



E.I.D. - Parry (India) Limited

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May 21, 2015

Bombay Stock Exchange Limited,
Corporate Relationship Department,
1st Floor, New Trading Ring,
Rotunda Building,
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai - 400 001.

Dear Sirs,

Sub. :Sustainability Certification - 'Bonsucro'

Ref: Clause 36 of the Listing Agreement

We wish to inform that the Pugalur factory of the Company is the first sugar plant in Asia to be given the Bonsucro Certification, the world benchmark for sustainability practices in Sugar production from sugarcane.

A press release in this connection is enclosed.

We request you to take the above information and document on your records.

Yours faithfully

For **E.I.D. - PARRY (INDIA) LIMITED**

G.Jalaja
Company Secretary

Encl. : a/a



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MEDIA RELEASE | EID Parry Bonsucro certification

EID Parry Pugalur facility the first in Asia to get Sustainability certification 'Bonsucro'

Certificate, a sought after sustainability mark for global institutional customers

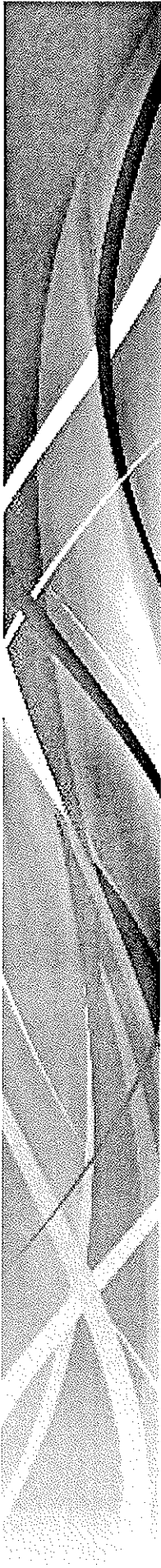
Chennai, 21 May 2015: The Pugalur factory of EID Parry put India's Sugar Industry on the World map, by becoming the first sugar plant in Asia to be given the Bonsucro certification, the world benchmark for sustainability practices in Sugar production from sugarcane. This also marks the first time in the world that the certification is being awarded to an organisation working with small-holding sugarcane farmers.

EID Parry also marked this day as the Parry's Sustainability Day, to rededicate itself to the sustainable sugar producing practices that will be environmentally and economically viable to all the stakeholders in the long run - the sugarcane farmers, the customers and the communities around the factory premises.

The award of Bonsucro certification to the Pugalur facility of EID Parry is the culmination of several years of effort put in by the EID Parry team who along with various partner organisations worked with scores of farmer families who grow and supply sugarcane to the Pugalur facility. This is especially commendable as Pugalur is located in water-scarce western Tamilnadu where farmers are subject to the vagaries of the monsoon. The Sustainability practices set out in the Bonsucro framework lays emphasis on farmers to 'make more from less'- use less inputs and extract higher outputs, be more friendly to the environment, and thus get better productivity from their small holding lands.

Handing over the certificate today to the EID Parry team, Simon Usher the CEO of Bonsucro said, *"We are glad to certify the EID Parry Pugalur Plant. We are happy to associate with a Sugar producing company which has been practising several sustainability initiatives even before it became fashionable to do so. Parry is a leading light for sustainability in an industry with real challenges as well as significant opportunities."*

Acknowledging the certification, A Vellayan, the Chairman of EID Parry and of the Murugappa Group said, *"At Murugappa, we are very happy to receive the BonSucro certification which is a recognition of world class manufacturing in India. The Sugar industry is a huge generator of direct and indirect rural employment, and is one of the local industries with inbuilt strengths and potential for global leadership. I believe this would add a fillip to Government's 'Make in India' campaign. In addition to the Government's initiatives, from the Industry side, we need to put in matching efforts in improving productivity and making the practices at the farm level future ready. I believe Sustainability initiatives are the right investments for the future readiness."*





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The Bonsucro certification is the latest in the long history of EID Parry's industry-leading initiatives towards the growth and development of farmers. The list includes electronic cane weighment, always-on-time direct bank remittances of farmer dues, soil testing, R&D support for developing cultures with better yield, farm mechanization, weather updates through SMS, farmer callcentres etc.

This certification will also aid the institutional customers of EID Parry in their own Sustainability initiatives.

About Bonsucro (www.bonsucro.com):

Bonsucro is a global non-profit, multi-stakeholder organisation fostering the sustainability of the sugarcane sector through its leading metric-based certification scheme and its support for continuous improvement for members.

With an ever-increasing membership list counting over 400 members from 32 countries representing all areas of the supply chain, and a Board of Directors that is similarly representative of the variety of industry actors, Bonsucro is a highly robust, transparent and democratic organisation.

Objectives of Bonsucro:

- To define globally applicable performance-based principles, criteria, indicators and standards for sugarcane production that take into account local conditions and circumstances, and that are based on a credible and transparent process that is focused on the key sustainability drivers in sugarcane production.
- To promote measurable improvements in the key economic, environmental and social impacts of sugarcane production and primary processing.
- To develop a certification system that enables producers, buyers and others involved in sugar and ethanol businesses to obtain products derived from sugarcane that have been produced according to agreed, credible, transparent and measurable criteria.
- To support the transition of Bonsucro to an internationally accepted global platform for sugarcane and its derived products, which is financially self-sustaining and which provides a forum for continuous improvement in production efficiency and sustainability.



About EID Parry (www.eidparry.com):

E.I.D. Parry is counted among the top 5 Sugar producers in India, with interests in the promising areas of Bio Pesticides and Nutraceuticals. E.I.D Parry was incorporated in 1975. The company also has a significant presence in Farm Inputs business through its subsidiary, Coromandel International Limited. EID Parry has a 100% stake in Silkroad Sugar Private Limited, 93.52% stake in US Nutraceuticals LLC, USA with 100% voting rights and a 65% stake in Parrys Sugar Industries Limited.

EID Parry, together with its subsidiaries, has nine sugar factories having a capacity to crush 37550 Tonnes of Cane per day, generate 153 MW of power and four distilleries having a capacity of 230KLPD. In the Bio Pesticides business, the Company offers a unique neem extract, Azadirachtin, having a good demand in the developed countries' bio pesticide markets. In the Nutraceuticals business, it holds a strong position in the growing wellness segment mainly catering to the world markets with its organic products.

About Murugappa Group:

Founded in 1900, the INR 243 Billion Murugappa Group is one of India's leading business conglomerates. The Group has 28 businesses including ten listed Companies traded in NSE & BSE. Headquartered in Chennai, the major Companies of the Group include Carborundum Universal Ltd., Cholamandalam Investment and Finance Company Ltd., Cholamandalam MS General Insurance Company Ltd., Coromandel International Ltd., Coromandel Engineering Company Ltd., E.I.D. Parry (India) Ltd., Parry Agro Industries Ltd., Sabero Organics Ltd., Shanthi Gears Ltd., Tube Investments of India Ltd., and Wendt (India) Ltd.

Market leaders in served segments including Abrasives, Auto Components, Transmission systems, Cycles, Sugar, Farm Inputs, Fertilisers, Plantations, Bio-products and Nutraceuticals, the Group has forged strong alliances with leading international companies like Groupe Chimique Tunisien, Foskor, Mitsui Sumitomo, Morgan Advanced Materials, Sociedad Química y Minera de Chile (SQM), Yanmar & Co. and Compagnie Des Phosphat De Gafsa (CPG). The Group has a wide geographical presence all over India and spanning 6 continents.

Renowned brands like BSA, Hercules, Ballmaster, Ajax, Parry's, Chola, Gromor, Shanthi Gears and Paramfos are from the Murugappa stable. The organization fosters an environment of professionalism and has a workforce of over 32,000 employees. For more details, visit www.murugappa.com.

For further information, please contact:

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