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**ICL TO EXPAND ITS INVESTMENT IN INDIA: TO BUILD 2  
ADDITIONAL SOLUBLE FERTILIZER PLANTS WITH LOCAL  
PARTNER IN NORTHEAST INDIA**

- *Decision Follows Success of Existing Plant & India's Growing Transition to Technology-Intensive Farming, = Increasing Demand for Soluble Fertilizers –*

*Tel – Aviv, Israel, August 21, 2011 – ICL (TASE: ICL)*, a multinational fertilizer and specialty chemicals company, today announced that its joint venture operation in India, Zuari Rotem Specialty Fertilizers Ltd., has undertaken to initiate a search for suitable lands for the establishment of two additional soluble fertilizer manufacturing plants in northern and eastern India. The initiative follows the success of the joint venture's first plant, the steadily growing demand throughout India for specialty fertilizers, and the Company's desire to capitalize on the economic advantages of manufacturing within its target markets.

ICL's Indian partner, Zuari Industries Ltd., is a major Indian producer and distributor of fertilizers and agricultural products.

Since March 2010, Zuari Rotem Specialty Fertilizers has been operating a 32,000 metric ton soluble fertilizer production facility in the state of Maharashtra in India. The Poorna 19 fertilizer produced in this factory is sold by Zuari Industries, which has decades of experience in the Indian agricultural market and the ability to customize solutions to meet the needs of local crops and soil conditions.

The Indian markets' demand for soluble fertilizers has been growing continuously over the past several years, reflecting the region's growing adoption of advanced fertigation techniques (the combination of fertilization and irrigation, such as through drip irrigation systems) and foliar fertilization. The joint venture's two new plants will be constructed in India's eastern and northern regions with the goal of being closer and more responsive to local customers.

Commenting on the news, Mr. Yossi Zidon, CEO of ICL Specialty Fertilizers, said, "Our decision to expand the scope of our joint venture with Zuari Industries is an important forward step in line with our strategy for broadening ICL's activities in the

specialty fertilizers sector, a market which we have identified as having the potential for strong growth. We believe the combination of ICL's industry-leading soluble, liquid, slow-release and control release fertilizers with the new plant's superb customization, distribution and service capabilities will enable us to meet the exact needs of each grower in the various regions of India, thereby gaining a marked competitive edge. We are proud to play a central role in the development of the fast-growing specialty fertilizer segment, especially in markets in which exponential population growth is driving accelerated agricultural development, such as India."

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### **About ICL**

ICL is one of the world's leading fertilizer and specialty chemicals companies. For a world challenged by population growth and scarce resources, ICL makes products that increase global food and water supplies and improve industrial materials and processes.

ICL produces approximately a third of the world's bromine and is the 6<sup>th</sup> largest potash producer in the world. ICL is a leading supplier of fertilizers in Europe and a major player in specialty fertilizer market segments. One of the world's most integrated manufacturers and suppliers of phosphate products, ICL has become the world's leading provider of pure phosphoric acid and a major specialty phosphate player.

ICL is comprised of three core segments: ICL Fertilizers, ICL Industrial Products and ICL Performance Products. Its major production activities are located in Israel, Europe, the US, South America and China, and are supported by major global marketing and logistics networks. ICL benefits from exclusive concessions to extract minerals from Israel's Dead Sea, a vast source of high-quality and low-cost potash, bromine, magnesium chloride and sodium chloride. ICL also mines phosphate rock from Israel's Negev Desert and potash and salt from its mines in Spain and the UK.

ICL's shares are traded on the Tel Aviv Stock Exchange (TASE: ICL).

### **Forward Looking Statement**

This press release contains forward-looking assessments and judgments regarding macro-economic conditions and the Group's markets, and there is no certainty as to whether, when and/or at what rate these projections will materialize. Management's projections are likely to change in light of market fluctuations, especially in ICL's manufacturing locations and target markets. In addition, ICL is likely to be affected by changes in the demand and price environment for its products as well as the cost of shipping and energy, whether caused by actions of governments, manufacturers or consumers. ICL can also be affected by changes in the capital markets, including fluctuations in currency exchange rates, credit availability, interest rates, etc.