

PRESS RELEASE

Godrej Nature's Basket Partners with Amazon.in Increases its overall reach to 19,000 pin codes across India

Mumbai, April 13, 2015: Godrej Nature's Basket, India's foremost retail destination for fine foods from across the world, is now available on Amazon.in. With this, the eclectic Indian and international gourmet range from Nature's Basket extends its reach to over 19,000 pin codes across India.

Commenting on the association, **Mohit Khattar, MD, Godrej Nature's Basket** said, "The partnership with Amazon.in is a step forward for us in exponentially increasing our brand's connect with discerning customers across the country and making available our choicest products for their consumption. We continue to aim to make food shopping a bigger, better and brighter experience for customers by making it easier for them to source the finest from around the world."

Godrej Nature's Basket has listed a wide range of products on India's largest online marketplace www.amazon.in, in the first phase and the range will increase exponentially in the coming months. The brand will also introduce its chic gifting options range on the platform. Exclusive and elegant Godrej Nature's Basket gift hampers, catering to discerning and quality conscious customers, will make their debut soon.

Commenting on the occasion, **Mr. Amit Deshpande, Director, Seller Services, Amazon India** said, "We are excited to have Godrej Nature's Basket as a seller on the platform. They have regularly set benchmarks for the retail industry and we do believe this partnership will help them redefine gourmet retail. Together we will provide our customers across the country a convenient and easy access to a wide and unique selection of Gourmet products."

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 also offers same day delivery in the 5 cities where it operates. 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.

Shop online for the finest gourmet range from:

www.naturesbasket.co.in and www.amazon.in/GodrejNaturesBasket

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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 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.

About Amazon.in

The Amazon.in marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). Amazon.in seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce platform.