



BOSCH HOME APPLIANCES MAKES AN EXCLUSIVE ONLINE DEBUT ON PEPPERFRY.COM, TO SELL BUILT-IN KITCHEN APPLIANCES ON THE MARKETPLACE

Pepperfry.com, India's No.1 Furniture and Home marketplace has partnered exclusively with Bosch in India to sell their premium kitchen appliances range on the marketplace. This exclusive tie-up will enable Pepperfry customers to access world-class Bosch products online on the Pepperfry website.

Bosch is a global leader in premium home appliances. The brand is synonymous with product innovation, great quality & after sales service. Pepperfry will offer a complete collection of Bosch built-in-solutions which include built-in gas hobs, chimney hoods, built-in ovens, and built-in dishwashers. This partnership is in line with Pepperfry's focus to partner with premium lifestyle brands to offer a differentiated range of superior quality products to discerning Pepperfry customers.

Pepperfry has built market leadership in the home and furniture segment by building a differentiated product portfolio of 1,20,000 plus items to cater to its customer base of close to 4 million. Pepperfry's specialized large item delivery network with a fleet of 400 vehicles that operates from 16 hubs across India serves customers in 500+ cities. The alliance will enable Bosch to tap the sizeable Pepperfry customer base through its wide-spread delivery network.

Talking about this alliance, Anand Batra, AVP and Business Head Home Category, Pepperfry, said, "Our goal is to help 20 million customers create beautiful homes by 2020. The partnership is a step towards achieving that goal by expanding our range in the kitchen appliances segment to include internationally recognized brands. Pepperfry has emerged as a market leader in the kitchen appliances space, having built strong supply in Chimneys, Hobs, and Built-in Ranges.

He further added, "The category is seen 3X growth in the last few months on the back of our strong supply and great customer experience. Bosch is synonymous with German engineering, innovation and 'industry first' technology solutions we are confident that our collaboration with the brand will enable us to expand our kitchen appliances business significantly"

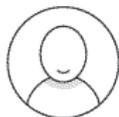
Commenting on the collaboration, Gunjan Srivastava, MD & CEO BSH Household Appliances said, "With Kitchens becoming the 'heart of homes' we are looking at partnerships which bring our innovative and futuristic built-in product portfolio accessible to the modern India shopper with our Brand Bosch. We are delighted to partner with Pepperfry, India's leading online furniture player to provide our aesthetic and comprehensive built-in solutions complementing their vast home furniture portfolio. We are confident that our partnership will further strengthen our presence in the category and deepen engagement with customer."

The Pepperfry kitchen appliances segment is growing at a rapid scale with a high customer repeat rate. Bosch built-in solutions will complement Pepperfry's strong and extensive product portfolio to provide customers a holistic shopping experience for their kitchens online.

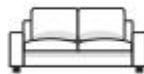
PEPPERFRY.COM FAST FACTS



A Furniture and Home item is sold on Pepperfry every 25 seconds



10,000+ Merchants have sold products on Pepperfry till date



Rs.18,000 is the Average Size of a Furniture Order on Pepperfry



Pepperfry's logistics fleet travels 10,000 km daily to deliver Furniture. That's the same as 5 trips to the



30,000 Trees have been planted by Pepperfry through its partnership with the

pepperfry

moon and back in a
year!

Grow Trees
Foundation

ABOUT PEPPERFRY.COM

Pepperfry is India's leading Furniture and Home products marketplace, offering customers an unparalleled selection of amazingly priced Home products and a consistently great shopping experience. The Pepperfry managed marketplace helps thousands of entrepreneurs and merchants sell to millions of discerning customers across India and the world.