

## Godrej Nature's Basket crowned 'Food & Grocery Retailer of the Year'

**Mumbai, 17<sup>th</sup>, February, 2012:** Godrej Nature's Basket added another feather to its cap by bagging the prestigious "Retailer of the year award" in the Food & Grocery Category' at the Retail Excellence Awards hosted by the **Asia Retail Congress – 2012 on the 14<sup>th</sup> of Feb, 2012.**

The annual 2 day glitterati event of Asia Retail Summit (14<sup>th</sup>-15<sup>th</sup> Feb, 2012) was held at Taj lands End, Mumbai with Opinion leaders and giants from the industry in attendance. The magnum opus yearly affair of Asia Retail Congress, a global platform supported by over 100 countries to promote world-class retail practices, felicitated Godrej Nature's Basket with the award for its path breaking approach in the food and grocery sector. Godrej Nature's Basket, "an expert in gourmet food" and a specialist retailer was acknowledged as a winner over known retail giants in the much larger "food and beverage" category.

Speaking on the achievement, **Mohit Khattar, Managing Director, Godrej Nature's Basket, says,** *"It is a very proud moment for the entire team at Godrej Nature's Basket. This win encourages and propels us to continue with our efforts to push the envelope and continue to be the leading world food chain in India. Our efforts are continuously driven to take Godrej Nature's Basket to the next level. I thank Asia Retail Congress for this recognition and our consumers who are at the centre of everything that we do."*

The Asia Retail awards is the second acclaimed award to be bagged by the team in the last one year. Godrej Nature's Basket was awarded the Coca Cola Golden Spoon award for the best foreign food retailer of the year in March, 2011. In addition the world food chain was also recognized as the brand that excelled in Consumer centricity by the Godrej Group annual awards.