



Mr. Jambu Kumar Parakh
(President & CFO)

RAMA PHOSPHATES LIMITED

Rama Phosphates: Empowering Growth, Nurturing India's Farmers

COMPANY is fully professionalized. We have competent experienced professionals running the company and all the businesses that come under it,” he says, .We have fully modernized all the grinding units, and now we are expanding its phosphorous at large scale, making it one of the largest in India We re-trains and holds discussions with employees to bring them up to speed with new technologies. We believe we have a good chance of growing that business because India still imports a lot of phosphates,” he says. “The local demand is high. If we can meet our national requirements, we can keep the company in growth mode Rama has a rich history of striking up long-term deals with suppliers and working with equity partners to ensure smooth and priority-based deliveries. The best example of this is the partnership with Megatherm & Parvati and all other suppliers Alongside these key partners, he

believes the Indian government's involvement in growing the sector and the transparency that comes with it is a key asset. It has enabled the company to create consistent value for shareholders and investors over the years. Despite years of success behind him, he goes to the office with the same passion that started his company the passion of helping Indians. Rama Phosphates, we will always regard farmers as the most important partner in our growth strategy," he says. "We have to make sure we serve the farmers in their best interest, and that the farmers reap dividends by doing business with RAMA." The commitment also forms the backbone of RAMA's leadership style, with a growth mindset being central to it. "You've got to be willing to continuously improve, but that needs to be done within the framework of what we're trying to do as a company and where we sit within a company," he says. "And if everyone understands that and they're working as a team in the same direction, then we will be successful."

Professional success often comes with a price, however, and Rama is mindful not to succumb to the well-documented phenomenon of burnout. "Work-life balance to me means being fulfilled," he shares. "That means you need to know what you value, what's

important to you, what's stimulating – from work, from a community perspective and from family. Once you understand that, then it's about being present and giving time to all those elements.”

It's a learning process, he admits, with planning key to achieving that all-important balance and helping to maintain a sense of control. “Just focusing on what you can control tends to mean you're not distracted and not worrying about things you don't need to worry about. I think I'm getting better at it.”

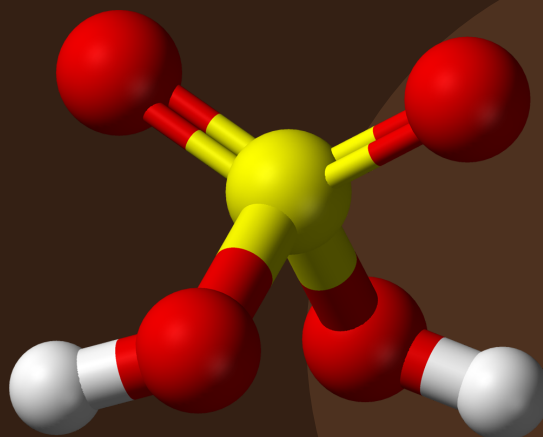
This is where that growth mindset comes into play once again. “Growth has been key in developing the team, identifying where we can grow market share and then, of course, profits. We've succeeded in growing all three areas,” he says proudly. “We've also continued to invest in our ‘Made 4’ capabilities and ‘Made In’ infrastructure to enable long-term growth. “We are all set to continue to grow!”

You can have your strategy and your business plans, but what defines you is how you go about achieving those goals. It was on full display in the recent event of COVID-19. RAMA Phosphates took swift action, proactively making decisions and working with its associates to ensure a good outcome.

Our strategy was to keep our people engaged, motivated and focused while ensuring business productivity

SINCE 1985

PARVATI ENTERPRISES



OUR AUTHORISED DEALERS

One Rama Phosphate Ltd.

Two Grasim Industries Ltd.

Three ORIENT PAPER MILLS.

Four Lanxess India Ltd.

Five Khaitan Chemical & Fertilizers Ltd.

Six Gujarat Narmada Valley Fertilizers & Chemicals Ltd.

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ACETATE & PAC.



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