

iStreet Network Limited

513, Palmspring, Above Croma, Link Road, Malad West, Mumbai 400064
Tel.: +91 22 42576767 Email : principal@vsnl.com



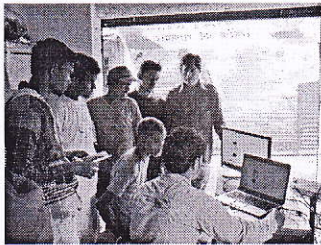
Company Press Release

Press Release – 30th January, 2014

iStreet Bazaar Stores – Unlocking Innovation in Online Retail

iStreetBazaar, a project by iStreet Network Ltd (BSE: ISTRNETWK), is innovating how ecommerce can reach and be delivered to the common man of India. iStreetBazaar Stores aim to simplify eCommerce for the common man.

In the recent past, iStreet Network team set up and sold over 40 wristwatches under a great online DEAL to common people of Rathodi village (a village approximately 40 km north from Mumbai Main). It all happened thru a website and in just 5 hours. All these buyers had a few things in common –



- They had no internet connectivity
- They did not have any knowledge of this great online deal
- They did not have any capability of paying thru credit card/online

For all these buyers, who represent about 90% of India, eCommerce was simplified and delivered by the iStreet Network team. iStreet Bazaar is doing exactly this; it is simplifying eCommerce for the common man of India by setting up iStreet Bazaar stores.

These stores will be able to take the benefit of eCommerce to smaller towns and villages & to the common man. It would give the common man the benefits, comfort and joy of shopping thru the Internet. iStreet Bazaar will also be a platform for entrepreneurs looking to start a new business. It also offers a great opportunity to small business people.

iStreet Bazaar through its world class platform and network stores will offer thousands of products and hundreds of brands 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.

These iStreet Bazaar Stores will eliminate payment related issues that arise when transacting online. iStreet Bazaar Stores also put 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 stores since trust is one of the key factors in the adoption of eCommerce. Anyone, literally anyone, can buy at an iStreet Bazaar Store.

The opportunity of setting up an iStreet Bazaar is available to an entrepreneur or a small businessman. It can be started with just Rs. ONE lac along with a shop. The biggest advantage of iStreet Bazaar Stores is that the Stores wouldn't have to carry any actual inventory. This makes their retail business almost risk free with no worries of unsold stock or requirement of high working capitals. It also eliminates iStreet Bazaar store-owners from being restricted to one, two or three product categories. The iStreet Bazaar Stores will have thousands of products available across several categories. iStreet Bazaar Stores can also expect higher than normal returns on their initial low investment. The earning potential is huge besides the massive growth potential.

In future, retail will not be segregated into online and offline but will be analyzed as to how effectively can the combination of the two be used to deliver the best shopping experience to consumers in this highly connected world. iStreet Network Ltd., via iStreet Bazaar, is taking a step in to the future of retail where technology (eCommerce), along with assistance, is going to change the way real India buys and benefits. iStreet Network Ltd is simplifying eCommerce for common man.

iStreet Bazaar is now appointing Network Partners for setting up iStreet Bazaar Stores in the western states of Gujarat, Maharashtra, Rajasthan and Madhya Pradesh. To apply you can visit www.istreetbazaar.com and click on the APPLY now button.

For iStreet Network Ltd.

Managing Director

