

News Release



BASF India recognized for product and service excellence

- Three awards at Frost & Sullivan "2010 India Excellence in Chemicals, Materials and Food Awards"

Mumbai, India – December 10, 2010 – BASF, the world's leading chemical company, has been recognized for excellence in product, service, and innovation at the Frost & Sullivan 2010 India Excellence in Chemicals, Materials, and Food (CMF) Awards.

BASF gathered a "Voice of Customer" Product Excellence accolade in the Pharmaceutical Additives category and in the Polymer Additives category. The company was also recognized for Product and Customer Service Excellence in the Personal Care Actives category.

Dr. G. Ramaseshan, Chief Executive, Care Chemicals, BASF India, accepted the honour on behalf of the company in a ceremony which saw industry luminaries gathered under one roof from a diverse range of markets, including pharmaceuticals, food ingredients, speciality chemicals, bioplastics as well as high-performance fibers and protective equipment market.

"These awards are profoundly meaningful for us because they reflect recognition for our product and service excellence from the customer's

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point of view”, said Dr. Ramaseshan in his acceptance speech. “It is one of BASF’s strategic business guidelines to help our customers to be more successful. The right product portfolio, based on customer requirements and an innovation-led approach, supported by a diligent team, is the key to meet growing market opportunities. We have the right mix of all these elements to capitalize on the future growth opportunities presented by the Indian pharmaceutical and personal care industry.”

Mr. Thomas Pilgram, Regional Business Management Pharma Ingredients and Services, BASF said, “The awards demonstrate the creativity and dedication of BASF’s executive team and employees. This public recognition will boost morale and inspire all of us to continue our best-in-class pursuit of a strong competitive position.”

The award methodology for the Frost & Sullivan Voice of Customer Award Series involved a multi-tier process where excellence in industry was gauged through the ratings provided by end-user companies. BASF’s performance was benchmarked against leading competitors in the industry to evaluate its standing in a host of crucial factors such as leadership, strategy, growth, innovation, integration and reliability. Thereafter, a panel of in-house Frost & Sullivan CMF experts examined and computed critical parameters determining product innovation, quality and customer service. The final ratings were averaged out and BASF was declared as a winning supplier with highest scores in the nominated awards category.

About BASF in India

For more than a century, BASF has been partnering India’s progress with its vast knowledge in the field of chemistry and high quality products that cater to a wide range of industries. As a dependable partner to stakeholders, BASF offers innovative, hi-tech and safe solutions. BASF in India is currently engaged in the business of manufacturing & marketing of Styropor®, tanning agents, leather

chemicals and auxiliaries, crop protection chemicals, textile chemicals, dispersions and specialty chemicals, performance plastics, automotive and coil coatings, construction chemicals, polystyrene and polyurethane systems. BASF is also involved in marketing a wide range of intermediates, catalysts and other chemicals for life sciences, chemical and allied industries in India.

About BASF

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics and performance products to agricultural products, fine chemicals as well as oil and gas. As a reliable partner BASF creates chemistry to help its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of more than €50 billion in 2009 and had approximately 105,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.