



Ceva enters Indian market with acquisition of Polchem

Strong customer technical support will provide a natural platform for the coming together of the 2 businesses.

Polchem is a well known Indian company, based in Pune (160kms South East of Mumbai) focusing on the poultry and ruminant sectors. The company has its own state of the art production facility in Pune, a highly strategic hub for poultry production and animal health.

Founded over 25 years ago by the two managing partners – Nitin Sahasrabudhe, a chemical engineer and Milind Limaye, a veterinary microbiologist, the company employs 270 people and has established a strong reputation for service through a team of field-based veterinarians backed up with first class diagnostic and laboratory support.

The 2 partners and existing management team will remain in place, to continue to grow Polchem's flagship feed supplement and disinfectant ranges and develop Ceva's innovative poultry vaccines and ruminant products in this important market.

For Ceva, this is a significant move into one of the world's fastest growing economies. India is the world's No.1 milk producer and 5th largest poultry producer. Both these sectors are strategically important for the company, which has a number of appropriate, innovative solutions for poultry and dairy producers

Commenting on the deal, Ceva Chairman and CEO, Marc Prikazsky said: "India is much too strategic a country to ignore and yet we did not want to enter the market before finding the right partner. In Polchem, we believe we have found a partner, who shares our values and as a result is the right team to take our products into this important market."

For Polchem, this marks a new era of high-tech poultry vaccines backed by equally advanced vaccine delivery technology in ever evolving Indian poultry market. Indian dairy sector is poised for a big qualitative leap in coming decade and will certainly undergo a process of consolidation. Polchem team is excited over an innovative ruminant range from Ceva for cost effective control of infections and infertility.

Polchem founder directors, Nitin and Milind expressed their strong desire to work with Ceva in future. Among many multinationals approaching for collaboration, we found Ceva philosophy and technology to be perfectly in sync with ours said Milind on this deal. Nitin stressed upon the synergistic viewpoint of Ceva to encourage Polchem range domestically and internationally while establishing Ceva products and services in Indian market.