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## **iStreet Bazaar adds a new dimension of products**

- **Adds digital products like mobile recharge & DTH**

iStreet Network Ltd. (BSE: ISTRNETWK), Mumbai: iStreet Network Limited, India's first Internet Retail Store chain announces the launch of "iStreet Bazaar Services" and "iStreet Bazaar Wallet". iStreet's thousands of stores will now start offering digital products like mobile & DTH recharge. With the addition of this product category, iStreet emerges as India's only Internet Retail Store Company where common people can buy products from various categories and digital products.

Now, whether one wants to purchase a pressure cooker or mobile cover or just recharge their mobile, they just need to visit the nearest iStreet Bazaar Store. It provides unparalleled convenience to the common people of India

To begin with, iStreet has launched just mobile and DTH recharge as part of its digital services. This initiative will lead iStreet into the booming field of mobile & DTH recharges; market size of which at present is ~100,000 crores\*. This lays tremendous growth opportunity for the Company, be it in terms of acquiring new consumers, scaling GMV & Volumes, or building long term relationship with its Network Partners.

"Over 30 % of our Network Partners are into the business of online recharges. On an average, around 40- 50 people walk in daily to these stores for recharge services. Capturing these numbers into iStreet bucket should not be a tough task. Network Partner enjoys in terms of earning better commission and greater product range to offer and overall great earning opportunity at no extra cost."

"Technology is continuously evolving the mechanism of buying and paying worldwide. At iStreet, we constantly endeavor to create value for the common man of India by connecting them to an ecosystem of evolving technology. Introduction of "iStreet Bazaar Services" and "iStreet Bazaar Wallets" is the next big step in this journey." said Mr. Pradeep Malu, Managing Director of the Company.

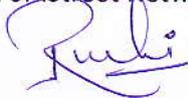
Under the banner of "iStreet Bazaar Services", the Company plans to launch soon a complete bouquet of additional products such as rail/bus/train/air tickets, bill payments



and money transfer facilities. This heralds a new beginning of the growth story of iStreet Bazaar.

\* Source inc42. magazine

For iStreet Network Ltd.



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**About iStreet Network Limited:**

*iStreet Network Limited is based in Mumbai and operates in 'Internet & Catalogue Retail' segment. It is first 'Internet Retailer' of India. It is setting up 'iStreet Bazaar- Internet Retail Stores', across India to take benefit of eCommerce to common people of smaller town & villages. iStreet Bazaar through it's world class platform and network stores offers thousands of products at extremely competitive prices so that customers in smaller towns and villages can easily buy products which otherwise won't be available in their area. iStreet Bazaar eliminates payment related issues that arise when transacting online. It also puts a face to the online transaction since the customers will be transacting at a store with a person behind the counter. This increases the level of trust that is necessary during any online purchase. In the Indian scenario this definitely becomes a big advantage for the customers since trust is one of the key factors in the adoption of eCommerce.*

**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 subject to meeting fund requirement in due time 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.*

For more information log onto [www.istreetnetwork.com](http://www.istreetnetwork.com) & [www.istreetbazaar.com](http://www.istreetbazaar.com)

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