

PRESS RELEASE

Godrej Nature's Basket announces Pan-India delivery service

- 1st omnichannel food & grocery retail player
to deliver to 125 cities, 3,000+ pin-codes in India**
- Move expected to double e-commerce sales in the next 3 months**

Mumbai, September 10, 2015: In a path-breaking move, Godrej Nature's Basket (GNB), India's foremost retail destination for fine foods from across the world, announced the launch of its Pan-India operations today. This makes the omni-channel food and grocery retailer the only one in India to have a nationwide footprint.

GNB has consistently shaped the future of international gourmet food availability in the country. It is also the first-mover among brick and mortar retailers to bet big online by investing in e-commerce platforms. Five to 10 per cent of the \$500 billion grocery market is expected to move to ecommerce and mobile-commerce and GNB is positioned well with its omni-channel strategy. From stores and online operations in five cities in India, the products will now be available in about 125 cities across the country including all metros, state capitals and major Tier 1 and 2 cities. Under this, over 10,000 products will be available for delivery across close to 3000+ pin codes over a period of time. Close to one million kilometers will be covered each month through the delivery service.

GNB 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.

Customers across the country can now choose from a wide range of exclusive and hard-to-find products to be delivered at their doorstep. Currently only non-perishable items are available for delivery to pan-India.

Through investments in leading technologies, GNB is optimistic that its customers will greatly benefit through ordering on the website and iOS/Android mobile applications and get quick delivery. Customers can avail new service features like real-time tracking of

order, one-click ordering of range of recipes, easy ordering through list-based ordering and its extensive product range. Customers can make their payments through a variety of modes including – card/cash on delivery, net banking, mobile banking, various wallets, Sodexo vouchers or even with loyalty points.

Tanya Dubash, Executive Director and Chief Brand Officer, Godrej Group, shared, *“At Godrej Nature’s Basket, we have always believed in being at the forefront of innovation and excellence – whether in terms of product quality and range or customer service and experience. We are consistently innovating, adopting and re-evaluating new platforms in the field of technology that would make life of our customers simpler and their experiences brighter and better. Today we have a world-class omni-channel platform for our customers developed through the use of foremost technologies. With the launch of our pan-India operations, we will be the first food retailer to go national and cater to gourmet needs from across the country. This move will give a fillip to our business and accelerate the growth of the online gourmet space.”*

Elaborating on the company’s pan-India operations, **Mohit Khattar, MD, Godrej Nature’s Basket** said, *“With our experiential retail stores, our extensive products, and our top-of-the-line services, we have been the pioneers in the gourmet space. Through our Pan-India operations, we are expecting about 10X growth in the online revenues over the year owing to our renewed thrust in E- Commerce. With this latest move, we are now extending our platform to customers across the country. And, becoming the first omni-channel food and grocery retail player to go national. This will not just enable food lovers across the country to access quality and hard-to-find foods and ingredients at the mere click of a button but will also significantly boost our e-commerce presence and revenues.”*

Nature’s Basket offers the widest and most exclusive range of gourmet products in the country which includes the best of international foods and condiments across Italian, Mexican, Pan-Asian, Middle-Eastern cuisine. It also has a range of range of good-for-you health foods, premium and organic groceries, confectionary and gift hampers delivered pan-India. Also available is a variety of fresh fruits & vegetables, international cheese and cold cuts, bakery products, fresh made-to-order party snacks, patisserie, and much more, in the cities where we have a physical store presence.

Orders can be placed by logging on to www.naturesbasket.co.in or through Nature's Basket Android and iPhone Application.

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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 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.

Shop online @ www.naturesbasket.co.in or through Nature's Basket Android and iPhone Application.