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Press Release

PI Industries receives the 'Best Supplier' award at Agrow Awards 2013

Nominated for 'Best Marketing Campaign' for Nominee Gold

Gurgaon, November 09, 2013: PI Industries Limited (PI), a leading Indian Agri-Input and Custom Synthesis company was bestowed with the '**Best Supplier**' award for its Fine Chemicals exports at the Agrow Awards 2013 held at Amsterdam, the Netherlands recently.

PI was also nominated under the category of '**Best Marketing Campaign**' where it shared nominations with BASF Corporation, Arysta LifeScience and Dow AgroSciences amongst others.

The Agrow Awards are recognized as a significant achievement amongst the global crop protection industry and have been instituted since 2008. The recognition provided by Agrow Awards reaffirms PI as a significant player in the global agrochemicals industry. PI enjoys a unique and differentiated positioning in the crop protection space based on its respect for IPR and relationships with global innovators.

- *In the domestic market the Company enjoys a premium positioning based on its brand building capabilities, robust distribution network, unique delivery mechanism and sharp marketing & communication initiatives.*
- *In the custom synthesis exports, PI focuses on early-stage partnerships with innovators where it acts as 'the preferred' supplier. Here, PI has the ability to handle complex chemistries, to synthesize & scale-up the process within short span of time, to ramp up capacities at short notice and to supply high quality product on consistent basis.*

Commenting on the development Mr. Mayank Singhal, Managing Director & CEO, PI Industries Ltd., said;

"We are very pleased to receive the 'Best Supplier' award in the fine chemicals exports category at the Agrow Awards. This is the recognition of hard efforts put in by our team in achieving high levels of customer satisfaction. With respect for IPR deeply ingrained in its DNA, I feel PI has always stood tall in a highly competitive marketplace for agrochemicals. Thanks to a clear vision early-on and consistent delivery of superior performance in both focus markets of domestic agri-inputs and custom synthesis exports, we have set high expectations for ourselves. With the visibility afforded by the key drivers of businesses I am confident that PI is poised to scale greater heights."



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About PI Industries Ltd. (PI)

Incorporated in 1947, PI Industries (BSE: 523642, NSE: PIIND, ISIN ID: INE603J01030) focuses on Agri-Input and Custom Synthesis with strength of over 1,400 employees, PI Industries currently operates three formulation and two manufacturing facilities as well as five multi-product plants under its three manufacturing locations across Jammu and Gujarat. These state-of-art facilities have integrated process development teams with in-house engineering capabilities. PI Industries is into the following segments:

Domestic Agri-Input

PI is one of India's leading players in the Agri-Input industry, primarily dealing in agro-chemicals, specialty fertilizers, plant nutrients and seeds. This venture is the flagship business for which PI enjoys tremendous brand recognition across several industry leading products. The Company has exclusive rights with several global Corporations for distribution in India and is constantly evaluating prospects to further expand its product portfolio. Given the inevitable surge in demand for food grain production in the agriculture sector, the opportunities for Agro-Chem Companies are innumerable. PI Industries is favorably positioned to contribute to the growth in this space by leveraging its long-standing association with business partners and intensive network of distributors across India.

Custom Synthesis Exports

Here PI focuses on Custom Synthesis, which entails dealing in custom synthesis and contract manufacturing of chemicals including techno commercial evaluation of chemical processes, process development, lab & pilot scale up as well as commercial production. The Company has an impressive product portfolio as result of exclusive tie-ups with leading agro-chemical, pharmaceutical and fine chemical companies around the world. PI has made substantial investments in building state of art process research and manufacturing facilities of chemical intermediates and active ingredients with special focus on strong process R&D capabilities. Custom Synthesis is expected to be the primary growth driver with strong revenue visibility for P I as India continues to be a preferred destination for outsourcing Custom Synthesis and contract manufacturing related projects. With exceptional growth opportunities in the offing, this segment is poised for great success. For further information please visit: www.piindustries.com

For further information, please contact:

Nishid Solanki/Siddharth Ranqekar

CDR India

Tel: +9122 66451221

Tel: +9122 66451209

Email: nishid@cdr-india.com

siddharth@cdr-india.com

Rajnish Sarna

PI Industries Limited

Tel: +91 124 6790000

Fax: +91 124 4081247

Email: r.sarna@piind.com

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