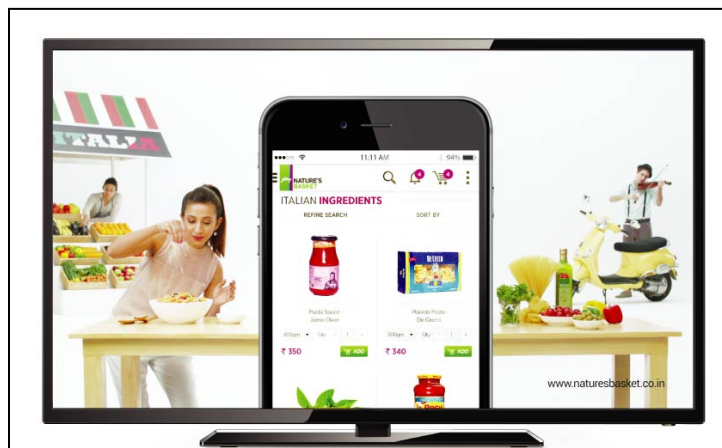


## PRESS RELEASE

# Godrej Nature's Basket Launches 'Shoppable' Digital Film and TVC

~ First-of-its-kind slick commercial for the sector in India to promote its e-commerce and m-commerce operations



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**Mumbai, January 12, 2016:** Godrej Nature's Basket (GNB), India's foremost retail destination for fine foods from across the world, announced the launch of its new 'shoppable' digital film and television commercial for its online and mobile platforms.

The digital version of the 35-second film is a shoppable and interactive video, allowing viewers to engage and shop for products of their choice at the same time. The TVC incorporates YouTube annotations and cards, making GNB one of the first brands to adopt the feature in India. Majority of GNB's core target group is digitally-connected and tech-savvy, hence, is likely to consume the video online or on the mobile phone.

The film used the Rotoscopy animation technique, which allows for the freedom and focus to shoot each and every element of the film individually and subsequently choose, mask and stitch the elements that were representative of each frame and location.

Creatively executed, the TVC highlights the simplicity and convenience of using the Godrej Nature's Basket mobile application. The TVC seamlessly integrates GNB's USP i.e. the choicest range of world food products it offers at the click of a button.

The commercial will hit TV screens on Jan 14th and will also be promoted across digital platforms. As part of the media plan, the TVC will be on leading GECs, English entertainment channels, English movie channels and news channels including Colors, Star TV Network (Star World, Star Plus), Sony, HBO, Movies Now, NDTV, CNN and Tata Sky Channel 100 as well as most available HD channels. The commercial will also play on popular shows such Big Boss, Comedy Nights and Masterchef. The campaign will be backed by a strong social media blitz through #WorldFoodApp.

On the launch of the new TVC, **Mohit Khattar, MD, Godrej Nature's Basket** said, *“The film is a first-of-its-kind shoppable video in our category that aims to drive viewers to interact and also shop from us if viewed online or on the phone. The launch of our TVC is an attempt to showcase our world-class omni-channel platform to potential customers across geographies and help further accelerate the growth of our business.”*

GNB's online platform was revamped in April 2015, and since then the business achieved several milestones. The most recent being, the announcement of its Pan India operations, which made GNB the only omni-channel retailer to cater to 125 cities in the country.

#### **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 36 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](http://www.naturesbasket.co.in) or through Nature's Basket Android and iPhone Application.