

iStreet Network Limited

CIN L51900MH1986PLC040232

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iStreet Network Limited to Roll Out eCommerce Stores For Common Man

- Network of eCommerce Stores for Common Man of Bharat
- Plans more than 200 Stores by March 2014

iStreet Network Ltd (BSE: ISTRNETWK), which operates in the 'Internet & Catalogue Retail', is now setting up network of 'iStreet Bazaar' Stores to take benefit of eCommerce to smaller towns and villages to the common man. In its first phase, the company plans to set up 200 such network stores. The first phase is expected to be completed before the close of financial year 2013-14. Initially, the company shall be launching Consumer Electronics and Home Appliances categories covering products like Mobile, Tablets, Accessories, Computer Peripherals, Kitchen Appliances, Kitchen Machines etc.

eCommerce is transforming business world over. However, in India the story is a bit different. India is the second most populous country in the world and still e-commerce has touched only 2 percent of the population. The reasons for such low penetration are – poor infrastructure, accessibility, lack of knowledge, mode of payment, lack of trust etc. If some assistance is provided, eCommerce has the potential of reaching millions of more people in India.



Through its world class platform and network stores, iStreet Bazaar shall offer thousands of products of hundreds of brands at extremely competitive prices and ease. A security guard would now be able to buy a cell phone on Internet with ease. A vegetable vendor would now be able to buy a value for money camera for his family. The objective of iStreet Bazaar is to enable every common person to buy what he / she wants with ease and at great online prices. iStreet Bazaar is an eCommerce store for Sab ke Liye.

iStreet Bazaar simply means an internet ka bazaar for the common man of Bharat. It aims to penetrate the remote areas of India by providing reliability, affordability, dependability and, above all, ease. It's safe, secure and authentic.