MediaRoom

Kemin sets a strong foothold in aqua sector with Kemin Touch and Kemin KnowlEDGE Day

CHENNAI, India – March 10, 2016 - Kemin, a global leader in developing ingredients for animal nutrition and health, entered the aqua farm health segment in 2015, a well-established market in India. Recently, Kemin organized a series of customer engagement programs in India; Kemin Touch and Kemin KnowlEDGE day, a first of its kind meeting and training session exclusively for the aqua segment.

Kemin Touch

The first Kemin Touch program for aqua was held in Ongole, Andhra Pradesh. Since Ongole is mostly a consultant driven market and customers are more focused on the technical details of the product, Aqua Product Manager, Dr. Chandran, customized his presentation to meet the customer expectation and demand. He had presented, **"The Key Challenges in Aquaculture and Novel Solutions from Kemin"** in which he shared insights on the major challenges faced in aquaculture and five novel solutions from Kemin: **MasterMINTM Aqua, BactoGESTTM, AcidLACTM Aqua, NutriKEMTM Aqua** and **KemTRACETM Aqua.** A total of 25 customers, including farmers, consultants, and channel partners, participated in the event and interacted with the Kemin team.

Kemin KnowlEDGE Day

Another first of its kind event, Kemin KnowlEDGE day, was held February 1-2 for 16 aqua farmers in Chennai***GS Ramesh, Kemin President,*** and ***Samraj Jeyachandran, Kemin Sr. Vice President,*** addressed the farmers and briefed them about Kemin. The first day of the event comprised of a product introduction session by Dr. Chandran, Aqua Product Manager, followed by a live demonstration by R&D for **MasterMinTM Aqua** and **BactoGESTTM**. On the second day, customers were taken to the Gummidipundi factory to observe the state-of-the-art facility, quality certifications and safety procedures followed by Kemin.

“Kemin has been a global leader for animal nutrition and health for 55 years. We ventured into the India aqua farming segment last year to fulfill a demand for our quality products and services combined with our unique technical services and customer engagement activity. In coming months, we will be focusing more on the southern part of India,” said ***Mr. Gananamani T, Aqua Business Manager.***

About Kemin – Inspired Molecular Solutions™

Kemin (www.kemin.com) provides “inspired molecular solutions” specifically developed to provide nutrition and health benefits for humans and animals. Committed to feed and food safety, Kemin maintains top-of-the-line manufacturing facilities where approximately 500 specialty ingredients are made for the global feed and food industries as well as the health, nutrition and beauty markets. A privately held, family-owned and operated company, Kemin has nearly 2,000 employees and operates in more than 90 countries with manufacturing facilities in Belgium, Brazil, China, India, Italy, Singapore, South Africa and the United States.

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