



PI Industries partners with BASF to offer farmers in India a broader portfolio of crop protection solutions

- **PI Industries to market BASF's latest and innovative fungicides and new herbicide**
- **Both companies to enhance market positions in rice, maize, fruits and vegetables markets**

Mumbai, India – May 9, 2017 – Building on their long-term business relationship, PI Industries, a major agro-chemical company in India, and BASF, one of the world's leading chemical companies and a well-known name in the crop protection industry, have entered a strategic partnership to offer farmers in India a broader portfolio of crop protection solutions.

As of May 9, 2017, PI Industries will market BASF's innovative fungicide technologies for rice, maize, fruits and vegetables as well as a new herbicide for maize. Following this partnership model, both companies aim to enhance their market participation in these important crops segments.

“BASF and PI Industries in India have been working as business partners in crop protection since the last two decades. We now aim to elevate our relationship to a more strategic level, in order to bring Indian growers, the solutions they need, when and where they need them. PI Industries has a significant footprint in the Indian crop protection market and a strong model for growth,” said Gustavo Palerosi Carneiro, Senior Vice President, BASF Crop Protection Asia Pacific.

PI Industries Managing Director and CEO Mr Mayank Singhal added, “BASF has a strong portfolio of innovative products and we have cherished our long relationship over decades. We believe this strategic partnership will help bring these innovative solutions to Indian farmers to enhance farm productivity and value contribution.”

About BASF India

BASF has successfully partnered India's progress for more than 125 years, with all global businesses maintaining a presence in India today, except for Oil & Gas. At the end of 2016, BASF in India had 2,356 employees at ten production sites & ten offices, as well as two R&D centers, located in Mumbai and Mangalore. In 2016, BASF registered sales of approximately €1.1 billion to customers in India. Further information is available on the Internet at www.basf.com/in

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 114,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.

About PI Industries India

Incorporated in 1947, PI works with a unique business model across the AgChem value chain from R&D to distribution providing innovative solutions by partnering with the best. Known for its technological capabilities in Chemistry/ Engineering related services, it has built leading brands over the last 60 years being connected with more than 50,000 retail points pan India. Apart from its Multi-locational manufacturing facilities, including Jambusar SEZ, PI is equipped with R&D facilities, accredited for GLP and 'Norms on OECD Principles' by (NGCMA), in Udaipur. Further information is available on the Internet at www.piindustries.com

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