



Press Release

## **Just Buy Live partners with international brands to strengthen foothold in India**

Provides a platform for top international brands such as Sriracha sauce, Nescafe Gold, Perrier, Pringles and many more

**National, 19 September, 2016:** Just Buy Live, the world's first e-distributor, becomes a preferred partner for international brands in India providing them with a first of its kind platform to optimize scale and enhance distribution in India. Within a short span, Just Buy Live has successfully brought on board several reputed international brands such as Sriracha sauce, Perrier, Pringles, Fox's, Nescafe Gold, Evian, Figaro, Doritos, Skittles, Clorets, M&M's, Lotte Juices, Tabasco, to name a few.

On-boarding a significant number of foreign power brands, Just Buy Live is the only player in India that provides a 360-degree experience with end-to-end brand management and distribution solutions. Just Buy Live will partner with international brands to offer myriad services including legal, import and clearance, licensing, warehousing, distribution, marketing, after sale service solutions, act as their brand advisor and effectively function as their branch office.

Similarly, Just Buy Live benefits retailers by providing them access to a wide range of brands to choose from. With the Just Buy app, a retailer isn't restricted to the brands that his local distributor provides, but instead has unrestrained access to a much wider range of products delivered to his doorstep.

Speaking on the development, **Sahil Sani, Chairman and CEO, Just Buy Live** said, "Just Buy Live has played a pivotal role in enabling international brands establish their presence in India and connect directly with the Indian retailer community. Within a short span of time, Just Buy has become a preferred distributor for international brands, steadily transforming the unorganized retail industry by increasing availability of various popular international brands at retail outlets and overall access to end customers."

"Just Buy's app-based distribution system coupled with strong logistics and wide reach to all kinds of retailers, from kiranas to restaurants, is the new and efficient way for all brands to hit the market effectively and instantly" he added.

Commenting on partnering with Just Buy Live, **Raj Sablok, Director, Raj Impex, Distribution licensee of Huy Fong Foods USA, maker of Sriracha** said, "Popularly known as Rooster Sauce because of its mascot, Sriracha is a world renowned sauce brand and has

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always been craved for in India. Our partnership with Just Buy Live will now allow Indian consumers to easily purchase and experience this globally-loved condiment.”

According to **Vikas Kumar, Regional Manager, Pearl Foods, official importers & distributors for Nestle (Fox’s & Nescafe Gold)**, “Just Buy Live is an innovative platform that is helping us reach out to retailers and taking the distribution of Nestle Specialty Business to the next level.”

Just Buy Live has received a phenomenal response from the retailer community as well as brands selling over 500,000 products from 2500 brands, including competing brands, across categories like Food, Beverages, Personal Care, Mobile and Electronics. The platform is currently catering to over 60,000 retailers.

### **About Just Buy Live:**

Just Buy Live is the world’s first and largest e-distributor. Launched in 2016, Just Buy Live has a Brand to Retail business model (B2R) that is unique in its efficiency, innovations and scale. The app empowers retailers by enabling them to buy goods directly from brands, while saving more through schemes and deals offered in real time. The app’s user-friendly interface maximises convenience, democratises product access and unlocks higher profits for retailers. For brands & manufacturers, it offers wider reach, unlimited scale and relevant data.

Just Buy’s app can be used by dukandaars of all kinds - from paanwallas and kiranas to supermarkets, chemists, mobile stores, electronic shops and many more. The app hosts over 500,000 products from 2,500 brands across categories like Foods, Drinks, Personal Care, Auto, Mobile, Tech, Home, Fashion, Toys, Sports, Stationery and others.

For more information, please visit [www.justbuylive.com](http://www.justbuylive.com)

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