

iStreet Network Limited

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iStreet Network : Re - Engineering Retail

Empowering Mom & Pop Stores

1,26,000 Internet Retail Stores by March, 2019

iStreet Network Ltd. (BSE: ISTRNETWK) is India's 1st Internet Retail company.

"In January 2014, when we launched Internet Retail Store concept, we believed that in future retail would not be segregated into online and offline but would be analyzed as to how effectively could the combination of the two be used to deliver the best experience to consumers in this highly connected world. **iStreet Bazaar** a project of iStreet Network Limited, took a step in to the future of retail where technology (eCommerce), along with assistance, was going to change the way real India buys and benefits." Says Mr. Pradeep Malu, Managing Director of the Company while addressing the shareholders at the 29th Annual General Meeting of the Company.

He further says, "We all are witnessing a huge 'change' the way we live. Technology is becoming part of our lives. Google, Facebook and WhatsApp – have almost become integral part of our society. All these tools are '**information equalizers**'. We are witnessing the emergence of Internet Age and seeing how Internet is impacting us. Internet is one of the biggest tool whereby it has been able to bring people across the globe together through sharing, exchanging, giving and knowing each other."

He further says, "However, in Bharat (भारत), there is another side of the society where the life of common people still remains un-impacted from these advancement and development of technology. We believe that around 70% of India, 90 crore common people have not been able to consume the full benefits of this Internet technology to be able to change their life. Reasons are many. However, they can benefit if some assistance is provided to them. There are large number of initiatives all around but there was a need for '**goods and services availability and price equalizer**', in the same way like information and knowledge. We launched Internet Retailing and started building a network of such Internet Retail Stores in January, 2014, popularly known as 'iStreet Bazaar'. Till March, 2016, we have opened 5,756 such Internet Retail store across Western India. We have simplified online buying for common people of India."

"We will continue to build this model and our capacity of conducting business by creating Network of Mom & Pop Retailers at much faster speed and will continue to invest money in technology and infrastructure. We expect to **build 1.26 Lakh Network Stores** by end of March 2019. We are driving innovation with the power of togetherness; for the people, by the people. iStreet Network is creating value for all stakeholders."



While so much of innovation and value is being created, he however expresses his concerns during question answer session with the shareholders "Standard Accounting Practices or Generally Accepted Accounting Principles (GAAP) ignores assets or value creation of this kind of business like aggregating, orchestrating and managing 3rd party capabilities & assets in conducting and expanding the business, consumer base, sentiment and network - altogether. Hence, in the initial years of the Company, the real value creation may not get truly reflected in the financial numbers. Some math needs to be done to understand the business potential of such network."

iStreet Bazaar creates huge value for its customers / consumers thru offering – better price, easy access, huge assortment and great buying experience – for common people of India (भारत) any where – in small to big towns. Our customers save money that improves their standard of living, thus we say -

पैसे बचाओ लाइफ बनाओ. आई स्ट्रीट बाजार बचत का भण्डार

The above is the extract from the Chairman's Speech and interaction with the shareholders at the company's 29th Annual General Meeting held on 20th September, 2016. The complete speech is available on the website of the Company at <http://istreetnetwork.com/wp-content/uploads/2016/09/Chairman-Speech-15-16.pdf>.

For iStreet Network Ltd.



Dipankar Basu

Company Secretary



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 and has successfully incubated its internet Retail Store project through its network of iStreet Bazaar. 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.