

February 08, 2017

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Dear Sirs,

PRESS RELEASE: YES BANK releases report: 'Organic Exports from Sikkim - Perspective, Priorities &Way Forward'

Please find enclosed the Press Release being issued on the captioned subject which is self explanatory.

Kindly take note of the above.

Thanking you,
For YES BANK LIMITED


Shivanand R. Shettigar
Company Secretary




Encl: As above

Press Release

YES BANK releases report: 'Organic Exports from Sikkim – Perspective, Priorities & Way Forward'

Strategic Knowledge Report captures Key Potential Opportunities to make Sikkim & rest of North East Region a Global Organic Export Hub

Report released by Smt. Rita Teatia (Commerce Secretary, GoI)



New Delhi, February 8, 2017: YES BANK has partnered with APEDA (Agricultural & Processed Foods Export Development Authority, Government of India), AIOI (Association of Indian Organic Industry) and Ingenus Strategy & Creative Research, to release a strategic knowledge report, titled 'Organic Exports from Sikkim – Perspective, Priorities & Way Forward'.

The report was launched at a closed group meeting held at Udyog Bhawan by **Smt. Rita Teatia**, Commerce Secretary, Government of India and **Shri Alok Kumar Srivasatav**, Chief Secretary, Sikkim in the presence of Bureaucrats of key ministries including Commerce & Industry, Agriculture, DONER, MOFPI.

The Report highlights various aspects of organic exports of Sikkim, its potential to contribute towards export earnings and recommends how the State of Sikkim, as well as how North-Eastern region has the potential to become a global organic export hub.

Applauding the recommendations of the report, Smt. Rita Teatia said, "Identifying market points, B2B communication, addressing logistical issues, recognizing a right platform for commercializing organic products from the region akin to the auction platform for Tea, will further augment the region's potential as an organic hub".



Speaking about the report, **Mr. Rana Kapoor, MD & CEO, YES BANK and Chairman, YES Institute** said, "Sikkim's crowning as the first organic State in India by the Hon'ble Prime Minister has set a success story for the rest of the nation and the world. It is a testimony to the conducive policy measures by the State Government and diverse agro-climatic conditions of the State. The conversion of more than 7,000 sq km of geographical area into an organic state is truly a remarkable and an awe-inspiring achievement,"

This report provides strategic recommendations for focused crops to augment organic production, value addition, marketability and branding of organic produce in Sikkim and ultimately enhance exports from the State.

Elaborating on the initiative, **Mr. Kapoor added**, "It is now imperative to leverage the full organic potential of Sikkim and also ensure sustainability and prosperity for the farmers. Regulatory, Procedural, Infrastructure, Skill building, Branding and Product specific interventions will be the key enablers. An industry-led market-driven approach coupled with interventions by policy makers and establishing backward linkages, will fuel a quantum leap in the growth agenda of the organic sector in Sikkim,"

Key Takeaways of the Report

- ✓ Focus crops for Sikkim: Primary analysis from multiple dimensions of Government/Experts' opinion reveals the following crops where Sikkim should focus for exports
 - *Ginger*
 - *Turmeric*
 - *Large Cardamom*
 - *Buckwheat*
 - *Honey*
 - *Tea*
 - *Other than these, Sikkim needs to look at new segments that are unique- like herbal teas, medicinal and aromatic plants, berries, exotic and niche seasonal vegetables, tree nuts, spices/herbal mixes etc.*

Recommendations to make Sikkim a global powerhouse of organic food

- ✓ **Establishing Autonomous Organic-Industry-Empowered Food Park.**
- ✓ **High-tech Agriculture-** The know-how and ultra-modern high tech agri practices brought in, will revolutionize Sikkim's overall agro economy. The impact on Sikkim can be dramatic. Agriculture economic outcome is expected to be between INR 1,000- 2,000 crores by 2025-30 as against INR 650- 750 crores with the development of conventional produce only
- ✓ **Branding and Positioning of Sikkim Organic:** "Brand Organic Sikkim" is the state's most important wealth, and therefore the task of branding state's Organic sector is both critical and challenging.
- ✓ **Sikkim Organic to Form a Part of Tourism Agenda:** Organic should be made a state-level treasure and used in tourism promotions. A first step towards connecting tourism with organic is



to organize home-stays, where people can live and feel the Sikkim experience. The government through FPOs should design souvenirs and gift packs containing Sikkim's organic produce - particularly spices, tea, honey etc. which people can carry back with them.

- ✓ **Establishing Marketing Infrastructure & Creation of Post Harvest Infrastructure**
- ✓ **Input Support to Farmers and Capacity Building**

About YES BANK

YES BANK, India's fifth largest private sector Bank with a pan India presence across all 29 states and 7 Union Territories of India, headquartered in the Lower Parel Innovation District (LPID) of Mumbai, is the outcome of the professional & entrepreneurial commitment of its Founder Rana Kapoor and its top management team, to establish a high quality, customer centric, service driven, private Indian Bank catering to the future businesses of India.

YES BANK has adopted international best practices, the highest standards of service quality and operational excellence, and offers comprehensive banking and financial solutions to all its valued customers.

YES BANK has a knowledge driven approach to banking, and offers a superior customer experience for its retail, corporate and emerging corporate banking clients. YES BANK is steadily evolving as the Professionals' Bank of India with the long term mission of "Building the Best Quality Bank of the World in India" by 2020.

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