

Mahindra Agribusiness attains No.1 position in grape exports

Emerging

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Mumbai: Mahindra ShubhLaabh Services Ltd. (MSSL), the Agribusiness initiative of Mahindra & Mahindra Ltd., (M&M) has emerged as the leading exporter of grapes for the current season with a record 282 containers exported to the European Union and the UK. A year ago, MSSL created history by exporting 101 containers of grapes to the E.U. and the UK, making M&M the first corporate entity to cross the century figure for export of grape containers in the 2007 season.

'We have witnessed a phenomenal increase in volumes since MSSL began exporting grapes in 2005. In fact, our volumes have tripled every year. I would attribute this growth to the collaborative approach adopted by us which ensures excellent returns to growers for the grapes supplied, as well as our customer-centric approach to business. Aside from this, the orders we have received from top European retailers and the extensive marketing network of our supply chain partner, Capespan, have also contributed in large measure to our success,' said Mr. Vikram Puri, Mahindra ShubhLaabh Services Ltd.

MSSL integrates the food chain by providing quality inputs and farm solutions for post-harvest management of high value farm produce. As part of its core business, the company provides supply chain services to

organised retail, in both the export and domestic markets for fresh fruit and vegetables, as well as to the food processing industry. MSSL is the first Indian corporate body to be awarded EUREPGAP certificate as 'Primary Market Organisation' for Grapes.

Today, MSSL supplies fresh produce to top European retailers like A Heijn, Tesco, Carrefour and Sainsbury's. As a back-end supply chain partner of choice for organized retail, MSSL is looking at new opportunities in the fresh produce space, in both the domestic and export markets.

About Mahindra ShubhLaabh Services Ltd.

Mahindra Shubhlabh Services Ltd. (MSSL) is the Agri-business company of the Mahindra Group with an equity stake of International Finance Corporation (IFC, Washington). MSSL's business mission is to integrate the agriculture value chain from Agri-inputs through to farm outputs or Agri commodities.

Since its inception in April 2000, MSSL has focused on standard field crops such as Basmati, Maize, Barley, Cotton, Moong, Soybeans, Durum, Hyola and other oilseeds such as Sunflower and Mustard. The company's efforts now address crops like pomegranates, grapes, gherkins, garlic, onions, potatoes as well as crops destined for the seed industry. At present, within the agri Inputs area, MSSL has also launched brands related to seed potato, wheat, maize and sunflower seed, as well as a range of Agrochemicals.

MSSL's seed potato division produces minitubers derived from early generation seed potato materials of Indian and other exotic varieties to cater to the seed requirements of the processed foods as well as the Table Market segment in the country.

About The Mahindra Group

The US \$6 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world. Mahindra's Farm Equipment Sector has recently won the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade and logistics, automotive components, information technology, and infrastructure development.

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