

**PRESS NOTE OF NIHAR INFO GLOBAL LIMITED**

Press Note of Nihar Info Global Limited, public company listed on the BSE. Also the company approved the Press Note in the Board Meeting dated 5<sup>th</sup> May, 2018. The same is uploaded on the company website [www.niharinfo.com](http://www.niharinfo.com)

**1) Growth in Turnover by 325%**

The Turnover of the company has increased from Rs.1.5 Crores to Rs.4.88 Crores by 325% in Financial Year 2017-2018 as compared to Financial Year 2016-2017. The company is aiming for a target of Rs.20 Crores in the current Financial Year.

**2) Portfolio of items sold through E-Commerce Portals**

The Company is selling through leading eCommerce portals like Amazon.in, Flipkart.com, Paytm.com, Snapdeal.com, Olx.in and Quicker.com to increase sales and reach out to all the customers all over India. The Company has made significant progress in the online eCommerce Sales and has huge plans for the Current Financial Year.

**3) The company is selling the following items through B2B eCommerce-**

- **Large Appliances-** LED TVs, Washing Machine, Dishwasher, Refrigerator, Air Conditioner.
- **Small Appliances-** Vacuum Cleaners, Mixer Grinder, Wet Grinder, Geysers, Room Heaters.
- **Home & Kitchen Products-** Water Purifier, Air Purifier, Lunch Box, Iron Box, Thermo flask, Sippers, Cooktops, Fans, Toasters, Hand Blenders, Kettles etc
- **Laptops & Desktops.**
- **Computer Accessories-** Speakers, Headphones, Keyboards, Cables.
- **Mobiles and Tablets-** iPhone, iPad, 10+ inch tablet, Smartphones, Feature Phones.
- **Corporate Gifts-** Diaries, Calendars, Awards & Mementos, T-Shirts, Caps, Festival Gifts, Employee Gifts, Dealer Gifts, Pen Drives, Power banks, Electronic Gifts, Table Top items, Customized Gifts etc.

**4) B2B E-Commerce-**

The Company is increasing its B2B eCommerce Sales through Corporate Sales and is expanding its Customer base. Some of the companies are Gland Pharma, Hyderabad Industries Limited (HIL), My Home Group, Sagar Cement, Penna Cement, NCL Industries etc.

**5) Exports-**

The Company commenced the Exports of various FMCG products to Russia and has plans to increase the Exports Volume in the Current Financial Year.

**6) Nihar Market E-Center ( one stop shop for E-commerce, E-Services and E-Movies)-**

The company has made technology platform ready for Nihar Market E-Center which is a one stop shop for E-commerce, E-Services and E-Movies and will be franchise concept in India.

**Our Portfolio:**

Sales Through Other Portals



B2B eCommerce



Nihar Market eCenter



Entertainment

- **Nihar Market E-center-The Nihar Market eCenter.** It will be Franchisee initially in the Hyderabad, it will be expanded on PanIndia basis. The Franchisee Centers of the Company will offer a Wide range of Products and Services and will act as the Last Mile Offline Touch Points. The Company has appointed KPMG to provide Advisory Services for Reviewing the Current Growth Strategy of eCommerce and eServices and Redesigning the Growth Strategy and operationalizing the same.

The company plans to have a pilot launch of the Nihar Market eCenters in Hyderabad and later expand to other locations in India.

The company has signed agreements with various aggregators and Manufacturers. It will provide both eServices and eCommerce. The e-center will provide more than 100 Services and more than 1000 products in course of time.

For Nihar Info Global Limited,

*B. S. S. S.*  
**BSN Suryanarayana**  
 Managing Director

B2B e-Commerce

- Large Appliances- LCD TVs, Washing Machine, Dishwasher, Refrigerator, Air Conditioner
- Small Appliances- Vacuum Cleaners, Mixer Grinder, Wast Grinders, Ceylons, Electric Heaters
- Home & Kitchen Products- Glass Purifier, Air Purifier, Lunch Box, Iron Box, Trimmer, hair dryer, Electric Fan, Towels, Hand Sanitizer, Kettles etc.
- Laptop & Tablets
- Computer Accessories- Speakers, Headphones, Keyboards, Cables
- Mobiles and Tablets- iPhone, iPad, 10+ inch tablet, Smartwatch, Feature Phones
- Corporate Gifts- Diaries, Calendars, Awards & Memorabilia, T-shirts, Caps, Festive Gifts, Employee Gifts, Social Gifts, Pen Drives, Power Banks, Electronic Gifts, Table Top items, Customized etc. etc.

B2B e-Commerce

The Company is increasing its B2B e-Commerce Sales through Corporate Sales and is expanding its Customer base. Some of the companies are Greed Fluores, Hyderabad Industries Limited (HIL), My Home Group, Sanyo Dental, Prime Center, NCL Industries etc.

B2B e-Exports

The Company has expanded the Exports of various FMCG products to Russia and has plans to increase the Exports Volume in the Current Financial Year.

Nihar Market E-Center (one stop shop for E-commerce, E-Services and E-Movies)

The company has made technology platform ready for Nihar Market E-Center which is a one stop shop for E-commerce, E-Services and E-Movies and will be franchise concept in India.

**Our Portfolio:**



Sales Through Other Ports



B2B e-Commerce



Nihar Market eCenter



Entertainment