

## **Godrej Natures Basket launches its flagship store in Bangalore**

**Bangalore, April 19<sup>th</sup>, 2012:** The world food connoisseurs in Bangalore have yet another reason to celebrate! **Godrej Nature's Basket**, India's pioneering gourmet chain, has launched its flagship store in Bangalore; this time in the plush neighborhood of Koramangala. Be it the mouthwatering range of cold cuts or the exotic range of cheeses from around the world, the journey promises to be as delightful an experience, as that offered by the first store on CMH Road.

The store is spread across a lavish area of 3700sq. ft with two floors of finest quality products from both Indian and international cuisines. Like all other Godrej Nature's Basket outlets, the store offers a unique experience with an eclectic range of cuisine ingredients, instore culinary workshops, gift hampers, cheese and meat platters and the popular instore friendly food experts that are ever ready to help shoppers don the chef hat!

**Speaking on the occasion, Mr. Mohit Khattar, MD, Godrej Nature's Basket said,** *"We are excited to launch our flagship store in Koramangala. Bangalore is a multi cultural hub with residents from across the globe and local residents who are well travelled and knowledgeable. The two stores give us the opportunity to bring the refined shopping experience and eclectic assortment that we offer within easy reach of these evolved consumers".*

The new store at Koramangala offers an exotic range of international cuisine- ranging from Mexican, Lebanese, Chinese, Italian, Japanese to several other world cuisines, an extensive range of wellness and organic gourmet goodies, cheeses and wines that are handpicked from around the world and an overwhelming variety of kebabs and cold cuts. Like all other Godrej Nature's Basket stores, it also provides the convenience of free home delivery.

### **About Godrej Nature's Basket**

Godrej Nature's Basket is a retail venture of the Godrej group and is today India's foremost retail destination for fine foods from across the World. Started in 2005 as a single fresh food store, it has today morphed into a 20 store chain of premium Gourmet Stores strategically located at high street locations in Mumbai, Delhi and Pune. The Gourmet retail chain boasts of stocking the best international and domestic wines, cold cuts, meats, cheese, organic foods and a large variety of pastas, noodles, beverages, exotic and rare ingredients, meals, sauces, preserves and packaged food from around the world. Every item on the shelves is handpicked from the very best that Europe, Australia, Asia and the US have to offer. It caters to the refined needs of up-market urban consumers for irresistibly authentic world food and ingredients.

### **For more details contact:**

Smita Basu Roy- Corporate Communications, Godrej Industries Limited

[Smita.roy@godrejinds.com](mailto:Smita.roy@godrejinds.com)

Ananyaa Banerjee –Email – [abanerjee@perfectrelations.com](mailto:abanerjee@perfectrelations.com) – Cell No: 09818648821