

iStreet Network Limited

CINL51900MH1986PLC040232

513, Palm Spring, Above Croma, Link Road, Malad West, Mumbai 400064

Tel.: +91-22-42576767 Email: info@istreetnetwork.com

Website: www.iStreetNetwork.com

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iStreet Network launches EMI facility for its Buyers

- **Tied with OnEMI - Aasaan Retail Private Limited**

iStreet Network Ltd. (BSE: ISTRNETWK), Mumbai : iStreet Network Limited, India's first Internet Retail Store chain, announces the launch of EMI (Equated Monthly Installments) facility to enable its consumers to convert their high value transactions into easy installments.

To begin with, iStreet Network Limited has tied up with Aasaan Retail Private Limited, known for its brand "**ONEMI**" to offer this facility to its lacs of consumers thru its over 2,500 "iStreet Bazaar" stores.

Mr. Abhijit Bhandari, founder of **ONEMI.in** says "With an increase in cost of living, affordability is a prime concern for aspiring Indians today. This tie up shall offer financial flexibility, affordability & delight to end consumers by enabling multiple EMI based payment options for them. We are happy to partner with iStreet Network as it provides us with an opportunity to reach the non-conventional eCommerce audience."

With Christmas and New Year eve around the corner, this initiative will add to consumer celebrations by empowering them to buy their desired products on "iStreet Bazaar" and pay in easy EMI. Consumers can buy products of their choice at any "iStreet Bazaar" neighborhood store and then can avail payment option in EMI of 3, 6, 9 or 12 months, as per their convenience.

Speaking at the launch, **Mr. Pradeep Malu, Managing Director**, said, "iStreet Network has always been at the fore-front of providing an enhanced consumer experience in line with the philosophy of "Sab-ke-liye". We were receiving request from our consumers to provide them with installments option on high value household products. We believe that this initiative would further boost the sales of high value products and serve as win-win situation for both consumer and the Company."

For iStreet Network Ltd.


Ruchi Seksaria
Company Secretary



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 its 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 & www.istreetbazaar.com

For further details please contact:

Ruchi Seksaria, iStreet Network Limited, ruchi@istreetnetwork.com

