

iStreet Network Limited

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(Old Name – Principal Pharmaceuticals & Chemicals Ltd.)

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iStreet Network Limited launches its 1,100th Internet Retail Store today

- iStreet Bazaar – India's 1st Internet Retail Store
- Plans to enter Madhya Pradesh, Chhattisgarh and Goa

iStreet Network Ltd. (BSE: ISTRNETWK) is pleased to announce that it has launched its 1,100th store and in process of doing so achieved its FY2014-15 target of 1,100 stores, ahead of time, reposing its faith in the business model of iStreet Bazaar. With this launch it now covers ~11 crore population residing in 264 cities and towns of Gujarat, Maharashtra (Western) and Rajasthan.

Mr. Bhanwar Singh Sekhawat, Regional Business Manager commented - "The unique, out of the box concept of iStreet Bazaar is generating tremendous interest and curiosity amongst customers thereby enticing small entrepreneurs to latch on to the model of iStreet Bazaar and hence the fast growth in addition of Network Partners."

"iStreet Bazaar is now focusing on its next phase of growth which would include launch of another 2,500 - 3,000 iStreet Bazaar stores from now till FY15-16 along with building up transactions from the existing and new stores. We are confident of establishing a strong franchise network and clocking higher transaction / volume numbers in the next fiscal."

These new iStreet Bazaar stores shall be launched in the States of Maharashtra (Rest of Maharashtra), Madhya Pradesh, Chhattisgarh, Goa and then it will head towards States from North and South India. "Through our extensive fast growing network, we are taking benefit of technology and digital commerce to common people of India" he said in a company release.

About iStreet Network Limited

iStreet Bazaar is a project by iStreet Network Limited. The company 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.

For more information log onto www.istreetnetwork.com & www.istreetbazaar.com



Safe harbor statement

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

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