



Godrej Nature's Basket further extends its gourmet experience in Bengaluru

~ Launches its 7th store in the city at Jayanagar ~

Bangalore, December 25, 2013: The world food connoisseurs of Bangalore have yet another reason to celebrate this festive season! Godrej Nature's Basket, India's pioneering gourmet chain, has launched its 7th store in Bangalore; this time in the plush neighborhood of Jayanagar, taking its total count to 31 niche stores across the country.

The store is spread across a lavish 3500sq ft with the finest quality food products from both Indian and international cuisines. Like all other Godrej Nature's Basket outlets, the store offers a unique experience with an eclectic range of cuisine ingredients, in-store culinary workshops and unique customized gifting options.

Speaking on the launch, **Mr. Mohit Khattar, MD, Godrej Nature's Basket** said, *"Bengaluru being such a multicultural hub and Jayanagar and its suburbs with their discerning and knowledgeable residents present a perfect platform and opportunity for our brand. We have witnessed first-hand the growing appetite for varied Indian and International cuisine in this city and spurred by the enthusiastic response that we have received for all our stores, we are extremely glad to further extend the promise of our stores to a location as important as Jayanagar now!"*

The new store is located bang on 11th Main Road in Jayanagar, opposite the Cosmopolitan Club. It offers not just a wide range of fine foods, ingredients and beverages - ranging from Italian, Chinese, Thai, Mexican, Lebanese and Japanese but also the finest cheese and range of meats including cold cuts as well as the finest quality of daily vegetables, fruits and high quality breads. The store is a virtual heaven for diabetics, the weight conscious as well as those with specific conditions like blood pressure or allergies to wheat and dairy with its assortment of food that is practical and good for you.

Its wine section would stock a wide variety of the finest wines from India and the world.

Nature's Basket has been immensely successful partly because of its obsession with providing the finest quality products and ingredients and also because of its single minded approach of providing not just products but service levels that are a cut above. All Godrej Nature's Basket stores provides the convenience of free home delivery; a team of trained in-store friendly food experts who are ever ready to help shoppers and even don the chef's hat to educate consumers how to use specific ingredients as well as the option to have customized gifts for all gifting occasions !

Store Address: Godrej Nature's Basket, Elegant Embassy, 11th Main Road, Opposite Cosmopolitan, Jayanagar, Bangalore, 560011. Landline: 080-22453401/02

About Godrej 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 31 store chain of premium gourmet Stores strategically located at high street locations in Mumbai, Delhi, Gurgaon, Pune, Bengaluru 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