

## **Rotimatic, World's First Automatic Flatbread Making Robot, launches in Middle-East**

**Middle East, February 15, 2018:** After tremendous success in US, Singapore, UK, Australia, New Zealand and Canada, Rotimatic is all set to launch in the Middle East. People from UAE, Bahrain, Oman, Qatar, Kuwait and Saudi Arabia can now join the waitlist and get their very own Rotimatic.

“The decision to launch in the Middle East came after considering the growing demand from the region. We have a strong waitlist of over a 75,000 from the six countries and it was only a matter of time before we decided to launch. We are coming to middle east after achieving US\$ 20 Million in revenue in just the first year of sales. This goes to show that we have a strong product that can cater to the needs of the Middle East market”, said Rishi Israni, CEO, Zimplistic Pte. Ltd.

So what is Rotimatic? It is a one-of-a-kind, IoT enabled invention in the space of kitchen robotics that completely automates the flat bread making process. An innovation that comes after decades, and being the only gadget that is AI and IoT enabled, it is the first step towards the future of kitchen.

“Rotimatic was designed to solve a basic problem. 25% of the world's population eats flatbread. It has to be eaten fresh, and making at home is tedious and requires specialized skill, so people have to resort to frozen, unhealthy alternatives, or stop eating flatbread. 2 billion rotis are made by hand just in India every day. As a mechanical engineer, I decided to change this. The solution was an elegant, fully automatic, home-use, robotic, futureproof, IoT-enabled – ROTIMATIC. The process of making flatbreads has changed drastically. With industrialization and real estate prices soaring, traditional bakeries have not been able to sustain themselves and buying habits have moved to supermarkets with people buying pre-packaged and frozen food. This applies to Middle East too. With Rotimatic, we are reversing the process. We are empowering people to eat healthy and fresh in their homes”, said Pranoti Nagarkar, Inventor, Co-Founder and CTO of Zimplistic Pte. Ltd. Rotimatic taps into a completely new market with no direct competition.

It is the World's First and has a robust track record. 25,000 units have been delivered so far. Not just that, Rotimatic has something for everyone. It is equipped to make many kinds of unleavened flatbread. From rotis, puris, masala rotis, pita bread to pizza, tortilla, wraps, millet flour and gluten free, Rotimatic opens up the kitchen to endless possibilities. It took the inventors 8 years of R&D to design a gadget that could not just simplify the flat bread making process but also allow creativity without compromising on health and time. The success is visible by the growing number of Rotimatic adopters and the product acceptance. 10 million rotis have been made in just 11 months with and users making 35-40 rotis per week times. These number will only get bigger post the launch in Middle East.

Rotimatic is now available in the USA, U.K., Australia, New Zealand, Singapore, the Middle East and Canada via [www.rotimatic.com](http://www.rotimatic.com).

**For more information, please contact:**

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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 Credence Partners, EDBI, 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 the world's first fully automatic flatbread making robot.

## **About Rotimatic**

Rotimatic is the world's first fully-automatic flatbread making robot. It is 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 is 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.