

# iStreet Network Limited

CIN L51900MH1986PLC040232

(Old Name – Principal Pharmaceuticals & Chemicals Ltd.)

513, Palmspring, Above Croma, Link Road, Malad West, Mumbai 400064

Tel.: +91 22 42576767 Email: [info@istreetnetwork.com](mailto:info@istreetnetwork.com)

Website: [www.istreetnetwork.com](http://www.istreetnetwork.com)

Press Release – Oct 2014

## iStreet Bazaar Stores now in Maharashtra

iStreet Bazaar is India's 1<sup>st</sup> Internet retail stores chain with a mission to simplify eCommerce for Common People

Mumbai, October 6, 2014 - iStreet Bazaar, a project by iStreet Network Ltd (BSE: ISTRNETWK), is now launched in Maharashtra. iStreet Bazaar is an Internet Retail Store that aims to deliver eCommerce to the common man of India with its unique online-offline fusion model. Having opened over 200+ stores in Gujarat, the company is now opening iStreet Bazaar stores in Maharashtra.

iStreet Bazaar, neighborhood stores run by its Network Partners, provide a wide range of products to its buyers. These stores are for those common people of India who can't avail the benefits of online shopping due to several reasons like lack of knowledge of Internet or availability of Internet or lack of trust in transacting and paying online.

iStreet Network, through this project, also promotes self-employment opportunity. iStreet Network appoints one Network Partner per one lac population. For its Network Partners, it's highly profitable, risk free and easy to start business. The risk of unsold inventory is eliminated with possibility of higher returns on low investments as the stores are virtual (zero) inventory stores.

Gujarat was the first state in which the company launched the project. The company plans to set up 1100 iStreet Bazaar stores in western region of India namely Maharashtra, Rajasthan, Gujarat, Madhya Pradesh and Chhattisgarh by end of this financial year.

### About iStreet Network Limited

iStreet Network Limited is based in Mumbai and is listed on the Bombay Stock Exchange. Its mission is to simplify and deliver eCommerce to the last mile. It operates in the 'Internet & Catalogue Retail' segment through its network of 'iStreet Bazaar', Internet Retail Stores.

###