



IntraSoft Technologies Limited

Regd. Office : 502A Prathamesh, Raghuvanshi Mills Compound, S.B. Marg, Lower Parel, Mumbai - 400 013
T: +91-22-2491-2123 F: +91-22-2490-3123 E: intrasoft@itlindia.com W: www.itlindia.com CIN: L24133MH1996PLC197857
Corp. Office : Suite 301, 145 Rash Behari Avenue, Kolkata - 700 029. Tel: +91-33-4023-1234 Fax: +91-33-2464-6584

April 12, 2016

Listing Department

National Stock Exchange of India Ltd
Bandra Kurla Complex
Bandra (East)
Mumbai - 400 051

Corporate Relationship Department

BSE Limited
P. J. Towers, Dalal Street
Fort
Mumbai - 400 001

Scrip Code: ISFT/533181

Dear Sir,

Sub: Press Release

We enclose herewith, for your information, a copy of the Press Release dated April 12, 2016, issued by 123Stores, Inc., a group company, titled "123Stores jumps from #392 to #262; Nominated for E-Retailer Growth Award".

Thanking you,

Yours faithfully
For IntraSoft Technologies Limited

Rakesh Dhanuka
Company Secretary & Compliance Officer





123Stores jumps from #392 to #262; Nominated for E-Retailer Growth Award

April 12th, 2016, New York - 123Stores, Inc., the Multi Channel Online Retailer, announced their ranking of #262 in the Annual Internet Retailer Top 500 Guide for 2016. This is the third consecutive year that 123Stores has featured in this prestigious list of online retailers, gaining 130 ranks to move from #392 to #262.

123Stores was also ranked the 11th fastest growing online retailer, having grown 117% from \$43.9 million in 2014 to \$95.2 million in 2015.

123Stores was also nominated as a finalist for the **E-Retailer Growth Award** as "A web site that has been ranked in the Internet Retailer Top 1,000 for at least two years and which achieved the highest growth rate in the current year".

<https://awards.internetretailer.com/2016/Finalists/#Growth>

Internet Retailer's Top 500 Guide is an annual ranking of America's 500 largest online retailers, based on sales and performance. According to Internet Retailer, ecommerce continues to climb rapidly. While total retail sales in the U.S. grew 3.6% to \$3.22 trillion in 2015, the growth rate in total online retail sales was 14.6%, reaching \$342 billion, now representing approx. 11% of all retail sales.

"This has been an excellent year for us as we continued to expand our product catalogue to over 500,000 items from over 1500 brands." 123Stores Founder Sharad Kajaria said in a release. "Having shipped more than 1.7 million orders during the year, with a 98% customer feedback rating, we remain excited and continue to invest in our technology and our teams to grow the business."

About 123Stores, Inc.

123Stores, Inc. is a multi channel retailer with a strong technology backbone that combines supply chain logistics with real time customer data to create a compelling shopping advantage. The company is ranked #262 in the Internet Retailer 2016 Top 500 Guide and is ranked #1641 in the Inc. 5000 list of fastest growing private companies.