



## PEPPERFRY PARTNERS WITH QWIKCILVER SOLUTIONS TO OFFER GIFT CARDS

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Pepperfry.com, India's No.1 Furniture and Home marketplace has introduced gift cards for millions of Pepperfry customers through an alliance with Qwiksilver Solutions, a provider of gift card and stored value solutions to make gifting easy and convenient this festive season.

The new feature provides customers' the convenience to gift Pepperfry products on using the gift cards to family and friends across the country. The recipients of the gift cards can purchase any product from the 120,000 plus Pepperfry product catalogue by redeeming it on the website.

Pepperfry has built its leadership in the home and furniture segment processing more than 3 million customer orders in less than 5 years. Pepperfry products be it the furniture and other home products have become an evident choice for discerning customers who seek great value, differentiated and large variety and exceptional customer service levels offered by the company. By launching Gift cards Pepperfry wants to extend these benefits to their friends and family during important occasions like Diwali and other festivals via gifting.

An ideal choice for occasions like weddings, festive celebrations, birthdays, etc. the Pepperfry gift card will serve as a simple, convenient and safe gifting option that can be purchased using credit card, debit card, net-banking and through EMI option.

To buy the gift card, Pepperfry customers can simply add the gift card to their cart and purchase it. The e-gift will be automatically emailed to recipient on their purchase. The receiver can redeem the card simply at a click of a button. The electronic gift cards can be availed by all Pepperfry customers across 500 plus towns and cities where Pepperfry has its delivery and service network. The e-cards carry a validity of 12 months from date of issue. Pepperfry will shortly introduce customized physical cards option to customers who are seeking personalized gifting solutions.

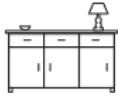
Talking about this new feature launch, Sonali Mitra, Head Business Development, Pepperfry said, "We have introduced this feature on popular demand. Our customers' have been seeking gifting options during Diwali and other festive occasions for their family and friends. Partnering with Qwiksilver Solutions who are the leaders in providing gift cards gives us an opportunity to provide value to our 3 million plus discerning customers' and expand our customer base. We have integrated Qwiksilver Solutions with our website to ensure we provide a seamless customer experience."

She further added, "Gift cards will provide an easier option for Pepperfry customers who can now present their friends and family the freedom to choose their own gift. We want our customers to create happy homes across the country and the gift cards will enable them to share this happiness through Pepperfry products with their close ones."

Further, corporates and business entities can also leverage Pepperfry's vast catalog of home and furniture products for corporate gifting solutions to their customers or employees through the newly launched Gift cards proposition.



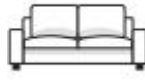
#### PEPPERFRY.COM FAST FACTS



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 moon and back in a year!



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