

PRESS RELEASE

Godrej Nature's Basket Partners with Snapdeal.com Increases its reach to 5000 plus cities

Mumbai, January 13, 2015: Godrej Nature's Basket, India's foremost retail destination for fine foods from across the world, is now available on Snapdeal.com. Through Snapdeal, the eclectic Indian and international gourmet range from Nature's Basket will now be available to consumers in 5000 plus cities, thus expanding the brand's reach significantly across the country. This association makes Godrej Nature's Basket, the sole large gourmet retailer to list its range online on a marketplace platform. A win-win for both partners, with this association Snapdeal.com has now become the largest marketplace for gourmet products in the country.

Commenting on the association, **Mohit Khattar, MD, Godrej Nature's Basket** said, "We are thrilled to partner with Snapdeal.com. This is a huge opportunity for the brand to connect with all discerning customers who are currently not serviced by our offline and online formats. We continue to aim to make food shopping a bigger pleasure and enable better and brighter experiences for customers by making it even easier for them to source the finest from around the world."

Godrej Nature's Basket has listed over 700 products on India's largest online marketplace in the first phase and the range will increase exponentially in the coming months. The brand will also introduce its chic gifting options range on the platform. Exclusive and elegant Godrej Nature's Basket gift hampers, catering to discerning and quality conscious customers, will make their debut soon.

Speaking on the development **Amit Maheshwari, Vice President - Fashion** at Snapdeal.com said, "Godrej Nature's Basket is India's leading chain for premier gourmet products and we are extremely delighted to enter into this partnership. Our gourmet category has been receiving an encouraging response from 40 million+ users and this partnership is a strategic move to further strengthen Snapdeal.com's gourmet category. We are sure of a positive response from our customer base and hope fine food connoisseurs will cherish ordering these amazing flavours from around the world. We look forward to a long term



and mutually beneficial association with Godrej Nature's Basket"

Godrej Nature's Basket is the first-mover among brick and mortar retailers to bet big online when it started retailing through its website two years ago. The brand also offers same day delivery in the 5 cities where it operates. Nature's Basket offers the widest and most exclusive range of gourmet products in the country - that includes the most exotic fresh fruits & vegetables, international cheese and cold cuts, bakery products, ice creams, desserts, fresh made-to-order party snacks, patisserie, frozen veg and non-veg ready to cook/ serve range and much more.

Shop online for the finest gourmet range from:

www.naturesbasket.co.in and <http://www.snapdeal.com/seller/natures-basket-limited/Sf4387>

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About Nature's Basket:

Godrej Nature's Basket is a retail venture of the Godrej group and is today India's foremost retail destination for fine foods from across the World. Started in 2005 as a single fresh food store, it has today morphed into a 33 store chain of premium Gourmet Stores strategically located at high street locations in Mumbai, New Delhi, Gurgaon, Pune, Bangalore and Hyderabad. The Gourmet retail chain boasts of stocking the best international and domestic wines, cold cuts, meats, cheese, organic foods and a large variety of pastas, noodles, beverages, exotic and rare ingredients, meals, sauces, preserves and packaged food from around the world. Every item on the shelf is handpicked from the very best that Europe, Australia, Asia and the US have to offer. It caters to the refined needs of up-market urban consumers for irresistibly authentic world food and ingredients.

About Snapdeal.com

Snapdeal's vision is to create India's most trusted digital marketplace that creates life-changing experiences for buyers and sellers. In February 2010, Kunal Bahl along with Rohit Bansal, started Snapdeal.com - India's largest online marketplace, with the widest assortment of 10 million+ non media products across 500+ diverse categories from thousands of regional, national, and



international brands and retailers. With over 40 million members and seller base approaching 100,000 sellers, Snapdeal.com is the shopping destination for internet users across the country, delivering to 5000+ cities and towns in India. The company witnessed phenomenal growth in 2013-14, growing 600% from 2013 to 2014, making it the fastest growing e-commerce company in India, through its leadership in the m-commerce revolution in India, with over 60% of its orders coming from mobile phones. In its journey till now, Snapdeal has partnered with several global marquee investors and individuals such as Softbank, BlackRock, Temasek, eBay Inc., Premji Invest, Intel Capital, Bessemer Venture Partners, Mr. Ratan Tata, among others.

For further information, visit <http://www.snapdeal.com>