

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

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Nominated for 'Best Marketing Campaign' for Nominee Gold

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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