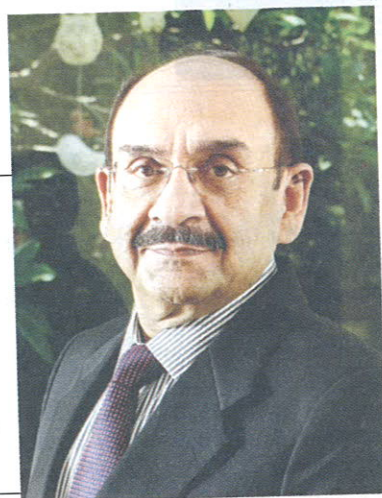


BLUE BLOOD OF BUSINESS

Born into the family of legends, greatness and vision was inherited by Shri Ajay Shriram. Although the path he was to follow was laid down for him, he decided the course and nature of that journey. From the shop floors of his factories to being the Chairman and Senior Managing Director of DCM Shriram Limited, Shri Ajay Shriram's success was his own script.



Mr. Ajay S. Shriram, is the Chairman and Senior Managing Director of DCM Shriram Limited, a leading business conglomerate of India with a turnover of around Rs 5,700 crore. The Group with its forays into agricultural, chloro vinyl and value added businesses is a spin-off from trifurcation of the reputed erstwhile DCM Group in 1990.

Born on March 4, 1954 in Calcutta into the family of Lala Shri Dhar, an eminent and public-spirited philanthropist, an outstanding industrialist and one of the trend-setting visionary leaders of the Indian business community, Ajay Shriram was the second of four children of Shridhar and Prabha Shriram. He did his schooling in the prestigious Doon School, Dehradun. Mr. Shriram obtained a Bachelors degree in Commerce from Sydenham College, Bombay. He attended various training and management development programs in India and overseas and participated in the "Programme for Management Development" (PMD) at the Harvard Business School.

Business was not his first choice. "When I was in school, I was keen to be a Pilot. I got a pilot uniform and would go into the cockpit of an aircraft whenever possible," reminisces Mr. Shriram. However, as per tradition he was imbibed into the family owned enterprise. Despite being the family business, he realized there was no immunity from hard work. He spend time on the shop floor of factories to get hands on experience. He remembers his first assignment with immense clarity, "I was posted at Daurala Sugar Works, Daurala, near Meerut. I spent the next 2 years working with every equipment in the Sugar Factory and at the attached Distillery. Thereafter, I was given responsibility for molasses purchase for our Distillery and gradually additional responsibilities were added to my portfolio. After some years, I was given charge for our Distillery and Portable Alcohol Plant at Daurala. I lived at Daurala Sugar factory for 6 years".

He has been a Director of DCM Shriram Consolidated Ltd. since July 24, 1989. He is the Chairman of its subsidiary company, Shriram Bioseed Ventures Ltd. The immediate past president of Confederation of Indian Industry (CII), Mr. Ajay is also the Chairman of the Governing Body of Shri Ram College of Commerce (SRCC), a Trustee of SOS Children Villages of India and a Patron of Save the Children India. He was also the President & Chairman of International Fertilizer Industry Association (IFA), Paris, (2009-11); Chairman, Agriculture Committee, International Fertilizer Industry Association, Paris (2003-05); Chairman, Fertilizer Association of India (2000-02); Member, Asian Food & Agribusiness Advisory

Board, Rabobank International (2006-09); Member, Board of Governors, The Doon School, Dehradun (2002-08); Member, Board of Governors, Indian Institute of Management, Lucknow (2002-07); Board of Governors, Indian Institute of Foreign Trade, New Delhi (2003-06).

Shri Ajay Shriram firmly believes that agriculture is very much relevant to the Indian economy. "Our Company's belief is that agriculture is a critical part of the Indian economy, with 65% of the population living in Rural India. If we compare with international norms, the productivity levels and quality standards in India have still a long way to go. We believe in the philosophy of increasing farmers' profitability through improved technology practices, higher productivity, appropriate fertilizers applications, quality seeds etc. All these steps can help the farmer enhance his income while also ensuring food security for the country. Businesses do have its ups and downs, but our conviction is that agricultural improvement is critical for India's progress, and we want to be a part of it," avers Mr. Shriram.

DCM Shriram has been working in the agriculture sector with a vision to increase productivity and profitability of the farmers through its various businesses: Shriram Farm Solutions, Bioseed (Hybrid Seeds), DCM Shriram Sugar, Hariyali Kisaan Bazaar. DCM Shriram aims to achieve its vision by adding value to farmers through its large farm extension programmes and last mile delivery activities. Working for over ten years to support the farmers, the Shriram Krishi Vikas Programme (SKVP) is an Integrated Rural Development program covering over 500 villages annually. Under SKVP, help and guidance is provided to the farmers towards holistic development.

"In general, there is tremendous scope for improvement in agriculture, as the all India growth rate is well below the target of 4%. Fortunately, we have good examples of some States achieving over 10% agricultural growth consistently, so we can do it. I think better education of farmers is critical, and now with Digital India and the Direct Benefit Transfer Scheme moving rapidly, that would be possible over the next few years. Simultaneously, there is need to provide appropriate knowhow, fertilizers, seeds, insurance, irrigation, etc. Efficient water management and technological breakthroughs will be important for the future growth of Agriculture. One of the biggest problems for farmers is the controlled market for their produce. Similarly exports policies should be consistent and not influenced by temporary price fluctuations," believes Mr. Ajay Shriram.