



PRESS RELEASE

Paris
April 11, 2011



Business Initiative Directions

Building better business reputation worldwide

B.I.D. International Quality Convention Paris 2011

Presentation of Awards to companies from 58 countries from all over the world for achievements in Quality and Excellence

Lotus Labs Pvt. Ltd.

received the International Star for Leadership in Quality Award in the Gold Category

Recognized for Commitment to Quality, Leadership, Technology, and Innovation, Lotus Labs Pvt. Ltd. represents success for India in the business world.

The ISLQ International Star for Leadership in Quality Award acknowledges the strong commitment to quality and excellence. Dr. Yati Chugh, Managing Director, received the ISLQ in the Palais des Congrès of Paris, from the President of BID, Jose E. Prieto. Lotus Labs is made up of a team oriented towards the continuous improvement of processes, striving for an important role in the leadership of the business world.

B.I.D., Paris

The Business Initiative Directions International Star for Leadership in Quality Convention and presentation of the 2011 International Quality Award took place on April 11th in the Salons Concorde of the Palais des Congrès of Paris, France. The event was presided by Jose E. Prieto, President and CEO of B.I.D., along with outstanding personalities from the business world and diplomatic corps.

The main sponsor of the International Star for Leadership in Quality Convention was ImarPress, media group which covered the Awards in Paris through its more than 26 publications in English, French, Spanish, Russian, and Portuguese. In this way, the B.I.D. quality symbol is present in 178 countries around the world, creating a firm ground for the implementation of integral quality processes through the technology and procedures of the QC100 model of Total Quality Management.

According to Jose E. Prieto, President of B.I.D., "the awarded companies are symbols of commitment to leadership, technology, and innovation, making them models for others in their sectors."

The companies from Europe, America, Africa, Asia, the Far East, Oceania, and the Middle East received the B.I.D. International Quality Award in recognition of their achievements in spreading Quality Culture. For their commitment to quality, these companies join the historic group of prestigious B.I.D. Quality Award Winners. Among these outstanding companies are: Ansaldo Energia, Italy;

RAO - Unified Energy Systems of Russia; Turner Construction International LLC of the U.S.; KEPCO, South Korea; and ALS & Cachou - TBWA, France, all featured in articles, as well as:

ING Funds - Holland: Represented in Thailand and belonging to the ING Group, a global financial services company based in Holland with 115,000 employees.

China Steel Corp.: The largest steel producer of Taiwan with sales of \$5.8 billion USD and 17,000 employees.

NTPC Ltd. - India: The Centre for Power Efficiency & Environmental Protection, belonging to NTPC, India's largest power company, to be a 75,000 MW company by 2017 and ranked 341 in the 2010 "Forbes Global 2000."

Iranian Offshore Engineering & Construction Co. (IOEC) Owing over \$600 million USD in assets, its contracts exceed over \$5.5 billion USD in projects.

CVG Electrificación del Caroní - Venezuela: The most important hydroelectric power generating company in the country.

Saudi Iron & Steel Company (Hadeed) - Saudi Arabia: The main producer of steel, belonging to SABIC, a corporation with \$6.8 billion USD in annual sales.

Zepter International: A multi-sector company with profits of \$2 billion USD.

The purpose of the 2011 International Star for

Leadership in Quality Award in Paris is to recognize the commitment to quality of awarded companies among the top areas of business, industrial production, and services.

NCR Corporation India Private Limited

This technology company in India of U.S. origin specializes in kiosk products and IT services. Listed on the NYSE, it has 21,500 employees and in 2009, revenues of over \$4.61 billion. India is one of NCR's most quickly developing markets, where ATM machines are expected to exceed 175,000 by 2015.

ANKOL Poland

Leading supplier of parts and repair/overhaul services for the country's military aviation, police and border guards as well as materials and products for civil and military aviation manufacture and repair plants. This company also collaborates in projects with NATO.

Lilama18 Joint Stock Company - Vietnam

Member of the General Machine Company of Vietnam, Lilama 18 JSC has become a leader in the industries of construction and manufacturing equipment in Vietnam.

CafeSalud MP - Colombia

Medical insurance company which provides high quality health services through its own centers, located throughout the country.

Fairfield Tours- South Africa

Of the Fairfield Group of companies, this comprehensive tour operator arranges tours and

other services in South Africa, Zimbabwe, Botswana, Namibia and Mozambique.

AVFA Advertising Values For All - Puerto Rico

Integrated communications firm that offers services including advertising, public relations and marketing, business management, assessment and support.

Abdul Samad Al Qurashi - Saudi Arabia

Renowned throughout the Middle East for its perfumes, this company produces exotic and inspiring new scents.

Bank Tejarat - Iran

This leader in banking and finance maintains over 2,000 branches throughout the country.

Khemani Distilleries and Blossom Industries - India

Distillery and brewery, leader in IMFL (Indian-made foreign liquor) and beer. An INR 1000 Million Group, its daily production capacity peaks 42 KL and it has become a top manufacturer, distiller, blender, and bottler of all kinds of liquor and bottled products in India.

Health Ministers' Council for Cooperation Council States - Saudi Arabia

Established in 1976 by the Health Minister's Council for the GCC States, this organization is responsible for health care assets, including development & coordination between Member States, health knowledge, and research and field surveys.