

Godrej Natures Basket opens its World Food Store at Ambience Gurgaon

- Godrej Nature's Basket launches its 2nd store in Gurgaon at Ambience Mall, 2nd floor
- Hosts a world food cuisine culinary workshop & bartending session with celebrated food experts
- Residents from Gurgaon celebrate the launch

Gurgaon, April 07, 2012: Godrej Nature's Basket, India's leading world food chain, added a new chapter to its journey with the launch of yet another store in the Delhi /NCR region and their second in Gurgaon, at one of countries largest malls- the Ambience Mall. The launch event was marked by a world cuisine culinary workshop and a bartending session hosted in the atrium of the mall. The Gurgaon food aficionados showed much enthusiasm with several guests attending the do.

The launch of this gourmet chain was celebrated on the occasion of Easter with two interesting culinary sessions- a world cuisine workshop conducted by celebrated gastronomist, writer and blogger Rushina Munshaw Ghildiyal and an exciting bartending session conducted by mixologist Ajay Nayyar from Tulleeho.com.

Rushina, a noted food expert, started the celebration by demonstrating how easily one could turn ones mundane and boring food to mouthwatering dishes with a little help from ingredients available at Natures Basket. She recreated some delicious fare from Mexico, Japan, China, Italy and Morocco in a jiffy. Gurgaon foodies lapped up this first of its kind event at Ambience Mall by not just showing up in huge numbers but also enthusiastically sharing their experiences and suggestions, thus making the session very interactive and engaging.

This was followed by an exciting bartending session hosted by mixologist, Ajay Nayyar from Tulleeho.com. Ajay delighted the guests with his fascinating cocktails concocted by mixing some rare exotic juices, fruits and international ingredients available at the store. It was interesting to note that the women participated in full gusto and took the lead in preparing some fun mocktails with the trainer!

Speaking on the occasion, Mr. Mohit Khattar, MD, Godrej Nature's Basket said, *"We are excited to open our second store in Gurgaon and bring the refined shopping experience and eclectic assortment that we offer within easy reach of many more consumers. Now ofcourse foodies and shoppers have one more reason to visit Ambience, Gurgaon.*

The store at Ambience mall is located on the second floor and spans 2400 sq.ft. It offers finest quality products from both Indian and international countries. Like all other Nature's Basket outlets, the store offers an exotic range of international cuisine- ranging from Mexican, Lebanese, Chinese, Italian, Japanese to several other world cuisines, an extensive range of wellness and organic gourmet goodies, cheeses and wines that are handpicked from around the world and an overwhelming variety of kababs and cold cuts. The store also provides Home delivery.

The residents in the neighborhood are sure going to indulge in this treat given the world food store is one of its kind and the only destination to offer this range and variety of international ingredients. What makes this store even more interesting is the in store experience that the shoppers are offered. Each store has a team of food specialists that help customers make informed choices while purchasing. The stores also host regular in-store workshops hosted by renowned chefs and food consultants. One can also find a gift hampers for every occasion and if that's not enough to have you spoilt for choice, the store offers the option of customizing your very own gift hampers.

For more details contact:

Smita Basu Roy- Corporate Communications, Godrej Industries Limited

Smita.roy@godrejinds.com