



F. NSE/QPA/4483
21st December, 2010

Listing Department
National Stock Exchange of India Ltd.
'Exchange Plaza'
Bandra Kurla Complex,
Bandra (East)
Mumbai – 400 051.

Fax No. 26598237/38, 26598347/48

Ref: Scrip Code: ARIES

Sub: Trailblazers Brand Innovator Award 2010 & visit of the US President, Mr. Barack Obama to our showcase at the US India Agriculture and Food Security Expo in Mumbai

Dear Sir,

This is to inform the Exchange that the Company has been awarded the “**Trailblazers Brand Innovator Award 2010**” in the category of Agricultural Inputs.

Further the Company was also selected to showcase these innovative products and marketing processes at the **US India Agriculture and Food Security Expo in Mumbai**. A showcase of our innovations was visited by the **US President, Mr. Barack Obama** who also personally interacted with a select group of young, progressive Aries farmers.

Attached is a small write up and photographs on these two events.

This is for your information and uploading of the same at your web-site.

Thanking You,

Yours faithfully,
For **ARIES AGRO LIMITED**

A handwritten signature in blue ink, appearing to be 'Qaiser P. Ansari'.



Qaiser P. Ansari
Company Secretary & Compliance Officer

*Aries Agro wins Brand Innovator Award &
Showcases Innovations at the US-India Agriculture & Food Security Expo*

Aries Agro Limited has been awarded the “**Trailblazers Brand Innovator Award 2010**” in the category of Agricultural Inputs. The **Trailblazers Brand Innovator Awards** are unique awards that recognize “**innovation and differentiation**” amongst SMEs in India. The award was conferred on the 17th December, 2010 and was handed over by Dr. Jagdish Sheth, renowned scholar and world authority in the field of marketing and Mr. Rajeev Karwal, Founder, Milagrow Business & Knowledge Solutions.

Aries was recognized as a Brand Innovator for our work in the area of building 76 specialty plant nutrient brands spread across 26 states in India over the past 41 years, the comprehensive extension services provided to our 8 million strong farmer base, the unique Young Indian Farmers Network partnership with CII Young Indians, our 100 Krishi Vigyan Vahans (Rural Retail Vehicles) and cost effective environmentally sensitive chelated micronutrients product range customized to the need of 107 crops. These were identified as the key differentiators of our brand strategy.

Earlier last month, the Company was also selected to showcase these innovative products and marketing processes at the **US-India Agriculture & Food Security Expo** in Mumbai. A showcase of our innovations was visited by the **US President, Mr. Barack Obama** who also personally interacted with a select group of young, progressive Aries farmers.



MILAGROW

trailblazer

innovator

ers
2010



tr
br

0

MIL

tr
br





Ayles Agro Ltd.

...and the high-quality crop nutrients for

...and the high-quality crop nutrients for

...and the high-quality crop nutrients for

...and the high-quality crop nutrients for

...and the high-quality crop nutrients for

...and the high-quality crop nutrients for

MILAGROW
trailblazers
brand innovator awards 2010



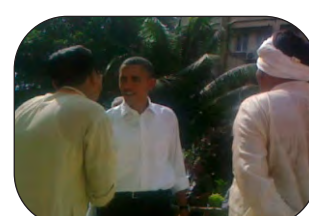
MILAGROW 
trailblazers
brand innovator awards 2010

blazers
award winners 2010

MILAGROW 



Aries Agro farmers meet US President Obama at the Agri Expo in Mumbai



Showcasing Aries innovations in speciality plant nutrition solutions and knowledge sharing



Aries House, Plot No. 24, Deonar,
Govandi (E), Mumbai - 400 043.
Tel. No. : + 91- 22 -25564052/53,
E-mail : customer@ariesagro.com



Aries Agro presented a unique innovation showcase at the Agri Expo held in Mumbai. **The Expo and the Aries Stall were visited by US President Barack Obama.** He spent time interacting with company top management and farmers who have benefitted from unique innovations in the agriculture sector.

Aries Agro selected three farmers to be present during the Innovation showcase at the Agri expo. Mr Y Yugandhar, from Krishna District, Andhra Pradesh, Mr T Murali Mohan Reddy, from Prakasam district, Andhra Pradesh, and Mr Nirmal Yadav, from Bharuch district, Gujarat were present at the Agri Expo and had an opportunity to interact with the US President and explain how these innovations have touched their lives and helped in improving their crop productivity and farm incomes.

Aries' Product Innovation on Display: The Chelating Technology

Aries Agro showcased at the Agri Expo, the concept of Chelated micronutrients that the company was instrumental in pioneering in India. The Wonder of Chelation Technology, which forms the foundation of all Aries brands, lies in making minerals required for plant nutrition chemically inert and hence incapable of harming the environment. The dosage reduces 20 times as compared to inorganic forms of supplementation and provides the farmers with a 6:1 benefit-cost ratio. Aries flagship brands of Chelates are sold in single tank dose packs of water soluble sachets, thus providing environmentally sustainable products in packaging that self dissolves in water.

Aries' unique Knowledge sharing platform: ' Krishi Vigyan Vahan:

In addition to product innovation, Aries Agro also showcased several unique concept development initiatives that the company follows for spreading knowledge of world class plant nutrition concepts to over 8 million farmers across 26 states in India. At the Agri Expo, a vehicle from the fleet of 100 Krishi Vigyan Vahans (KVV's) was on display. Aries showcased this fully equipped knowledge spreading vehicle with Audio visual equipment, mobile soil testing equipment, an agronomist and demonstration material which visits 6 villages every day along pre-determined routes to spread awareness of the innovative concepts that form the basis of Aries brands.

Aries' CII's Young Indian National Farmer Network:

In addition the company also showcased its unique Young Indian Farmers Network. This network currently has 10,000 farmers, all aged 25 to 40 years, involved in focussed knowledge sharing activities. The purpose of the network is to use knowledge as a catalyst for rural development and improving farm productivity and hence farmer incomes and to develop Indian Good Agricultural Practices standards (IndoGAP) for all key crops. Information presented at the expo included the focussed activities like farmers meetings (Suryodaya), sessions in Rural schools to spread awareness in high school students of best agri technology and practices (Bal Krishak Sambodhan) and connecting farmers and university professors to share latest agri research (UniConnect). The network also provides crop advisories using mobile text messages, soil testing services, trains post masters in 768 post offices to disseminate information in remote communities, pilots rural skill development certification programmes and conducts a series of flagship national conferences, called Agromax.



About Aries Agro Limited

Aries Agro Limited is India's first and most respected manufacturer and marketer of specialty plant nutrition solutions. Since 1969, we have pioneered several innovative concepts of farming to Indian agriculturists, including the wonder of Chelation Technology, bio-degradable complexes of plant nutrients, water soluble NPK fertilizers, value added secondary nutrients, natural and biological products and water treatment formulations.

Our products provide all 16 plant nutrients required in agriculture, customized for the specific needs of 107 different crops. Our 76 brands have been tested at over 100 Research Institutions in India and abroad and are currently used by 8 million farmers across 1,70,000 Indian villages and in 6 other countries in the Middle east & the SAARC Region. Aries is today an Indian-born multinational with 7 manufacturing units in India and 3 overseas with a combined capacity to produce over 150,000 tons.

In News

Barack Obama visits CII-USAID Agri Expo

India Intoline News Service / 12:45, Nov 07, 2010

CII launches Food and Agriculture Centre of Excellence (CII-FACE) in partnership with USAID

Today, the President of the United States of America Barack Obama visited the Agriculture and Food Security Expo organized by CII and USAID at St Xavier's College, Mumbai.

The Expo showcased innovative technologies developed through Indo-US cooperation that have touched the lives of millions of farmers in India. The exhibiting companies included Mahindra & Mahindra; Pepsico; **Aries Agro**; Pioneer-Dupont; Digital Green; IFFCO-Airtel; Central Institute of Agriculture Engineering, Bhopal; ITC; Jain Irrigation Systems and Ingersoll Rand.

USAID
FROM THE AMERICAN PEOPLE

Agriculture and Food Security Expo

www.usaid.gov

India and the United States share a passion for and demonstrated leadership in agricultural research, technology, and education. Working together, they can discover and launch innovative solutions for tackling challenges that confront not just the United States and India, but in countries around the world.

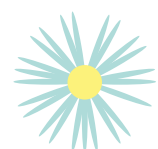
By co-hosting the Agriculture and Food Security Expo, the U.S. Agency for International Development (USAID), U.S. Department of Agriculture (USDA), and Confederation of Indian Industries (CII) demonstrate the potential of partnership. The exposition showcases the efforts of U.S. and Indian institutions, including universities, non-government organizations, and corporations, to develop tools and technologies that are revolutionizing the lives of Indian farmers. Farmers who use the technologies will be on-site to demonstrate and discuss their impact on daily life.

Through the President's initiative, *Feed the Future*, the United States is redoubling its commitment to solving global hunger and food security. The innovations showcased at the expo offer important insights on new tools and technologies that, when scaled, have the power to transform the agricultural landscape in India and abroad.

Agriculture and Food Security Expo EXHIBITORS

Aries Agro pioneered several unique development initiatives for spreading knowledge of world class plant nutrition concepts to more than eight million farmers across 26 states in India. The company has a unique young farmers network of 10,000 farmers. These farmers, who are between 25 and 40 years-old, share knowledge to improve farm productivity and develop Indian good agricultural practices standards for all key crops. The network also sends agriculture information using mobile text messages, provides soil testing services, and trains post masters in 768 post offices to disseminate information in remote communities. Furthermore, the network pilots rural skill development certification programs and conducts a series of flagship national conferences, called Agromax.

- Rahul Mirchandani, Executive Director; Murali Tammineni, Farmer; Nirmal Yadav, Farmer; Yugandhar Yanamadala, Farmer (Truck with instructional videos)



Letter of Appreciation from Department of Agriculture Office of the Secretary Washington, US



DEPARTMENT OF AGRICULTURE
OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20250-0100

November 8, 2010

Dr. Rahul Mirchandani
CEO
Aries Agro Limited
Aries House, Plot No. 24
Deonar, Govandi (E)
Mumbai 400 043

Dear Dr. Mirchandani:

I would like to express my sincere thanks and appreciation to you for participating in the US-India Agriculture and Food Security Expo. Your very informative exhibit was a clear demonstration of the innovation that is occurring within the Indian agricultural sector. I look forward to continuing the U.S. Department of Agriculture's strong partnership with the Indian agricultural sector in order to foster innovation and enhance global food security.

Thank you again on behalf of the U.S. Department of Agriculture.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Vilsack".

Thomas J. Vilsack
Secretary