

Evolution of Preferences

Dear Patron,
Greetings from Grabbit

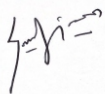
Vending machines have been in existence in the western world for over two centuries. From the first commercial vending machine that dispensed envelopes, postcards and notepaper at railway stations and post offices in London in the early 1880s, to millions of vending machines that dispense various consumer products, including food and beverages today, it has been a **journey of evolution**. In comparison, the advent of vending machines in India is fairly new, having happened just over a decade ago. Further, it is only in recent years that we see its use **gaining prominence**.

Grabbit Premium Vending Solutions is proud to have pioneered this transformation by setting a benchmark at par with products and services available in the west. This was possible through sustained effort, using our knowledge of **advancements in global vending technology**, as well as an **astute understanding** of the Indian market needs. While this concept that we had introduced did not see much demand in the initial few years, it has **grown nearly ten times**, since.

In today's fast paced world, consumer preference which was only '**need**' driven earlier, is now dictated by ease of availability or '**convenience**'. Grabbit, with the use of technological advances such as user friendly touch screen interfaces and digital payment options, offers the utmost in retail convenience by allowing users the freedom of getting what they want along with the flexibility of choosing their breaks.

Now more than ever before, we have a **dynamic, discerning** and **technologically savvy population** that drives the demand for goods, as well as consumption trends. Thus, sensing the potential for **further growth**, there has been an influx of many unorganized players, adding volume in the market. However, Grabbit, with its relentless focus on quality products and superior services, continues to stride ahead as the market leader in vending solutions.

"We believe that there is potential for more growth in the Indian vending market and look forward to continue contributing towards it."



Sandeep Jain
Director & CEO
Empire Industries Ltd. – GRABBIT⁺