

SHRIMP FEED INDUSTRY NEW PRODUCT INNOVATION LEADERSHIP AWARD OF THE YEAR



AWARD DESCRIPTION

Frost & Sullivan's '**SHRIMP FEED INDUSTRY NEW PRODUCT INNOVATION LEADERSHIP AWARD OF THE YEAR**' is handed out to the organization that has demonstrated measured excellence in new, innovative products or product lines within its industry. The recipient company has shown innovation by launching a broad line of emerging products.

The recipient of this award excelled based on one or more of the following criteria:

- Innovative Element of the Product
- Leverage Leading Edge Technologies in Product
- Value Added Features/Benefits
- Increased Customer ROI (small change)
- Customer Acquisition / Penetration Potential

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.



MEASUREMENT CRITERIA

In addition to the methodology described above, specific criteria were followed to ascertain the final competitor ranking in the industry. The award winner excelled on 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

AWARD RECIPIENT: THE WATERBASE LIMITED

The Waterbase Limited is one of the key participants offering a wide range of aqua feeds in India from its plants installed with advanced pelleting technology equipment that help it drive improvements in feed manufacturing, farm practices, waste management and shrimp processing. The company is promoting health and nutrient utilization by providing enriched nutritional packages with functional features coupled with high quality raw materials selection. The Waterbase Limited witnessed significant success with the introduction of functional feed 'Bay White Enriched' which is a new generation shrimp feed formulated with essential nutrients required for producing healthy shrimps.

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The Waterbase Limited has catered to customers through a level of support that is much higher than the industry standard. The company has over two decades of expertise in the business which provides it a strong connect with suppliers and farmers. The company has plans to double the dealer and farmer network by 100% over the next two to three years. Its processing facilities are FDA and BAP approved, EU listed and HACCP certified.

The company's current operations comprise manufacturing of shrimp feed, processing of farmed shrimp and export of processed shrimp; incubating hatcheries and distribution of farm care products. The company is in the process of setting up Vannamei Shrimp Hatchery. The company has market presence in Andhra Pradesh, Telangana, Tamil Nadu, Gujarat, West Bengal and Odisha and is planning to enter new geographies and aggressively pursue customer categories to increase offtake.

HIGHLIGHTS FOR THE WATERBASE LIMITED IN 2015

- The Waterbase Limited is the first integrated aquaculture company to implement SAP ERP.
- The company, a leading manufacturer of high quality shrimp feed, launched "Bay White Enriched", a new generation shrimp feed formulated with essential nutrients required for producing healthy shrimps. It is available in all The Waterbase dealer outlets across the country.



- The company is in process of integrating Pinnae Feeds Limited, which has 75,000 MT feed capacity. This is expected to leverage The Waterbase Limited's distribution network, and enable it to further expand its market presence in Odisha and West Bengal.
- In May, the company announced its diversification into setting up of hatcheries for sustainable growth in this industry by making available good quality seeds from a trusted source. The plan is to set up a 400 million shrimp seeds hatchery in two phases comprising two modules of 200 million each.
- The company is setting up hatcheries in Nellore, Andhra Pradesh, at an investment of INR 20 Crore, which will be operational by the end of March 2017.

Therefore, Frost & Sullivan is honored to bestow the 2016 "SHRIMP FEED INDUSTRY NEW PRODUCT INNOVATION LEADERSHIP AWARD OF THE YEAR" to The Waterbase Limited.
