

Press Release

**MR. AJAY S. SHRIRAM BECOMES PRESIDENT, INTERNATIONAL
FERTILIZER INDUSTRY ASSOCIATION
The Second South-Asian to head the post in 80 years**

New Delhi, 1st June, 2009: In a befitting recognition of India's emerging importance as one of the world's largest producers and consumer of fertilizers, Mr Ajay S. Shriram took over as President of International Fertilizer Association (IFA) in IFA's Annual Conference in Shanghai, China.

Mr Ajay Shriram is the Chairman and Sr. Managing Director of DCM Shriram Consolidated Limited (DSCL).

IFA is a not-for-profit organisation representing global fertilizer industries. It has some 525 members in about 82 countries, of which half of memberships is based in developing countries. IFA member companies represent any and every activity related to fertilizer production, trade and transport across the world.

Mr Ajay Shriram became the second Indian and, in fact, the second in South Asia to reach this position. He has earlier been the Chairman of Fertilizer Association of India (FAI).

The IFA member fertilizer industry world over produces some 170 million fertilizer nutrients which are used in every corner of the world to support the agriculture production. It plays a major role in contributing to increased agriculture productivity in a more sustainable and efficient way.

IFA members serve farmers everywhere to meet the world's growing, feed, food, fibre and bioenergy needs.

In his current role it would be possible for Mr Ajay Shriram to facilitate closer interaction between IFA and FAI to promote improved fertilizer application methodologies in order to increase the productivity and profitability of the farmers in India particularly the small and marginal farmers. This would include promotion of fertilizer best management practises, safety, health and environmental standards and promotion of micronutrients to address the deficiencies in the Indian soils.

His elevation to the office of President was widely hailed and welcomed by the large Indian delegation present at the Shanghai conference on May 27th, 2009 which included Chief Executives of co-operative, public and private sector companies besides presence of senior officials of Department of Fertilizer, Government of India.

His tenure for the next 2 years as President, IFA would provide plenty of opportunities for Indian fertilizer companies to share the knowledge and experience from across the world for a concerted effort to improve the agriculture productivity at the ground level in our country.

As Chairman of DSCL, Mr Ajay Shriram has been a strong proponent of the need to improve the last mile delivery of knowledge and products to small and marginal Indian farmer to enable him improve his productivity and thereby profitability. DSCL is a major contributor through its agri-input business and Hariyali rural retail venture through which it reaches out to a very large number of farmers across the country.