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RNI No.TNBIL/2021/81709
Daily Morning Newspaper
The Truth

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Shipway by Unicommerce launches Weight Management Suite; introduces Zero Weight Plan to help e-commerce sellers avoid weight discrepancy costs

CHENNAI – 26 Nov, 2026 New Delhi, 26th November 2026: Weight discrepancies are a recurring challenge for e-commerce sellers, often leading to unexpected shipping charges, post-dispatch adjustments, and reduced profit margins. For small and growing D2C businesses, these additional costs can make shipping expenses difficult to predict and manage. To counter this, Shipway by Unicommerce, an e-commerce shipping and logistics technology platform, has launched its Weight Management Suite, designed to help sellers identify and prevent shipment weight discrepancies before orders are dispatched. The launch is part of Shipway's 'Weight Ki Baat' initiative, which aims to educate sellers on smarter packaging practices and help them manage shipment weights more effectively.

The Weight Management Suite brings together three key capabilities:

Pack Smart with AI: It helps sellers choose the right packaging for their products by recommending suitable box or flyer types, along with weight and dimensions. Using product images, order SKUs and historical data of similar products processed on Shipway, the AI engine generates recommendations with up to 90% accuracy in approximately two seconds. These recommendations are available on the merchant panel during order creation and editing, and through an AI Recommended Weight tag on order listing and detail pages.

Discrepancy Risk Prediction: Shipway's Discrepancy Risk Engine checks seller-entered weight and dimensions in real time against verified, frozen SKU-level weight data. For eligible single-SKU, single-quantity orders, any weight entered above the frozen weight triggers a high-risk alert, along with a recommendation to use the previously verified weight. This helps sellers identify and address potential discrepancies before assigning a courier, avoiding unexpected charges later.

Weight Freeze: Sellers can establish a reference weight for their products using reliable historical shipment data. This helps maintain consistency in weight declarations across repeat shipments and reduces the chances of recurring discrepancies.

By combining advance weight freezing with discrepancy risk alerts against potential additional charges on covered shipments, Shipway's new launch, Zero Weight Plan aims to give sellers greater control over shipping costs and greater certainty while fulfilling orders. The offering allows sellers to freeze product weights in advance, protecting eligible shipments from additional weight discrepancy charges, subject to the plan's applicable terms and conditions. The proposition is particularly relevant for small and growing D2C businesses that often face unexpected shipping cost adjustments, which can impact margins and profitability.

Speaking about the launch, Kapil Makhija, CEO and MD of Unicommece, said, "For e-commerce sellers, shipping costs have a direct impact on business margins, and weight discrepancies often lead to unexpected expenses that are difficult to anticipate. At Shipway, we believe this is a problem that needs to be addressed at the source, rather than after a shipment has been dispatched. Our Weight Management Suite is a one-of-its-kind solution that brings together AI-led packaging recommendations, predictive alerts and historical shipment intelligence to help sellers identify and prevent weight discrepancies.

With the Zero Weight Plan, we are taking this a step further by offering sellers the assurance of no additional weight discrepancy charges on eligible shipments. Ultimately, this is about giving sellers greater control over their shipping costs, eliminating avoidable expenses and making the shipping process more predictable. We want to ensure that small and growing businesses have the right tools and support to manage this challenge as they scale."

Through the Weight Management Suite and Zero Weight Plan, Shipway aims to make weight management a more proactive part of e-commerce shipping, helping sellers make informed packaging decisions, identify potential discrepancies before dispatch and manage shipping costs with greater confidence.