

**SOVAN CHAKRABARTY ELECTED AS CHAIRMAN, NORTHERN REGION,
FERTILISER ASSOCIATION OF INDIA**

*Sovan Chakrabarty, Executive Director and Business Head, Shriram Farm Solutions,
DCM Shriram Consolidated Ltd elected as Chairman, Northern Region, Fertilizer
Association of India*

New Delhi, June XX, 2013 - Mr. Sovan Chakrabarty, Executive Director & Business Head, Shriram Farm Solutions, a Unit of DCM Shriram Consolidated Ltd. has been elected as the Chairman - Northern Region of The Fertiliser Association of India. He is the first ever occupant of this post, who is not on the Board of Directors of FAI and will hold the post for a year.

Mr. Sovan Chakrabarty has a vast experience of marketing, spanning over more than 34 years. He has been associated with rural marketing in this country, particularly with respect to agri-input products like fertilizers, seeds, plant protection chemicals etc. He is also an active member of Confederation of Indian Industry (CII) and International Fertilisers Association (IFA).

"I'm humbled by the trust and faith that the members of the Fertiliser Association of India have showed me, and am privileged to accept the responsibility," said Mr. Chakrabarty. "Our endeavor has always been to work towards increasing the productivity and profitability of the farmers, and I'm looking forward to serve them better in every possible way, while fulfilling my responsibilities at FAI."

Mr Chakrabarty has been instrumental in bringing in a change in agri inputs marketing with new and innovative strategies. Under his dynamic leadership, many new products have been launched and some of them, today, are brand leaders.

One of his keen interests has been to share his practical experience with the future Managers of the country and, this he does whenever there is an opportunity. He has been a regular Guest Speaker in some of the prominent Business Schools of the country like IIM Ahmedabad, Calcutta & Lucknow, XLRI, MDI, ASCI, Universities of Lucknow, Varanasi, and Agra, Indian Institute of Foreign Trade etc.