



Press Release

## Primarc Forays Into Online Business

**Kolkata, 17<sup>th</sup> March, 2015:** Primarc Group, a dominant player in Retail and Realty in Eastern India, today, announced their e-commerce initiatives. Primarc has decided to invest over 10 million US\$ in the online & E-commerce sphere over the next 2 years. Primarc will operate across multiple online E-commerce platforms in the marketplace model.

Primarc has formed an SPV, **Primarc Pecan Retail Pvt Ltd.** to focus on the online business. It has started retailing Books, Toys, Health & Personal Care, Pet Supplies and Gourmet products of leading national & international brands such as Reckitt Benckiser, Dabur Pvt Ltd, Herbal Hills, Vissco, Procter & Gamble, Funskool, Mattel, Disney, Amar Chitra Katha, Chicco, Pedigree, Drools, Choostix, Royal Canin and lots more.

The group has recently commenced selling apparels of leading brands on online platforms. There are plans to introduce many more categories & products going forward.

‘We are investing into the online space apart from the traditional brick and mortar retail trade and are partnering with various E-Commerce platforms to offer a wide array of products. This move will help us to tap the rapidly growing online customer base & Grow our retail business overall’, said **Mr Sidharth Pansari, Managing Director, Primarc Group.**

‘We are also on the verge of executing exclusive contracts for online retailing cum distribution of several national & international brands wanting to market their products through the online route in India. Primarc Pecan has in a short time created a robust infrastructure. We wish to provide best value products, combined with excellent customer service. As a group, we have outlined large investments for this business for the next five years’, added **Mr Pansari.**

Primarc Pecan Retail Pvt Ltd’s core competency lies in its extensive network across India. The Corporate Office is situated in Kolkata and Mumbai, with its logistics centres spread across four metropolitan cities namely, Kolkata, Mumbai, Bangalore and New Delhi.

### **About Primarc Group:**

Primarc Group is a diversified & dominant player in the retail & realty sector in Eastern India. Primarc owns and operates over 45 stores across various formats across East India including Raymond, Color Plus, Park Avenue, Essence, Esquire, STORY and so on. It’s flagship Raymond shop at Poddar Court, Kolkata has consistently been the highest selling store in India for 16 years. Primarc happens to be the largest master franchise for Raymond with over 34 stores. Primarc Realty has recently pioneered the concept of environment friendly Green buildings across MIG & HIG segments in Bengal, with its flagship project Astitva being Pre-Certified as the first GOLD rated residential building in West Bengal. It has over 4 million sq. ft. of residential projects under development. Primarc also owns and operates STORY - the largest destination & leisure store of Eastern India. Primarc has also forayed into angel and venture investing with a vision to promote enterprise and entrepreneurship. Through Kolkata Angels and other forums, Primarc has invested in several startups and enterprises including Tab Square, I-Kure, Ketto, Catapoolt, Carve Niche and others.

### **For further information please contact:**

Sreeraj Mitra / Chilka Roy  
Sagittarius Communications  
9007307884 / 8697719306

Rohit Tulshan  
Primarc Group  
9051477740 / rohit@primarc.in