



The Netherlands India Chamber of Commerce and Trade (NICCT) and ING are delighted to announce that the NICCT India Business Award 2010 was given to Vision Express, for its outstanding contribution to the Indian-Dutch commercial relations. Vision Express is a joint venture between Pearle Europe from the Netherlands and Reliance Retailing in India, which has proven to be very successful on the Indian market. Within two and a half years they have opened 70 optical stores in major and small cities across India. The company's goal is to operate 500 stores within 4 to 5 years.

The purpose of the award is to further recognize and stimulate the economic relations between the Netherlands and India. Entrepreneurs who have distinguished themselves in the area of India-Netherlands business can compete for this award. Both companies of Dutch and Indian origin, either small, medium sized or large, operating in the Netherlands and doing business with India were invited to enroll in this annual competition.

According to Mr. R.L. Lakhina, chairman of the jury of the NICCT India Business award; "This year's winner is a pioneering enterprise which in a short time managed to pave the way for future Dutch entrepreneurs seeking to establish themselves on the rapidly growing Indian market. The innovative use of branding and entrepreneurial approach makes Vision Express an excellent example for others".

The award was handed over jointly by the Indian ambassador to the Netherlands H.E. Ms. Bhaswati Mukherjee and the Dutch ambassador to India H.E. Mr. Bob Hiensch during a festive ceremony on the evening of the 16<sup>th</sup> of September at the Dorint Hotel Amsterdam Airport.

The Award was instituted in 2009 and will be given every year. Last year's Award was given to HYVA, a leading company with many years of experience in India.