



## RUCHI SOYA INDUSTRIES LIMITED

CIN : L15140MH1986PLC038536

Head Office :  
301, Mahakosh House,  
7/5, South Tukoganj,  
Nath Mandir Road,  
INDORE - 1 (M.P.) India  
Phone : 4065012, 2513281-82-83  
Fax : 91-731-4065019  
E-mail : ruchisoya@ruchigroup.com

RSIL/2016

5<sup>th</sup> December, 2016

**BSE Ltd.**

Phiroze Jeejeebhoy Tower,  
Dalal Street,  
**Mumbai - 400 001**

**National Stock Exchange of India Ltd.**

“Exchange Plaza”  
Bandra-Kurla Complex,  
Bandra (E)  
**Mumbai - 400 051**

Dear Sirs,

**Reg: Press Release**

We attach herewith a copy of captioned press release, being issued by the Company for your information and records.

Thanking you,

Yours faithfully,  
**For Ruchi Soya Industries Limited**

**Company Secretary**

**Encl: As above**



### Ruchi Soya launches 'Kisan Kalyan Ayojan' in partnership with SBI

- To support farmers in availing the benefits of digital banking post demonetization
- Organises farmer awareness seminar in Indore on Dec 2nd, 2016 to mark the launch of 'Kisan Kalyan Ayojan'
- Ruchi Soya associated with 10 million farmers across India plans to expand this initiative across the country

Indore; 5<sup>th</sup> December, 2016: Ruchi Soya Industries Limited, India's leading Agri and Food FMCG company in association with State Bank of India (SBI) recently announced the launch of 'Kisan Kalyan Ayojan'- an initiative aimed at supporting farmers in availing the benefits of digital banking post demonetization.

To mark the launch of 'Kisan Kalyan Ayojan', a farmer awareness seminar was conducted on Dec 2<sup>nd</sup>, 2016 which was attended by close to 100 farmers and agricultural labours from villages near the city. **Shri Rajesh Sonkar**, MLA along with **Shri Varad Murti Mishra**, Additional Collector & CEO Zila Panchayat graced the occasion with their presence and addressed the farmers. Renowned Indian journalist, writer and sports commentator - Padma Shri awardee - **Mr. Sushil Doshi** was also present at the launch ceremony.

**Shri P.K. Balaji** - Deputy General Manager, SBI in his key note address highlighted the need for farmers to come into the banking fold and said that in the long run, farmers will be greatly benefitted by demonetization and digitization.

**Mr. Dinesh Shahra** - Founder & Managing Director, Ruchi Soya Industries Limited said, *"We are delighted to be partnering India's largest bank - SBI which has a large rural reach to launch this banking initiative for farmers. Our Hon'ble Prime Minister's demonetization move to eradicate black money is a great step as increased transparency and credit access will go a long way in developing India's agricultural sector which accounts for employment of over 50% of the Indian population. Access to banking system will provide necessary credit for investment in agrarian sector which will create more jobs and opportunities in India's hinterlands."* He further added *"I'm hopeful that more corporates and institutions will come forward and participate in the process of educating and empowering the rural farmers and make them truly 'DigitalKisan'."*



Ruchi Soya & SBI's Kisan Kalyan Ayojan initiative will help the farmers in the following ways:-

- Opening of Bank Accounts of Farmers/ Agricultural Labours
- Procuring produce directly from farmers at the right price
- Ensuring Farmers receive their payment immediately through internet banking
- Maintaining banking helpdesks for farmers coming to sell off their produce in mandis
- Educating farmers on the banking process through awareness seminars

To start off, banking assistance will be provided to soybean farmers in Indore, Samwer, Manglia and Ujjain mandis in Madhya Pradesh. Ruchi Soya further plans to expand this programme across the country encompassing other states like Maharashtra, Rajasthan, Andhra Pradesh and Gujarat.

Ruchi Soya is associated with 10 million farmers across the country through crops like soybean, mustard and palm.

#### **About RUCHI SOYA INDUSTRIES LIMITED**

Ruchi Soya is India's leading Agri and Food FMCG company with a turnover of USD 4 billion. It enjoys Number 1 position in cooking oil and soy foods categories of the country. Its leading brands include Nutrela, Mahakosh, Sunrich, Ruchi Star and Ruchi Gold. An integrated player from farm to fork; Ruchi Soya is also among the pioneers of oil palm plantations in India. It is one of the highest exporters of value added soybean products like soy meal, textured soy protein and soy lecithin. Ruchi Soya has also diversified into renewable energy and is committed to environmental protection.

#### **For further information, please contact:**

Rajdeep Barooah

Ruchi Soya Industries Ltd

Cell: + 91 845 28 75111

E-mail: [rajdeep\\_barooah@ruchigroup.com](mailto:rajdeep_barooah@ruchigroup.com)