



After Singapore and The United States, Rotimatic now sets sight on four new markets
Zimplistic Pte Ltd to start selling Rotimatic in the U.K., Australia, New Zealand and Canada

October 3, 2017: After it's tremendous success in Singapore and the United States since starting sales in 2016, Rotimatic is now ready to enter the U.K., Australia, New Zealand and Canada. Starting October 2017, people will be able to place their orders on the Rotimatic website to get their own fully automated flatbread making robot. With a strong community of approximately 16,000 Rotimatic owners, the company aims to grow its reach by launching the product in four new geographies simultaneously.

Founded in June 2008 and manufactured by Zimplistic Pte Ltd, Rotimatic is the brainchild of Pranoti Nagarkar and Rishi Israni. With almost 25% of the world's population eating flatbreads, this robot is a one-of-its-kind invention in the kitchen appliances segment that eases the flatbread making process. Health and convenience being top priorities, the Rotimatic is designed to simplify and change the way people cook by completely automating the entire process allowing users to spend less time in the kitchen without compromising on health. The use of AI and IOT makes Rotimatic the first ever device to use advanced robotics in the segment.

Coming from a family of five generations of engineers, Pranoti Nagarkar, Co-founder and CTO invented the Rotimatic. Eight years, eleven iterations and thirty five patents later, the perfect flat bread making robot was born. A mechanical engineer by profession, Pranoti says, "Eating healthy and staying fit have always been my priority. But I realised that following a healthy diet plan was always challenging and time consuming. I wanted to eat healthy home cooked meals but I never had the time to prepare an entire meal from scratch. Coming from a family of engineers, I wanted to solve this problem with the use of technology and that's when the idea of Rotimatic was born. During the entire design and manufacturing process my vision was to make a device that makes health accessible, easy and convenient".

Rishi Israni, Co-founder and CEO, built the software capabilities of Rotimatic. His vision was to make Rotimatic the smartest device in the kitchen that gets better after every use. "We wanted Rotimatic to be smart and versatile. We wanted to leverage the untapped \$160 billion kitchen appliances segment and offer a product that would take away the hassles of flatbread making and allow people more time with their families. The software capabilities of Rotimatic is one of its kind. It's the only product in this segment to use IoT and AI making the entire experience pleasurable. Our hope is to see a Rotimatic in every kitchen. We want it to be a part of people's everyday life. Just like a washing machine or a refrigerator and we are very well on track for that. With the launch of Rotimatic in the U.K., Australia, New Zealand and Canada, I am sure we will be adding many new members to our Rotimatic family,"

The latest model of Rotimatic combines cutting-edge, AI-driven technology with internet connectivity to create the ultimate smart cooking device. The Rotimatic companion app which is

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currently used to provide customer support, will also act as a chef's assistant, allowing users to turn on and automatically update the device, download new recipes, and more in the near future. Priced at USD 999 (not including local taxes and shipping), Rotimatic is designed to provide creative expression and freedom to its users. Since its launch in 2016, it has evolved to provide more offerings such as tortillas, pizzas and different variants of the traditional 'roti' itself like the masala rotis and puris. Its IoT capabilities such as remote diagnostics allows our engineers to remotely diagnose and troubleshoot issues, almost instantly. Not just that,

Since its launch in 2016 in Singapore and the United States, Rotimatic is already making 1 million flatbreads a month. The success of Rotimatic is evident from the growing requests from people from all across the world and the positive feedback received from its existing customers. The product also attracted many investors with Zimplistic raising USD \$3 million in a Series A round from private investors, followed by a USD \$11.5 million Series B from investors including NSI Ventures and Robert Bosch Venture Capital. The company is now in the process of planning a Series C to raise more funds as they enter new markets while the existing continue to grow.

As a testament, one of the first Rotimatic users, Ms. Raji said, "If you're a household in which both parents are working, Rotimatic helps you live a healthier lifestyle, because it uses fresh ingredients and allows you to always eat them hot! You always know exactly what your family is eating, because you get to choose the ingredients yourself and steer clear of unwanted preservatives. The kids don't even have to wait for me to get home — they can start eating fresh rotis instead of junk food. It makes your life a lot more convenient!"

Rotimatic is now available in the U.K., Australia, New Zealand and Canada. Orders are available exclusively to customers on the waitlist. To join the waitlist and be the early ones to get Rotimatic, sign up at www.rotimatic.com/list. An Order Link will be share upon registration.

Interested customers can also find more information about the product and read reviews on www.rotimatic.com or on Rotimatic's official page (insert link)

The End

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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. Headquartered in Singapore, Zimplistic has an office in Sunnyvale, California and a Customer Support office in Gurgaon, 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 judgement, 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 35 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.