



After 2.5-Years, 300K+ Global Waitlist, Rotimatic Delivers Cutting-Edge Smart Cooking Tech

SAN FRANCISCO, CA -- February 15, 2017 -- Rotimatic is an intelligent household device that makes it easy and convenient to enjoy fresh, healthy rotis (flatbreads) in just minutes. Today, its creator Zimplistic is excited to announce that, after a two-and-a-half-year wait, it is opening orders for Rotimatic, beginning with over 300,000 waitlist users from around the world.

Two of the biggest challenges when it comes to healthy living are time and convenience. Many people want to eat fresher, healthier foods, but don't have the time to prepare and cook an entire meal from scratch. Rotimatic was designed to solve this problem by taking care of an otherwise time- and energy-consuming component.

The latest model combines cutting-edge, AI-driven technology with internet connectivity to create the ultimate smart cooking device. The Rotimatic companion app will also act as a chef's assistant, allowing users to turn on and automatically update the device, download new recipes, and more.

"I use Rotimatic all the time because the whole process is so easy and automated. You don't even have to stand there to cook the rotis! You can do something else while they're being made," said customer Bhavana. "It's just so much more convenient and healthy. Rotimatic is like a printer — you switch it on, you leave, and you come back to a stack of finished rotis."

"Especially 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," added customer Raji. "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!"

The device is incredibly simple to use: just add your preferred flour, water, and oil to individually designated compartments, and the ingredients are automatically measured and mixed to deliver one fresh roti every 90 seconds. Customization is the name of the game with Rotimatic — you can choose the thickness, softness, amount of oil, and flour type for your personalized rotis. Maintenance is extremely convenient: just detach the dishwasher-safe components for simple cleaning.

"We're thrilled to open orders for Rotimatic, which we've recently upgraded with new connected capabilities that really bring home cooking to the next level," said Rishi Israni, Co-Founder and CEO of Zimplistic. "Our user community is so in love with Rotimatic that they have not only stood by us patiently for over two years, but have given us input and feedback to make it even better. Despite all the complexities involved in creating an entirely new kind of product from scratch, we've made



Rotimatic a reality and have delivered thousands of units to complete pre-order fulfillment in Q1, 2017.”

“Rotimatic is life-changing — it helps my entire family eat healthier and fresher food, with just the touch of a button! The beauty of having a final product that is so hassle-free is totally worth the wait,” said Rotimatic user Rohinee Karmarkar. “We live in an immediate-gratification world where we want everything instantly, but Rotimatic is proof that the very best things take a little while.”

Rotis are low-calorie, low-carb, whole-wheat flatbreads that originated in India and are enjoyed around the world. At least a billion people in the world eat rotis or flatbreads in some form every day. They are a healthy substitute for bread and can be used to make everything from wraps to pizzas to quesadillas. Rotis are rich in fiber, vitamins, and minerals, and have a low Glycemic-index rating of 45 — nearly half that of white rice.

You can see Rotimatic in action starting in mid-February, at our pop-up store located at Westfield Valley Fair ([2855 Stevens Creek Blvd, Santa Clara, CA 95050](https://www.westfieldvalleyfair.com/2855-Stevens-Creek-Blvd-Santa-Clara-CA-95050)), as well as select demos in Jersey City, NJ.

Rotimatic retails for \$999, and orders are available exclusively to users on the waitlist. For the opportunity to join the waitlist, sign up at www.rotimatic.com/list.

For further information, please visit www.rotimatic.com or write to media@zimplistic.com

ABOUT ZIMPLISTIC

Zimplistic is disrupting the way in which we make food at home with the world's first robotic cooking technology, Rotimatic. Rotimatic's patented AI-based technology makes it easy for anyone to have fresh, low calorie, low carb and whole wheat flatbreads in seconds. By simply adding in the flour of your choice and water in individually designated compartments, the Rotimatic dispenses the correct ratio of ingredients to deliver one hot, puffed Roti, or flatbread, every 90 seconds. Using state-of-the-art technology, Rotimatic is creating the next generation of cooking with an easy-to-use device that promotes simple, healthy eating. Zimplistic has offices in Mountain View, CA and Singapore. For more information, visit www.rotimatic.com.