



Godrej Nature's Basket further extends its gourmet experience to East Delhi

Launches its 8th store in Hargovind Nagar taking overall footprint to 30 stores

Delhi, December 12, 2013: The world food connoisseurs of Delhi have yet another reason to celebrate! Following the recent opening of its flagship store in Defence Colony, Godrej Nature's Basket, India's pioneering gourmet chain, has launched its 8th store in Delhi and its very first in East Delhi. Located conveniently on Vikas Marg, in the plush neighborhood of Hargovind Nagar, near Preet Vihar, Natures Basket is giving Food lovers in Delhi a lot to cheer this festive season as it is now present across all zones of the capital city. This launch takes the overall footprint to 30 stores across India.

The store is spread across a lavish area of 4000 sqft with the finest quality products from both Indian and International cuisines. Like all other Godrej Nature's Basket outlets, the store offers a unique experience with an eclectic range of cuisine ingredients, in-store culinary workshops and unique customized gifting options.

Speaking on the launch, **Mr. Mohit Khattar, MD, Godrej Nature's Basket** said, *"We are excited to extend our presence in the capital city with our first store in East Delhi. Now foodies need not go all the way to other parts of Delhi for rare and exotic food ingredients, beverages or cheese! The stores has instead now arrived at your doorstep!"*

The new store at Hargovind Nagar offers an exotic range of international cuisines, ranging from Mexican, Lebanese, Chinese, Italian, and Japanese to several other world cuisines. Appealing to all the health-conscious food lovers the store offers an extensive range of Healthy Alternatives, the health food section at Nature's Basket.

Catering to the refined needs of the up market urban consumers, the store has a wide assortment of authentic food products like organic foods, cheese, condiments, cold cuts, breads, wines and packaged products sourced from authentic sources around the world. Nature's Basket also believes in educating the patrons on world food apart from providing an international shopping experience. Like all other Godrej Nature's Basket stores, it also provides the convenience of free home delivery. It houses a team of trained in-store friendly food experts who are ever ready to help shoppers don the chef hat!

Store Address: 2, Hargovind Enclave, Vikas Marg, Near Metro Pillar 114, 011- 42401919/50

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 a 30 store chain of premium gourmet Stores strategically located at high street locations in Mumbai, Delhi, Gurgaon, Pune, Bengaluru and Hyderabad. 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 on the shelf is handpicked from the very best that Europe, Australia