



Madrid, February 26, 2008

PEARL ORGANICS LIMITED

Attn. General Manager  
Plot No. A15 MIDC Industrial Area Patalganga  
410220 RALGAD  
INDIA

Subject: International Quality Summit Award (IQS) for  
PEARL ORGANICS LIMITED

Ref. R. Hudson

Dear Sirs:

The B.I.D. world congress, with meetings in Paris, London, Madrid, Geneva, Frankfurt and New York, gathered companies from 93 countries over the past ten months. Throughout the congress, participating leaders were requested to submit their proposals for the annual International Quality Summit Award (IQS) which will be presented in New York, on May 26th, 2008.

Those companies selected, medium and large, as well as those listed in the Global Fortune 500, demonstrate leadership excellence within each designated industry, increased market share, improved results, as well as sustainability.

On the basis of IQS regulations and criteria of the QC100 Total Quality Management Model, **PEARL ORGANICS LIMITED** has been designated to receive the International Quality Summit Award in the Gold category in New York.

The award presentation will take place in New York, in the U.S.A., on May 26, 2008, in the spectacular Ballroom of the New York Marriott Marquis, in the center of Manhattan. The program of this event is enclosed, detailing all the benefits and conditions.

This prestigious award, given to leaders by leaders, is sponsored by 17 media publications ([www.imarpress.com](http://www.imarpress.com)), all oriented towards changes and trends in global markets, focused on innovation, technology, new products, business news and finance.

For personal attention, a member of our team has been appointed to coordinate all the aspects of your participation in the New York event up to May 24th. Visit [www.bid-qualitysummit.com](http://www.bid-qualitysummit.com)

Login: QSUB. Password: ESZOX

If you have any further questions, please feel free to contact Ms. R. Hudson in our international department.

Sincerely,

Jose E. Prieto  
President and CEO

Companies awarded by B.I.D. in the past 22 years have increased their value and position making B.I.D. the leading private organization awarding companies focused on quality worldwide.

IQS International Department:

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**Jose E. Prieto**  
PRESIDENT AND CEO OF  
BUSINESS INITIATIVE DIRECTIONS

AND

**Dayle L. Fickling**  
PRESIDENT AND CEO  
OF IMARPRESS

take great pleasure in informing

## PEARL ORGANICS LIMITED

that it has been awarded the

**GOLD CATEGORY**  
NEW YORK 2008

# INTERNATIONAL QUALITY SUMMIT AWARD

INTERNATIONAL QUALITY SUMMIT CONVENTION

The Gala Dinner and Awards Ceremony will take place  
in the Marriott Convention Hall in New York, the USA

NEW YORK MARRIOTT MARQUIS HOTEL (1535 BROADWAY, NEW YORK CITY, U.S.A.)

DATE: MONDAY, MAY 26TH, 2008, TIME: 18:30

The B.I.D. award has appeared in previous years on Television and in various media facets on all continents.

The event will be attended by members of the diplomatic corps and international businessmen, professionals in economy and the arts, members of the press, and experts in public relations and television.

### Regulations of the IQS Award

Articles of the IQS Award regulations. Complete information: [www.bid-qualitysummit.com](http://www.bid-qualitysummit.com)

#### Definition of the award:

The International Quality Summit Award (IQS) of Business Initiative Directions (B.I.D.) is presented in recognition of those companies or organizations in different countries throughout the world that further their reputation and position by implementing and promoting quality culture.

#### Article 1:

The award recognizes and encourages the contribution of companies and organizations to quality, continuous improvement and customer satisfaction as well as improving relations with employees, suppliers and all those associated with the company.

#### Article 8:

The jury which designates the companies awarded will be formed by the leaders of those companies awarded in previous years for their merits and contributions to quality and excellence in those companies which they direct.

#### Article 10:

Any speech or presentation must be recorded in New York

in a multimedia format during the period of May 12 to 24 upon previous confirmation and appointment made with the commission at B.I.D. headquarters prior to the date established.

#### Article 11:

From 12 noon on the day of the awards presentation until 12 noon of the following day, all of the official activities of the IQS convention will be covered by B.I.D. accredited videographers and photographers.

#### Delegation of the awarded company:

B.I.D. presents the award in New York to the owner, CEO, president, general director of the awarded company who may be accompanied by persons related to the awarded company. B.I.D. will provide support for visa application for up to two of the highest-ranking persons of the delegation.

#### Visas to travel to New York, USA:

Important: The company representatives who will receive the award in New York must apply for a visa in the nearest U.S. Consulate or Embassy as soon as possible. Obtaining a valid visa for travel to the U.S. to attend the Convention is

the sole responsibility of your company representatives before the U.S. authorities.

If you are the owner, partner or director of your company and have already travelled to other countries abroad, you know the importance of the personal interview before the consulate officer for obtaining a visa.

#### Videos and photographic sessions (please consult):

Specialized media companies and independent press agencies will cover a variety of different aspects of the convention, which will include attendees and the awards presentation. If your company is interested in obtaining a recorded film covering the most important scenes of your company representative's participation in the ceremony, you must contact B.I.D. before May 24.

#### B.I.D. worldwide:

B.I.D. Business Initiative Directions has awarded companies and professionals from 173 countries since 1986. Every year, the mass media broadcasts the news item concerning the Convention to the benefit of award winners and the companies which they represent. B.I.D. organizes events and publishes newspapers, books, magazines

and television in English, Spanish, French, Portuguese and Russian. The focus is on company policy in the areas of quality, national and international commerce, new products, and financial resources in industry and the service sector. B.I.D. clients range from large corporations to companies with a local market.

#### B.I.D. in the press:

The importance of B.I.D. Business Initiative Directions is growing year by year in the world of business communication, shown by full-page appearances in leading business sector publications. In fact, the newspaper *Cinco Dias*, publisher of a daily section of the *Wall Street Journal*, featured three full pages and one double page dedicated to B.I.D. One of the photographs included was of Jose E. Prieto, President of B.I.D., with Bill Clinton, 42nd President of the United States of America. In addition, the BBC World Service radio station in London broadcast news about the B.I.D. QC100 in Geneva, and television channels from several countries have interviewed Jose E. Prieto at different B.I.D. International Quality Conventions.

#### Welcome to New York:

With a population of 8.1 million, New York City is a global hub of international business and commerce and one of the four command centers for the world economy along with London, Hong Kong and Tokyo. Wall Street, Madison Avenue, Tribeca, Broadway, Fifth Avenue and the whole of Manhattan are home to the most influential companies, financial institutions, cultural and fashion centers of the world. The New York Marriott Marquis Hotel is located just a few minutes away from the Fifth Avenue shopping area as well as the headquarters of multinational firms, the United Nations, Broadway theaters and top museums.

#### Office Hours (Year Round):

Our office hours from Monday to Friday are from 9 a.m. to 8 p.m. (20:00). Contact through fax or e-mail can be made at any time of the day or night.

#### Special B.I.D. office:

In New York, during the Convention on the 25th and 26th of May, Business Initiative Directions is pleased to offer a full-service office staff inside the New York Marriott Marquis Hotel, from 10 a.m. to 6 p.m. (18:00) to aid you in the Convention registration as well as in your hotel accommodations.

Contribute your vote for a company that you admire as a leader in quality and excellence to receive the B.I.D. award

NAME OF THE COMPANY

COUNTRY

To confirm attendance: Send the REGISTRATION FORM (see reverse side) to B.I.D. Spain by fax, phone, express mail or by e-mail:

Fax +34 915 56 20 29 • Fax +34 915 55 56 02

B.I.D. Business Initiative Directions

Telephone +34 915 97 33 69



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