

iStreet Network Limited

CIN L51900MH1986PLC040232

(Old Name – Principal Pharmaceuticals & Chemicals Ltd.)

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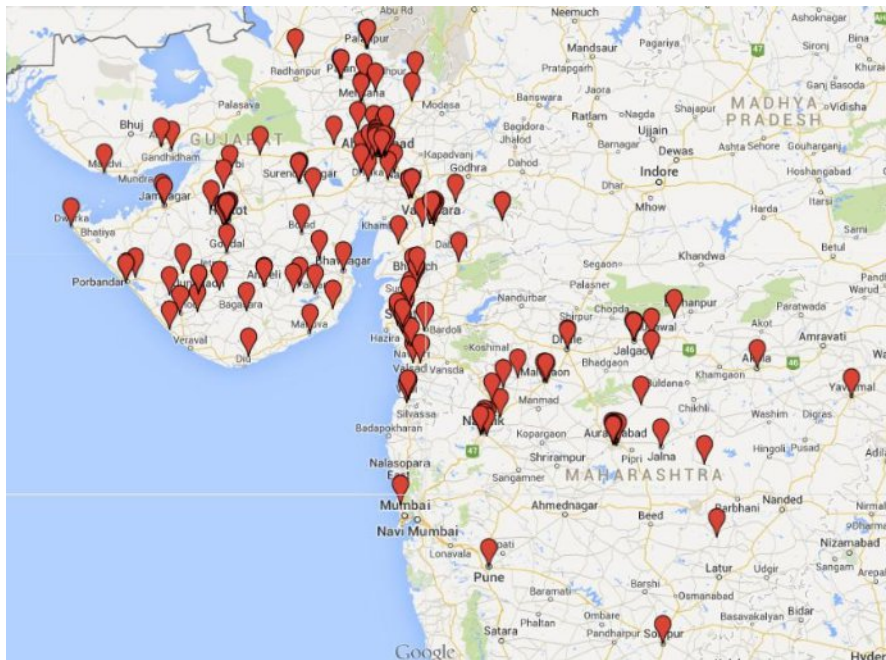
Company Release 14th November, 2014

iStreet Network expanding its Internet Retail Store Network

iStreet Network Ltd (BSE: ISTRNETWK) at its Board Meeting held on 13th November, 2014 has approved and taken on record the unaudited financial results for the quarter and six months ended 30th September 2014. Investors should review the full unaudited quarterly results which are published and are also available at Company's website www.istreetnetwork.com

The company's major focus is on building capacity in terms of internet retail stores, number of categories and products and fulfillment. The company has expanded its network to over 300 internet retail stores in Gujarat and Maharashtra. The company plans to set up over 1100 stores by end of the current financial year 2014-15 to cover over 11 crore population in these areas. Number of products available has almost doubled as compared to the previous quarter

and gone over 90,000 in various categories.



iStreet's second quarter demonstrated that the iStreet Bazaar model of Internet Retail Store is very well received by the Indian consumers in different parts of Gujarat & Maharashtra.

It was able to address the unmet needs of consumers, through its innovative concept of

simplifying eCommerce. It was able to deliver a unique experience of buying products online to large number of consumers - the common people of India - through their very own neighborhood internet retail store. These are the people who otherwise could not leverage the benefits of online shopping due to reasons like lack of knowledge of Internet or availability of Internet or lack of trust in transacting and paying online.

iStreet Bazaar was also selected part of the Alpha Program at the WebSummit 2014 in Dublin. Lakshya Malu, co-founder of the project, said "Web Summit is one of the worlds most influential and international technology events. Among the participants were leading tech companies like Google, Amazon, Twitter, Salesforce, Dropbox, Cisco etc. iStreet Bazaar gave a perspective of how 1.2billion people can consume and adopt technology."
