

## PRESS RELEASE

# Godrej Nature's Basket in expansion mode

- Adds three more physical stores taking the tally to 36
- Pan India ecommerce reach to 125 cities witnesses 40% increase in orders

**Mumbai, November 27, 2015:** Godrej Nature's Basket (GNB), India's foremost retail destination for fine foods from across the world, is expanding its omni-channel footprint. GNB recently added 3 more stores to its bouquet, taking the total number of physical stores in the country to 36. The new stores have been launched in the key and growing markets of Gurgaon, Pune and Mumbai.

That's not all, in the last one year, to cater to the growing demand and to offer better experience to its customers, the chain has expanded some of its existing stores. Godrej Nature's Basket stores at GK2 (Delhi), Powai, Lokahndwala and Churchgate (all in Mumbai) have moved to a larger space, making gourmet shopping an even brighter experience.

Meanwhile, GNB has also been witnessing consistent growth in its e-commerce business since the launch of its pan-India operations in September 2015. The launch of pan-India operations expanded GNB's reach to 125 Indian cities across 3000+ pincodes. GNB has observed a 40% increase in the frequency of orders on a month-on-month basis. It is one of the first-movers among the brick and mortar retailers to bet big online by investing in the online platform. With GNB's efficient omni-channel strategy, GNB has been successful in tapping new emerging markets across India. As a result, the orders are widely spread catering to tier 2 and tier 3 cities. Since the pan India launch, GNB has witnessed 80% increase in sales due to gift hampers.

Despite the fact that GNB delivers only non-perishable products in tier 2 and tier 3 cities, the average spend on an order is Rs 1,500. GNB's efficient supply chain management has helped in achieving on time delivery service with over 98% on-time rate with last-mile delivery promise.

**Mohit Khattar, MD, Godrej Nature's Basket** shared, "Godrej Nature's Basket has been a pioneer in the gourmet space for a while now and through our successful Pan-India online operations we have been able to hit our targeted revenue levels. We are now happy to introduce one new store each in Pune, Mumbai and Gurgaon in order to cater the needs of discerning consumers better in select catchments in these cities.

**Details of the 3 new stores:**

**Mumbai:** Oberoi Mall, Shop No. S- 23 A, Second Floor, Oberoi Mall, Off Western Express Highway, Goregaon (E), Mumbai- 400063

**Gurgaon:** The Paradise, Uppal's Southend, South City- II, Sector- 49, Near Sapphire Mall, Off Sohna Road, Gurgaon, Haryana 1222018 0124-4041919/4041920

**Pune:** Wanowrie, Shop no. 6 & 7, Ground Floor, North Block, Sacred Heart Housing Society, Jagtap Chowk, Wanorie, Pune- 411040

While the store in Mumbai at Oberoi mall is an expansive **6100 sqft**, stores in Gurgaon and Pune are sized at **4500 sqft and 3000 sqft** respectively.

The chain now has 14 stores in Mumbai, 8 in Delhi / NCR and 3 in Pune.

Godrej Nature's Basket is known for bringing in gourmet food from across the world to India. 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 in the assortment is handpicked from the very best that Europe, Australia, Asia and the US have to offer. It caters to the refined needs of urban consumers for irresistibly authentic world food and ingredients. Apart from this GNB also has a range of products under three in store brands – Healthy Alternatives, L'Exclusif and Desi Nature.

Orders can be placed by logging on to [www.naturesbasket.co.in](http://www.naturesbasket.co.in) or through Nature's Basket Android and iPhone Application.

**For Media Queries please contact:**

**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 an omni channel gourmet retail chain with 36 premium stores strategically located at high street locations in Mumbai, New Delhi, Pune, Bangalore and Hyderabad and a growing presence in website/mobile and phone ordering channels. 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 in the assortment is handpicked from the very best that Europe, Australia, Asia and the US have to offer. It caters to the refined needs of urban consumers for irresistibly authentic world food and ingredients.

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