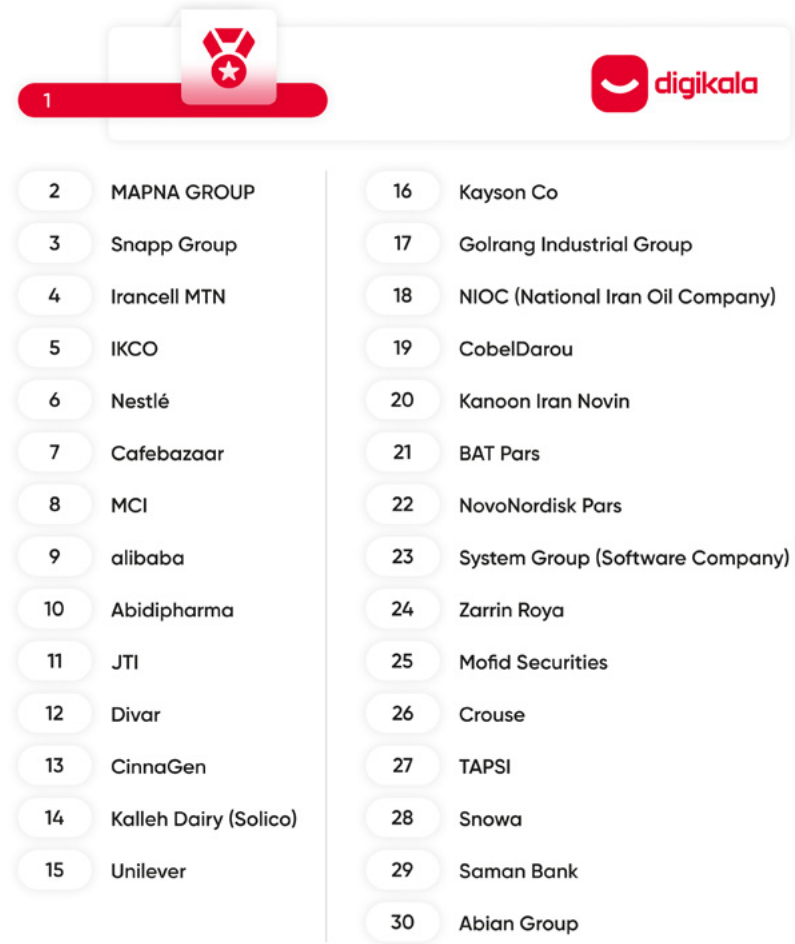
# Digikala, a Platform for Everyone

More than half (51%) of the people who have previously heard of Digikala know that it is a marketplace where anyone can sell their products, following certain regulations.



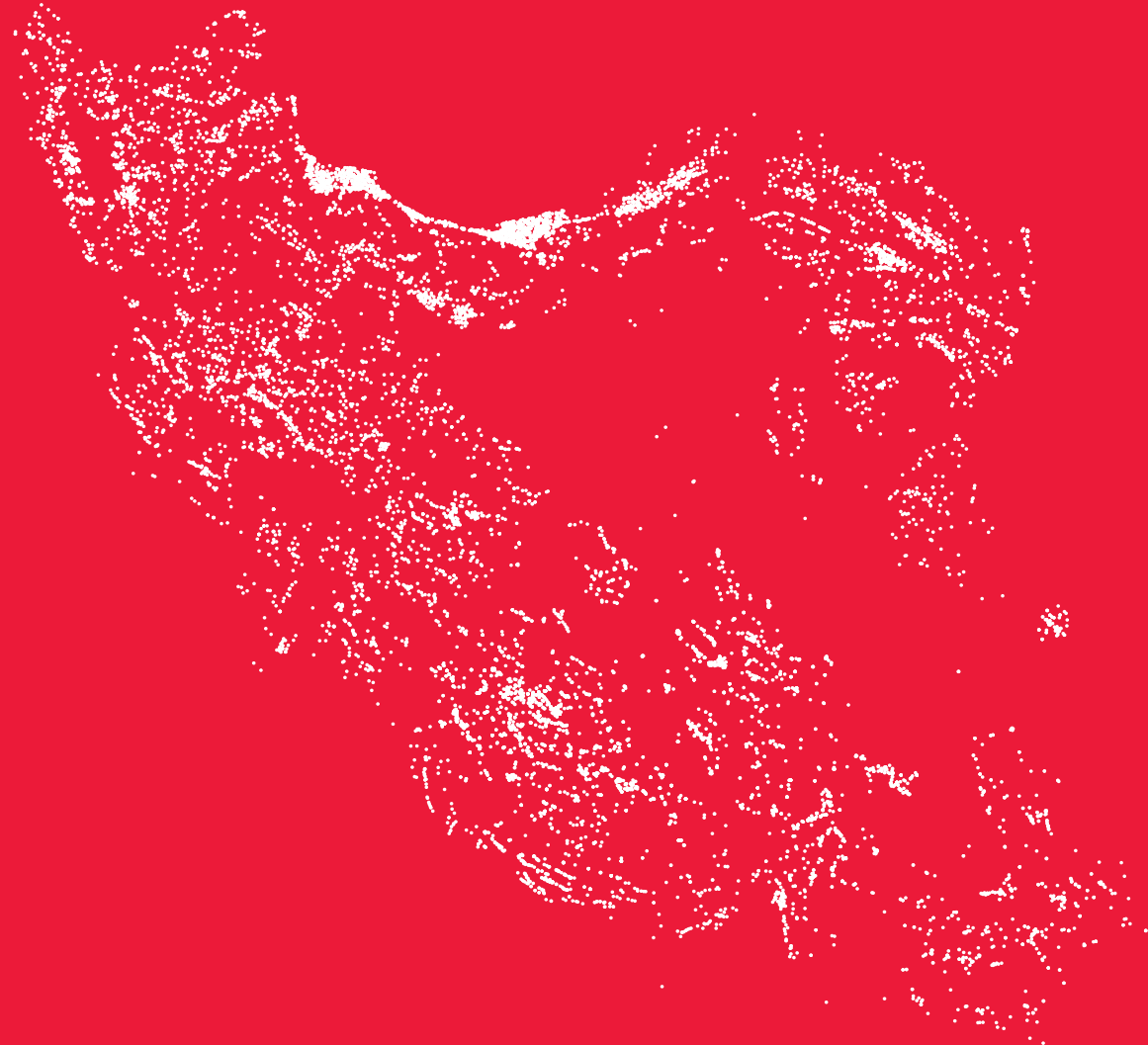
# Digikala, the Most Popular Employer Brand in Iran

Digikala has been introduced as the first popular employer brand in Iran Talent's 1401 Employer Brand Report for the second year. This report is based on a survey of 22,000 job seekers, who were asked to choose three companies they would like to work for from among 7,657 companies with well-known employer brands. According to this report, the level of salary, career advancement opportunities, and job security were among the most important reasons for choosing these brands. An employer brand is the perception that job seekers have of working in a particular company and plays a crucial role in the hiring and recruitment process.



# digikala Customer Experience Reoprt





The points that have made Iran's map include thousands of cities and villages where Digikala has delivered at least one order.