



SHRIMP FEED INDUSTRY NEW PRODUCT INNOVATION LEADERSHIP AWARD OF THE YEAR

Who is Frost & Sullivan?

Frost & Sullivan is a leading global strategy consulting company, headquartered in the US. Established in 1961, in New York City, the company today has 45 offices across the globe. It has six offices in India (Bangalore, Chennai, Kolkata, Mumbai, New Delhi and Pune) and three offices in the Middle East (Dubai, Bahrain and Dammam).

The company has a domain knowledge approach to strategy consulting and has been working closely with multiple family run businesses/corporate groups, public sector and governments in India, the KSA, and GCC to develop their long term strategy and identify specific areas of business opportunity.

About the 2016 INDIA BEST PRACTICES AWARDS:

Frost & Sullivan recognizes outstanding industry achievements by presenting Best Practices Awards to companies that have demonstrated exemplary performance across various industries, commending the diligence, commitment, and innovative business strategies required to advance in the global marketplace. This award program acknowledges these companies that excel in their business segments, and their efforts to improve the industry as a whole. Frost & Sullivan follows a rigorous measurement based methodology to select the recipients in each category. Our teams of industry experts along with the esteemed panel of judges recognize the diligence and innovation required to implement a successful business plan and excel in the increasingly competitive marketplace.

Why The Waterbase Limited?

Shrimp production is affected by white faeces, lower growth, poor moulting, poor survivals and other diseases. Input costs for farmers are impacted by high feed conversion ratios and diseases are a major threat to the shrimp industry. The Waterbase Limited produces a wide range of aqua feeds from its plants installed with advanced pelleting technology equipment. Its feed ingredients sourced from indigenous and imported sources undergo multi-layer inspection processes before issue for production. The implementation of stringent quality assurance protocols by the company ensures that production processes are closely monitored and controlled and the finished feed quality matches assured specifications.



Frost & Sullivan appreciates the introduction of functional feed 'Bay White Enriched', by The Waterbase Limited, which provides natural antibacterial action and enhanced hepatopancreas function. The company is promoting health and nutrient utilization by providing enriched nutritional packages with functional features coupled with high quality raw materials selection.



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By amalgamating with Pinnae Feeds Limited, which has 75,000 MT feed capacity, the company is now foraying into new geographies to pursue growth plans. The company has strengthened its dealer and farmer network with better services, transparency and increased sales and technical personnel. We believe The Waterbase Limited is promoting sustainability throughout the aquaculture industry through education and innovation.

Evaluating its overall market performance, wider product portfolio, improved distribution network and service offerings that help enterprises secure their ecosystem, Frost & Sullivan recognizes The Waterbase Limited with the 2016 India Shrimp Feed Industry New Product Innovation Leadership award of the Year.

Research Methodology

The award recipient was judged on the basis of several parameters, which involved in-depth primary interviews with various industry participants and secondary research conducted by Frost & Sullivan analysts. To incorporate the end-user perspective, the data was then presented to an elite panel of jury members comprising some of the most prominent CXOs from the industry. Frost & Sullivan then presented the award to the company that achieved the number one industry rank.

Key Benchmarking Criteria

In addition to the methodology described above, specific criteria were followed to ascertain final competitor ranking in the industry. The award winner excelled in one or more of the following criteria:

- New Market / Product Penetration
- Uniqueness of Business Model
- Competitive Positioning and Strategy
- Marketing Initiatives /Customer Education/Value Added Services of the Company
- Improvement in Customer Satisfaction and Loyalty Levels, Social Initiatives

How can The Waterbase Limited Work for you?

Contact:

R Sriram

Vice President – Sales & Marketing

M : +91 90030 11674

E : sriram@waterbaseindia.com

www.waterbaseindia.com

