

## PRESS RELEASE

### **Godrej Nature's Basket unveils re-vamped ecommerce platform with customer friendly features**

**- Offers unmatched delivery within 3 hours**

**- Targets 10X growth in online business**

**Mumbai, March 30, 2015:** Godrej Nature's Basket, India's foremost retail destination for fine foods from across the world, announced the launch of its robust ecommerce platform today, making it one of the finest online grocery portals in the country. The new online platform with a chic look and feel and several customer friendly features enhances the online shopping experience significantly.

The ecommerce platform offers a variety of new features for ease in online shopping such as:

- **Extensive gourmet food range** – includes a delicatessen section with fresh snacks, gourmet cheeses, cold cuts and sausages; an extensive health section; fresh party food, exclusive gifting options; bakery and patisserie; and the very best of international food as well as an extensive list of daily food essentials
- **Shop by recipe** – Explore and read recipes from around the world and shop for all the ingredients in a single click
- **Never-before 3-hour delivery** – Unmatched delivery **within 3 hours** of placing an order with the convenience of multiple timeslots. A unique hub and spoke delivery model through its flagship stores is being offered initially in Mumbai and Delhi and will soon be rolled out to other cities as well.
- **Personalised shopping experience** – A variety of features including shopping from an enhanced search functionality, maintaining weekly and monthly shopping lists, shopping from past orders, gift hampers with personalized message and lots more!
- **All About Health** – A section on healthy eating, where one can not just buy but learn more about weight management foods, diabetic-friendly foods, heart healthy foods, gluten free foods and wellness & immunity boosters

**Tanya Dubash, Executive Director and Chief Brand Officer, Godrej group said,** “One of the strategic pillars of achieving a full potential plan for Godrej Nature's Basket is to have a world class integrated ecommerce platform which will significantly enhance the omni channel experience that we wish to provide our customer with. We are confident that our offering will redefine the standards of online shopping in the food and grocery segment and make food shopping a finer and brighter experience for the ever evolving Indian consumer”.

Commenting on the re-launch, **Mr. Mohit Khattar, MD, Godrej Nature's Basket** said, *"With the launch of a new powerful online platform, we are in a position to offer our customers, a host of user friendly features that would certainly enhance their shopping experience significantly. Our unmatched proposition of delivery within 3 hours of placing an order would be a first-of-its kind in the industry. We expect an exponential rise in traffic and conversions rates that can lead to about 10X growth in our online business revenues."*

The new platform is a result of the successful integration of our existing online presence and a robust and proven technology platform from Ekstop.

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 recently partnered with [Snapdeal.com](http://Snapdeal.com) increasing its reach to 5000 plus cities. 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.

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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 an omni channel gourmet retail chain with 33 premium stores strategically located at high street locations in Mumbai, New Delhi, Pune, Bangalore and Hyderabad and a growing presence in online 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 up-market urban consumers for irresistibly authentic world food and ingredients.

Shop online @ [www.naturesbasket.co.in](http://www.naturesbasket.co.in)