



Sri Sri Tattva strengthens its online presence by tying up with Big Basket at India Food Forum 2018

The brand also plans to launch a comprehensive range of Quality products as your Kitchen Companion

Mumbai, 17th January 2018: Sri Sri Tattva, one of India's leading health and wellness FMCG firm, is set to announce a comprehensive strategic partnership with BigBasket.com at India Food Forum 2018. This will further enable their products to reach customers across India with unprecedented precision and effectiveness through the online major's robust delivery network. Sri Sri Tattva will make available over 120 of its front runner products to the growing customer base of BigBasket.com. These include 44 products in the Personal Care range, consisting of 6 sub categories and 82 products in the Food Range, consisting of 8 sub categories. Sri Sri Tattva will also add to its existing range of groceries and staples, including organics in the new financial enhancing the premium offerings in this space from the portal.

This partnership will give a great opportunity to modern-day consumers who are more aware and particular about their health and lifestyle needs. Healthier alternatives like Organic Brown Sugar, Rock Salt, Organic Cold Pressed Virgin Coconut Oil and Ghee made from cow's milk will be more accessible to households across India with supplies in multiple regions from 26 cities. This comprehensive range of cooking products was launched at the India Food Forum 2018.

Customers can look forward to the multiple offerings through an exclusive page of the Sri Sri Tattva on BigBasket.com.

Mr. Tej Katpitia, CEO, Sri Sri Tattva said, "We are delighted to take this partnership forward and cater to the evolving needs of discerning customers nationally in the health and wellness space. We are sure with Big Basket's efficient and on time deliveries, Sri Sri Tattva's quality offerings will reach maximum households across the nation.

Mr. Hari Menon, CEO, Big Basket said, "Our partnership with Sri Sri Tattva is a great way to cater to our health-conscious consumers. With their focus on producing high quality products and with consumers now getting more and more health oriented, this partnership is a Win-Win. We are delighted to take this partnership forward and are committed to make it a big success."

About Sri Sri Tattva:

Sri Sri Tattva (SST) comes with a goal of promoting health and wellness to every household and was founded under the inspiration of Gurudev Sri Sri Ravi Shankar. Sri Sri Tattva has products in multiple categories of Ayurveda Medicines, Supplements, Food products, Personal Care products, Home Care and cleaning products as well as Incense and Fragrances for home and personal use.

Established by committed individuals with nearly four decades of experience, SST comes with a 360-degree approach including a College of Ayurvedic Science and Research, a state of the art Hospital, inspired Doctors and Therapists, Panchakarma Wellness Centers, Spas and Clinics, Manufacturing facilities



driven by technology and stringent control systems and widely growing Franchise and Retail presence, the brand has a holistic approach to health and wellness. Sri Sri Tattva is growing with the continued support of our loyal customers and a constant aim to provide the best of safe, effective, high quality and responsible products.

About Bigbasket:

Bigbasket was founded in December 2011 in Bangalore by a team of five – V S Sudhakar, Hari Menon, Vipul Parekh, V S Ramesh and Abhinay Choudhari. The team has both offline and online retail experience, as they had earlier set up India's first e-commerce site FabMart.com in 1999, and then established the Fabmall-Trinethra chain of more than 200 grocery supermarket stores in southern India. Servicing over 6mn registered customers. Bigbasket has grown into India's largest online supermarket with over 20,000 products from over 1000 brands and presence in 26 cities across the country. Bigbasket's online store covers the whole gamut of grocery products across various categories: Fresh Fruits and Vegetables, Grocery and Staples, Beverages, Bakery and Dairy, Branded Foods, Meat and Eggs, Personal Care and Home care and household products. Bigbasket is committed to making life simpler and grocery shopping a breeze.

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