

Ref. BSHSL\NSE\APSASponsorship\1

November 25, 2019

To,
National Stock Exchange of India Ltd.
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex,
Bandra (E) Mumbai - 400 051

SUB : Intimation of Sponsorship at The 26th Asian Seed Congress, 2019 at the Kuala Lumpur, Malaysia.

Script Symbol : BSHSL

Dear Sir/Madam,



We are please to inform the Exchange that, The company has become privileged Bronze sponsor at The 26th Asian Seed Congress (ASC2019) started from Today Monday, November 25 till Friday, November 30, 2019 at the Kuala Lumpur Convention Center (KLCC), Malaysia organized by The Asia & Pacific Seed Association.

Further, Attached herewith is **Brief overview of Asian Seeds Congress 2019.**

Kindly take the same in your record in compliance of the Regulation 30 of the SEBI (LODR), Regulations 2015.

Thanking you.

Yours Faithfully,
For, Bombay Super Hybrid Seeds Limited

CS Mona Rathod
Company Secretary & Compliance Officer

BRIEF PROFILE OF ASIAN SEED CONGRESS (ASC2019)

The Asian Seed Congress is the most significant event on the Asia and Pacific seed industry.

Since its inauguration in 1994 in Chiang Mai, Thailand, the annual event has been hosted in numerous key cities in the region, including New Delhi, Hyderabad, Bangalore, Brisbane, Shanghai, Bali, Jakarta, Kuala Lumpur, Ho Chi Minh City, Chiba, Seoul, Kobe, Macau, Kaohsiung, Manila, Pattaya, Ho Chi Minh City and Bangkok.

The exclusive event attracts between 1,200 and 1,700 delegates annually, including key executives, officials, legislators and scientists who all share a common stake in the development, production, distribution, regulation and trade of quality seeds.

The Asian Seed Congress is more than just a meeting of APSA members and industry stakeholders.

Featuring technical sessions, host country field and leisure tours, cultural programs and world-class accommodations, the Asian Seed Congress facilitates a prime opportunity for stakeholders to get together in one place for a memorable and energetic week, in which delegates can network, grow their business and get updated on the latest industry developments and technologies, so as to gain an edge in the most populous and lucrative region in the world.

From India to China, Turkey to Australia, Kyrgyzstan to Sri Lanka, Philippines to Pakistan, Thailand to Japan – the people that matter the most in the movement of quality seed across international borders continue to make the Asian Seed Congress a fundamental itinerary on their calendars.

The 26th Asian Seed Congress will be held at the Kuala Lumpur Convention Center (KLCC), Malaysia from the 25th to the 29th of November 2019. This Congress is co-organized by the Asia & Pacific Seed Association (APSA) and the National Seed Association Malaysia (NSAM).

Sponsors are offered a unique opportunity to promote their company, their products and services to a valuable audience of key global industry decision makers. The APSA Secretariat is committed to delivering valuable marketing exposure to all our sponsors.





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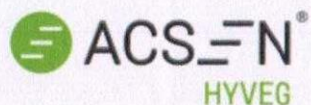
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