

iStreet Network Limited

CIN L51900MH1986PLC040232

(Old Name – Principal Pharmaceuticals & Chemicals Ltd.)

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iStreet Network Limited now Rolls Out eCommerce Stores For Common Man in Rajasthan

- **Network of eCommerce Stores for Common Man of Bharat**
- **Plans more than 600 Stores in Rajasthan**

Mumbai, 16th January 2015 - iStreet Network Ltd (BSE: ISTRNETWK), which operates in the 'Internet & Catalogue Retail', is now setting up network of 'iStreet Bazaar' Stores to take the benefits of eCommerce to smaller towns and villages for the common people in Rajasthan. The company plans to set up over 600 stores in Rajasthan.

eCommerce in India has evolved as a replica of a globally successful model. The most fundamental aspect that made it successful in the west was presence of huge internet penetration and online customers. But in a country like India, the scenario is different. Less than 5 % population of a 120crore people nation has ever bought a product over the Internet. 95% population is still un-touched with the benefits of eCommerce. The reasons for such low adoption are – lack of trust, mode of payment, lack of knowledge, poor infrastructure, accessibility, etc. If assistance is provided, eCommerce has the potential of reaching millions of people in India. Hence iStreet Bazaar - internet ka bazaar - sab ke liye.

iStreet Bazaar is an eCommerce store that enables every common man of India to buy what he/she wants with ease and at great online prices. A security guard would now be able to buy a cell phone on Internet with ease. A vegetable vendor would now be able to buy a value for money camera for his family. It aims to penetrate the remote areas of India by providing reliability, affordability, dependability and, above all, ease.

Through its world class platform and network stores, iStreet Bazaar offers thousands of products of hundreds of brands from categories like Memory Devices, Mobiles & Mobile Accessories, Laptops & Laptop Accessories, Computer Peripherals, Home and Kitchen products and Cameras at extremely competitive prices.

iStreet Bazaar is currently present in 232 cities & towns across Gujarat and Maharashtra and has over 800 stores. It is touching the lives of more than 10crore people in these states. The company is also launching 'iStreet Bazaar' stores in Madhya Pradesh, Chhattisgarh and Goa in the immediate future. This will make iStreet Bazaar stores available to over 20 crore common people of India for transacting online and availing benefits of eCommerce.

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.

Gujarat was the first state in which the company launched the project, followed by Maharashtra. The company plans to set up 2,800 iStreet Bazaar stores by end of FY 2015-16.

For more information log onto <http://www.istreetnetwork.com>

For iStreet Network Limited


Company Secretary