



## Press Release

### ***Rallis conferred the 2008 Frost & Sullivan Growth Strategy Excellence Award***

**Mumbai, 6<sup>th</sup> February, 2009**

Rallis India Limited, A Tata Enterprise is conferred the Growth Strategy Excellence Award in the Indian Crop Protection Chemicals Market by Frost & Sullivan, a consulting organisation. The award was received by Mr. V Shankar, Managing Director and CEO Rallis India Limited from Mr. Anand Rangachary, Managing Director South Asia & Middle East, Frost and Sullivan.

Frost & Sullivan Growth Strategy Excellence Award is bestowed each year upon the company that has demonstrated excellence in implementing and sustaining growth within shipments, revenues, and profitability. The Award is given to the company that has bolstered its position in the market during the base year and whose strategy will have a lasting impact on the market. Frost & Sullivan's analysts quantify several market factors for each market participant according to predetermined criteria.

Congratulating Rallis on getting the Award in this category, Mamta Wadhwa, Sr. Director, Chemicals Material and Foods Practice, Frost & Sullivan, South Asia and Middle East said, "Rallis has received the award for strategy encompassing Zonal Profit Center that has decentralized the decision-making, resulting decrease in the turnaround time. Rallis has also reduced operational costs with regular process improvisation. This has resulted in the company's consistent growth." Rallis's unique sales strategy includes its distribution network covering around 80 percent of India's districts, technical collaborations with global majors and several promotional avenues to increase market share and revenue growth. The award recognizes Rallis' ability to best perceive consumer needs and develop marketing strategies that elevate the brand's quality, style, and image to create an overall value perception.

On receiving the award Mr. V Shankar, Managing Director and CEO, Rallis India Limited said, "*I am pleased Rallis has been recognised by Frost & Sullivan for Excellence in Growth Strategy in Indian Crop Protection Market. Rallis has over a century old connect with the Indian farmers and we continually strive to serve them better through value creating products and superior services. The success of our recent offerings such as Applaud and Takumi reflects the strength of this relationship. This recognition acknowledges the contribution Rallis makes to enriching farmer lives and we are well poised on our growth agenda.*"

### **About Frost & Sullivan**

Frost & Sullivan is a consulting company founded in 1961 and currently has over 1,700 Consultants across 31 global locations. It has a strong client base worldwide including emerging companies, the global 1000 and the invest community. Frost & Sullivan recognizes *outstanding industry achievements* by presenting the Frost & Sullivan Awards to top corporates globally. Rallis is conferred the Growth Strategy Excellence award based on a detailed analysis of the Indian Crop Protection Chemicals market.

### **About Rallis India Limited**

Rallis India Limited is one of India's leading agrochemicals companies with a century old tradition of servicing rural markets and a comprehensive portfolio of pesticides for Indian farmers. The Company is known for its deep understanding of Indian agriculture, sustained relationships with farmers, quality agrochemicals, branding and marketing expertise along with its strong product portfolio.

During the financial year 2007-08, the Company posted Profit after Tax of Rs. 125.19 Crores and Revenues of Rs. 760.74 Crores. Rallis also significantly improved its EBITDA margin to 12% in the year 2007-08 as against 7% in the previous year.

Rallis had recently posted a profit before tax (before exceptional items) of *Rs 105 Crores* for the first nine months of the financial year 2008-09, recording a growth of 81% over the last years PBT from operations of Rs 58 Crores. Rallis has improved its profitability with an EBITDA margin of 17% during the first nine months of the current year against 13% same period last year.



***Image: Rallis team receiving Frost & Sullivan Growth Strategy Excellence Award***