



PRESS RELEASE

Snapdeal.com launches TV Commerce Channel in partnership with DEN Networks

- *DEN Snapdeal-TV Shop will bring best of Snapdeal.com products to television audiences at home*
- *Snapdeal pushes forward with TV Commerce by extending reach to 13 million households and consumer segments with limited or no internet access*

New Delhi: Snapdeal.com, India's largest online marketplace announces a 50:50 Joint Venture with DEN, India's biggest television distribution company to launch a "TV Commerce" channel 'DEN Snapdeal TV shop', with an aim to create a multi-nodal electronic shopping avenue for customers.

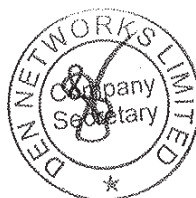
The channel is currently available for viewers on channel number 132 on DEN cable network and will be extended to other cable and DTH networks in the course of the next six months.

DEN Networks Ltd. reaches about 13 million households in over 200 cities across 13 states in the country. Snapdeal.com will leverage this robust distribution network of DEN to provide customers easy access to the wide assortment of products across Home, Lifestyle and Electronics categories with great value deals.

DEN Snapdeal TV Shop will benefit those customers who have limited access to internet services particularly in Tier 2 and 3 cities further hampered by lack of physical access to top retail products and brands at competitive prices. Additionally, every purchase made on the channel comes with quality and delivery assurance from Snapdeal.com and the flexibility to pay on delivery— an option largely confined to e-shopping.

Speaking about the partnership, **Mr. Kunal Bahl, Co-founder and CEO Snapdeal.com** said, *"Innovation lies at the heart of Snapdeal.com and with this initiative we are taking yet another step to fulfill our promise of providing accessibility to the best products at best prices to consumers across India. We are delighted to partner with a like-minded brand like DEN Networks which enjoys massive reach and brand loyalty across the entire country and especially in smaller towns of India. India is a country with many heterogeneous segments of consumers, and we believe that by reaching 150 million households with 600 million people that have a TV, we can create another revolution through TV Commerce."*

Mr. Sameer Manchanda, CMD, DEN Networks said, *"We are extremely thrilled to partner with Snapdeal.com on this game-changing initiative. By leveraging Snapdeal and DEN's nationwide distribution network, we will now be able to engage with a much larger audience which is still not exposed to the benefits of online shopping and internet access. Together we aim to offer the Customers a wide assortment of products and provide them with a hassle free buying experience. The response to the pilot has been extremely encouraging and we are sure DEN Snapdeal TV Shop will be well received by our viewers."*



Snapdeal aims to take the DEN Snapdeal TV shop to 100 Million households across India over the next 12 months.

The Pilot:

As a first time initiative by any online marketplace, DEN Snapdeal TV-shop was launched as a pilot in September last year. The channel has been receiving tremendous response from the Customers with a massive growth rate of 200% month-on-month since inception. The pilot was launched in select geographies basis the availability of the network, offering products in primarily three categories namely, Home & Kitchen, Electronics and Fashion & Lifestyle.

Placing the Order:

The products will be featured on DEN Snapdeal TV-shop through dedicated TV shows providing customers the details of the products along with their various features enabling them to make an informed purchase decision.

The customers can place the order on phone by dialing below customer care numbers (24x7):

- 1860 108 7777
- 0928 920 7777

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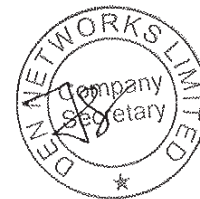
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About Snapdeal.com

Snapdeal's vision is to create India's most trusted digital marketplace that creates life-changing experiences for buyers and sellers. In February 2010, Kunal Bahl along with Rohit Bansal, started Snapdeal.com - India's largest online marketplace, with the widest assortment of 10 million+ products across 500+ diverse categories from thousands of regional, national, and international brands and retailers. With over 40 million members and seller base approaching 100,000 sellers, Snapdeal.com is the shopping destination for internet users across the country, delivering to 5000+ cities and towns in India. The company witnessed phenomenal growth in 2013-14, growing 600% from 2013 to 2014, making it the fastest growing e-commerce company in India, through its leadership in the m-commerce revolution in India, with over 65% of its orders coming from mobile phones. In its journey till now, Snapdeal has partnered with several global marquee investors and individuals such as Softbank, BlackRock, Temasek, eBay Inc., Premji Invest, Intel Capital, Bessemer Venture Partners, Mr. Ratan Tata, among others.

For further information, visit <http://www.snapdeal.com>



About DEN:

DEN is in the business of Entertainment and our mission has always been to create amazing experiences. DEN Networks is India's largest cable TV distribution company serving 13 million homes in over 200 cities. The company has been a frontrunner in the digitization of Indian cable television and has approximately 6 million digital subscribers.

DEN's geographic footprint spans 13 key states across India including Delhi, Uttar Pradesh, Karnataka, Maharashtra, Gujarat, Rajasthan, Haryana, Kerala, West Bengal, Jharkhand and Bihar. The company has a significant presence in the strategic & economically important Hindi Speaking Markets (HSM) belt. DEN Digital - DEN's digital cable services brand is one of the market leaders in India's digital television space. DEN Digital offers a wide choice of channels and services spanning all major genres and languages along with cutting edge value added services (VAS)

