



Rotimatic announces USD\$20 million revenue in the first year of sales, with presence in four new markets

Zimplistic's flagship, automated flatbread making robot now available in U.K., Australia, New Zealand, Canada, U.S. and Singapore

Singapore – November 29, 2017 – Zimplistic Pte Ltd, makers of the fully-automated flatbread making robot, Rotimatic, achieves USD\$20 million in revenue in its first year of sales, and opens U.K., Australia, New Zealand and Canada markets. With a fully ready operational setup and 37 patents owned by Zimplistic, the four new geographies will see many more adopters of Rotimatic, adding on to the currently 20,000-strong Rotimatic owners community.

“Giving people access to a healthy lifestyle with ease and convenience has always been at the core for Rotimatic. We are pleased to see substantial growth in adopters across the different markets. It goes to show that our users are switching to healthier options and Rotimatic is adding value to their lives” said Pranoti Nagarkar, Inventor, Co-founder and CTO of Zimplistic. “With our customers using Rotimatic at an average of three to four times per week, we have seen a total of over 10 million flatbreads made in just the last 11 months. And we are thrilled to be able to bring about this transition”.

With the Global Kitchen Appliances Market expected to reach USD\$253.5 billion by 2020, Rotimatic aims to target a market that is completely untapped. 25% of the world's population eats flatbreads, which has to be eaten fresh. Making these at home is tedious and requires skill. With people leading busy lifestyles, they have been forced to resort to frozen, unhealthy alternatives, or replace flatbreads by other forms of carbs. Rotimatic comes as that one disruptive solution that is futureproofed. Its IoT and AI capabilities make it the best investment for households that aim to lead a healthier lifestyle at a touch of a button.

Given the big initial success in 2017 and the rising demands from other geographies, Rotimatic is set out to capture this market in 2018.

Developments such as a brand-new remote app will enable off-premises activation and control of the Rotimatic. It will allow users to time the activation of the Rotimatic, ensuring piping hot flatbreads available anytime. Not just that, new firmware updates will mean addition of new Rotimatic created flatbread variants such as gluten-free flatbreads, millet flour, pizza base, tortillas and wraps to name a few.

The company will also be announcing a new Series C funding round in the coming months, as they continue to grow the current markets while expanding into two new markets in 2018 – GCC and India. The growing success of the company has attracted many investors, raising a total of USD\$ 14.5 million in both Series A and B since its launch in 2016, with notable investors including NSI Ventures and Robert Bosch Venture Capital.



“With exciting developments coming up leading to 2018 and the continued expansion to more markets, we are working hard to bring the best Rotimatic experience to existing and new customers,” said Rishi Israni, Co-founder, and CEO, Zimplistic Pte. Ltd. “We believe that eating healthy, homecooked meals should be the priority for every family, and we want to bring the accessibility, ease, and convenience of having that to every household with Rotimatic.”

Rotimatic is now available in the U.K., Australia, New Zealand, Canada, Singapore and Canada via www.rotimatic.com.

Interested customers can also find more information about the product and read reviews on www.rotimatic.com or <https://www.facebook.com/groups/RotimaticOwners/>

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About Zimplistic

Zimplistic is a new age kitchen robotics startup driven by the mission to make healthy eating easy. With the vision of seamlessly integrating consumer robotics with IoT, Zimplistic is working to bring about a day when families can eat healthy homemade meals with just the touch of a button.

Founded in 2008, Zimplistic achieved its first success when it won the 2009 Start-Up@Singapore business plan competition. This was quickly followed by angel investment in 2010. Since then, Zimplistic has achieved rapid growth, successfully raising funds from investors including NSI Ventures, Robert Bosch Venture Capital, and other private investors. Zimplistic has offices in Singapore, the United States, and India.

The company’s flagship product Rotimatic is world's first fully automatic flatbread making robot.

About Rotimatic

Rotimatic is world’s first fully-automatic flatbread making robot. It’s a dream-like solution designed to mirror human judgment, to make perfect rotis with just a touch of a button. Turn it on, load it up, choose the amount, and you have fresh rotis in just a few minutes! Rotimatic is not just limited to making rotis. It allows the users to get creative by allowing them to make different flatbreads such as puri, tortilla, and pizza.

Rotimatic is packed with a portfolio of 37 patents. It’s also an IoT-connected device, allowing the Rotimatic to automatically upgrade itself with the latest software updates and remote troubleshooting capabilities. This means that Rotimatic will keep getting smarter over time and users will be able to enjoy all of the new features instantly, including recipes.