



Dhanuka Agritech Limited

AN ISO 9001 : 2008 COMPANY

Online

Date: May 06, 2019

Listing Department
National Stock Exchange of India
Limited
Exchange Plaza,
Plot No. C/1, G. Block,
Bandra- Kurla Complex,
Bandra East, Mumbai-400 051

Corporate Relationship Department
Bombay Stock Exchange of India Ltd.
1st Floor New Trading, Rotunda
Building,
P J Towers, Dalal Street Fort,
Mumbai- 400 001

Ref: Symbol- DHANUKA

Scrip Code: 507717

Sub: Product Launch and Press Release

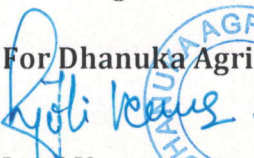
Dear Sir,

Please find attached copy of Press Release given by the Company for three new Products launched by Company.

Please take above information in your record.

Thanking You,

For Dhanuka Agritech Limited


Jyoti Verma
Company Secretary
FCS- 7210

Dhanuka Agritech launches LARGO for cotton and chilli crop protection in India

Ludhiana, April 28, 2019: Dhanuka Agritech Limited, one of India's leading Agrochemical Formulations Company, today launched its much awaited insecticide- LARGO, a solution to the cotton and Chilli farmers. LARGO- The world's best thripicide, offers excellent control of important insect pests of the Cotton crop such as Thrips (Thrips tabaci), Spotted boll worm (Earias Vittella) Leaf eating caterpillar (Spodoptera litura) and in Chilli, Thrips (Scirtothrips dorsalis), Pod borer (Helicoverpa armigera) & Leaf eating caterpillar (Spodoptera litura/ Spodoptera exigua).

The **"Green Chemistry Challenge"** award winner- LARGO helps in improving the overall crop health and productivity which leads to higher profitability for farmers.

As one of its kind product, LARGO works through Contact and trans-laminar action, LARGO acts on the target pest either by ingestion of treated leaf or through cuticular contact. LARGO is a fast acting insecticide on target insect, and insect feeding ceases within minutes of first exposure and mortality occurs within 1 to 24 hours.

Application of LARGO between 50-70 days after sowing in Cotton and two rounds of LARGO spray alternate with other chemistries in between 45-90 days in chilli is recommended. Being a Green triangle molecule, LARGO is also very safe to beneficial insects.

Mr. Partha Sen Gupta, (Marketing Head), Dhanuka Agritech Limited, said, *"At Dhanuka Agritech Limited, we believe in providing new and innovative products to our customers. Our aim has always been to work for the farmer's prosperity and LARGO is a step in this direction."* LARGO is not just an insecticide, but a guarantee to the farmer's prosperity. Looking at the growing demand of Cotton and Chilli in India, we are now introducing LARGO to further increase in productivity of these crops.

About M/s Dhanuka Agritech Limited:

M/s Dhanuka Agritech Limited manufactures a wide range of farm input products to support the farmer in his pursuit for better crop, better farming and better life. The Company has a pan-India presence through its marketing offices in all major states in India, with a network of more than 8,000 distributors & dealers selling to over 75,000 retailers across India and reaching out to more than 10 million farmers. The Company has technical tie-ups with 4 American and 4 Japanese companies.

Dhanuka Agritech is among the top five companies in India, in brand sales. With more than 200 registrations and 500 active SKUs, the company has one of the largest market penetrations. Dhanuka Agritech currently has 30 offices across India and 45 warehouses.

Dhanuka is a preferred brand among progressive farmers. Growth drivers are the intensive marketing network penetrating even the interiors of India, increased farm income, enhanced awareness about the cost-benefit ratio of agro-chemicals, highly diverse product range with solution for almost all problems in all crops, innovative marketing strategies and international technical tie-ups. The Company keeps adding new products every year through its collaborations and is continuously on the lookout to bring the latest technology to Indian Farmers.

Dhanuka Agritech Limited has been listed as among **'200 Best Under a Billion Companies in Asia Pacific'** for the third time by FORBES magazine in the year 2010, 2011 & in 2013. The company was awarded the INC. India Innovative 100 Award: 2013 in recognition of smart innovation for the newly launched product – Lustre and the **'Inc India 500 India's fastest growing Companies under INR 1,500 Cr.'** for two years in succession: FY 2010-11 and FY 2011-12.

The company has recently bagged a place in the prestigious list of India's exemplary Companies: **INC. INDIA - HALL OF FAME- 2014 & also received FICCI Chemicals and Petrochemicals Award for BEST CONTRIBUTION TO ACADEMIA in October, 2014.**



The Company has also been awarded Inc. India's Award for Innovation in Product: Mortar and Innovative Logistics Management

Visit: www.dhanuka.com



Dhanuka Agritech Limited launches 2 new products for Paddy growers

Ludhiana, 28th April, 2019: Dhanuka Agritech limited, one of India's leading Agrochemical Formulations Company, today launched 2 new products for Paddy farmers. With inclusion of these new products in already rich portfolio, Dhanuka Agritech would be able to provide complete solution to Paddy farmers from sowing to harvesting.

Paddy is the most grown and consumed cereal in India. About 20% of gross cropped area in India under paddy cultivation. Though India is the 2nd largest producer of Paddy in the world after China, productivity in India is quite low as compare to China. There is need to reduce losses by pests and weeds to improve productivity.

Considering the economic importance, 2 products are launched for paddy growers.

CHEMPA is an effective, pre and early post-emergent herbicide which controls broad leaf weeds, sedges and grassy weeds in paddy field. It's based on Japanese technology. CHEMPA is mainly absorbed through root system of plants, translocate in plants and inhibit root and shoot growth of weeds. CHEMPA is highly effective and requires low doses. It would help paddy farmers to reduce cost for weed control in their fields.

CHEMPA is an effective, pre and post-emergence herbicide which controls broad leaf weeds, sedges and grassy weeds in paddy

APPLY is a new technology based systemic and translaminar insecticide to control brown plant hopper.

Another product is an insecticide to prevent losses from Brown Plant hopper in Paddy. BPH is a serious pest, which can cause significant harm in overall production in later stages of crop growth of Paddy. BPH has potential to cause the losses even by 50%. In last 2-3 years, we have witnessed serious damage in some of the major rice growing states.

APPLY is a systemic and translaminar insecticides, to control Brown plant hoppers in paddy. APPLY is one of the best technology available in the world to control BPH. Its 3 way action gives complete control on BPH. Just after spray, BPH stops feeding, thus checks losses immediately. APPLY also stops egg-laying by BPH, thus checks 2nd generation and help reducing resurgence of BPH. There are less no. of sprays of APPLY required then other products available in the market, so it helps in reducing cost and ultimately gives piece of mind to paddy farmers.

Commenting on the launch of the new product, **Mr. Partha Sen Gupta, Sr. General Manager – Marketing, Dhanuka Agritech Limited** said, *"Since inception, Dhanuka Agritech Limited has been committed to provide world class Complete agro solutions to the farmers. In keeping with this thought, we have introduced one herbicide CHEMPA and one insecticide APPLY, to paddy growers. Both products are based on new chemistry. They will help paddy farmers to reduce losses by weeds and insects (BPH) in effective way, which will ultimately help farmers to get better yield from their paddy field. All our products are well accepted by the farming community and our regular new introductions is the reason our agri solutions are*

consistently considered by our farmer friends. We are very positive with introduction of CHEMPA and APPLY.”

Dhanuka Agritech would be launching these products across all major paddy markets of India in the coming days. The product will soon be available through a wide network of dealers and distributors. The company, which also manufactures and sells more than 80 world class products in India, has ambitious plans to market the new products through its promotional activities.

About M/s Dhanuka Agritech Limited:

M/s Dhanuka Agritech Limited manufactures a wide range of farm input products to support the farmers in their pursuit for better crop, better farming and better life. The Company has a pan-India presence through its marketing offices in all major states in India, with a network of more than **7,500 distributors & dealers selling to approx. 80,000** retailers across India and reaching out to more than 10 million farmers. The Company has technical tie-ups with 4 American and 6 Japanese companies.

Dhanuka Agritech is among the top five companies in India, in Branded sales. With more than 150 registrations and/ 350 active SKUs, the company has one of the largest market penetrations. Dhanuka Agritech currently has 30 Branch offices across India and 48 warehouses.

Dhanuka is a preferred Brand among progressive farmers. Growth drivers are the intensive marketing network penetrating even the interiors of India, increased farm income, enhanced awareness about the cost-benefit ratio of agro-chemicals, highly diverse product range with solution for almost all problems in all crops, innovative marketing strategies and international technical tie-ups. The Company keeps adding new products every year through its collaborations and is continuously on the lookout to bring the latest technology to Indian Farmers.

To know more about us please visit: www.dhanuka.com