



TROPICAL AGRO
PROTECTING FARMERS GLOBALLY

Company Profile 2024

Improving Farming.
Improving Lives.
Improving Tomorrow.



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ABOUT US

TROPICAL AGRO'S CONTRIBUTION TO SUSTAINABLE AGRICULTURE IN INDIA & THE GROWTH STORY

Tropical Agro is a pioneer and a leader in the Indian crop protection and plant nutrition industry in both the Chemical and organic segments. Founded in 1969, Tropical Agro is the fastest growing mid-sized crop management company with a turnover of USD 170 million and part of 'The Jhaver group'- a privately-owned multinational enterprise with a 100-year-old rich history with business interests spanning many countries. Tropical Agro promotes responsible and conscious farming while offering full-spectrum agricultural solutions for crop growth, enhanced soil health, and for protection of crops, seeds, and harvest. The company is counted among India's Top 5 brands in the crop care space. Besides the company's group consolidated turnover makes it rank 2nd among the Indian brands across the crop care sector.



HUMBLE BEGINNINGS TO PROMOTING CONSCIOUS SUSTAINABLE FARMING

Tropical Agro's journey began with the launch of agrochemicals in 1969. Later in 2011, driven by the commitment to shape the future of agri-farming and to meet the global challenges of food security, safety, and preservation of soil health, we realigned our business goals. We rationalized our product portfolio and implemented changes in the organizational structure.

Key initiatives that we undertook :

- Pioneered bio-organic farming solutions and launched a whole new business vertical to enable residue-free farming.
- Added verticals for plant nutrition and post-harvest. Forged global partnerships with reputed companies to provide innovative technologies and new product formulations.
- Strengthened PAN-India distribution network and improved supply chain efficiency through several marketing tie-ups.

Today, we have internalized our Honourable Prime Minister's vision to make India the 'Food Basket of the World' and advocated sustainable farming practices that are essential for building our nation's food security by offering a full range of technological 'Make in India' agricultural solutions for crop growth, enhanced soil health, and protection of crops, seeds & harvest. We have also built effective farm-to-consumer value chain efforts and reached more than 8 crore farmers, who form our core customer base, 20000 distributors and retailers, 4000+ field assistants, 25 depots and 1100 employees across all agro-climatic zones in the country.



50+
Years of
Experience



8 crore+
Happy Farmers



300+
Products



20K+
Dealer &
Retailer Connect



1100+
Employees



7 State-of-the-art
manufacturing facilities



PURPOSE & VALUES

PURPOSE :

We are here to positively impact the lives of all our stakeholders and the environment by changing the perception of farming and being a one-stop agri-input solution provider that offers value-added products including an array of organic substitutes from seed treatment to post-harvest.

VALUES :



Customer
Focus



Innovation



Pioneering Spirit



Good Corporate
Citizenship



Determination



OUR PRODUCTS

Endeavoring to be the flag bearer of sustainable agriculture in India through innovative farming solutions

We have the largest range of innovative technological agri solutions from seed treatment to post-harvest. These products promote responsible and conscious farming methods and effectively equip farmers to address the farming and cultivation challenges. The solutions are farmer-centric and are end-to-end, user-friendly, resource-efficient, and economically viable. They are developed based on the feedback of our agronomic professionals who work with farmers to understand their challenges and help them address crop issues arising from weeds, diseases, pests, drought, excessive rain, and soil fertility. Over 300+ formulations have so far been developed and they capture the essence of our traditional wisdom and time-tested native agronomic principles.



Over
300+
products including
50+ biological products.

END to END farming solutions

Crop Protection

Insecticides | Herbicides | Fungicides | Biological Products | Adjuvants

Crop Nutrition

Plant Growth Regulator | Organic Fertiliser | Foliar Fertilisers | Biofertilisers | Decomposer | Biostimulants

Speciality Products

Seed coating | Post harvest products

KEY INNOVATIVE OFFERINGS



PROPEL

Organic Waste Decomposer, a first-of-its-kind innovative biological product that enhances soil fertility, aids in waste reduction, and protects the environment from toxic gases.



FCO-grade biofertilizers

Mycorrhiza (Tag Bionik), Potash derived from Rhodophytes (Tag K-20), Potash derived from Molasses, Phosphate rich Organic manure, etc.



NASA

Patented biostimulant formulated using American technology to help farmers enrich the soil and reap better yields.



NITRORICH

Revolutionary Rhizobium biofertilizer seed coating technology that is an outstanding success.

DRIVING EXCELLENCE THROUGH STATE-OF-ART INFRASTRUCTURE AND R&D

Tropical Agro is renowned for its breakthrough innovations in developing an extensive range of the world's best agricultural solutions, from seeding to post-harvest products. The 7 state-of-the-art manufacturing units and the 2 R&D hubs located within these facilities support this endeavor by being at the forefront of technology and innovation. These units are strategically located in emerging markets, enabling us to act with speed and cater to customers' needs. The facilities are well-planned and adhere to global standards of manufacturing such as meeting safety protocols, Good Manufacturing Practices (GMP), and stringent quality controls along with quality labs being NABL ISO/IEC 17025:2017 certified. Besides, the innovation hubs located at Bangalore and Coimbatore too employ a large pool of women as a part of our women empowerment initiative.



RECOGNITION THAT **DRIVES US**

Awards

- Awarded Entrepreneur of the Year by the Indian Council of Food and Agriculture in 2016.
- UASR & AIASA Institute of Excellence Award [by All India Agricultural Students Association (AIASA) & ICSAR] for outstanding contribution to producing biological products for effective nutrient and pest management in agriculture on 20th February 2017.
- Leading Emerging Indian Company of the Year Award by Indian Economic Development & Research Association (IEDRA) on 09th May 2020.
- Awarded by the prestigious Agriculture Today Group at "BioAg India 2023 Awards" for making a significant contribution to the growth of Bioagriculture through offerings of innovative products and services.



Mr. V.K. Jhaver has been widely recognized as an industry leader and visionary in the field of agriculture. He was invited twice by the Honourable President of India to grace the "At Home" reception at the Rashtrapathi Bhavan that was hosted to mark the Independence Day Celebration of 2019 and the Republic Day Celebration 2020.

CERTIFICATIONS



- Organic Certification from IMO for our Biological products
- DSIR Registration certification for our Biological Lab facility at Coimbatore.
- ISO 45001:2018 for factory units at Ambattur (Chennai) & Sikandrabad (U.P).
- ISO 9001: 2015 for the factory units at Sikandrabad (U.P) & Loni (Ghaziabad, U.P).
- ISO 9001: 2015 for the factory at Coimbatore.
- ISO 14001: 2015 for the factory units at Ambattur (Chennai) & Sikandrabad (U.P).
- ISO 45001:2018 for the factory unit at Coimbatore.
- ISO 9001: 2015 for the factory at Ambattur (Chennai, Tamil Nadu).
- ISO 14001:2015 for the factory unit at Coimbatore (Tamil Nadu).
- NABL accreditation (ISO/IEC 17025:2017 certification) for the lab at Sikandrabad (UP) unit.
- WHO GMP Certification for manufacturing of Pesticides, Biofertilisers & Biostimulants formulation at the Sikandrabad factory in UP.
- TUV SUD South Asia Certification for implementation of Quality Management System as per ISO 9001:2015 for the scope of development, manufacturing & supply of Bio- Fertilizers, Organic Fertilizers, Bio Stimulants & Plant Growth Regulators for the factory unit at Sikandrabad (UP).
- TUV SUD South Asia Certification for implementation of Quality Management System as per ISO 9001:2015 for the scope of development, manufacturing & supply of Insecticides, Herbicides, Fungicides, Bio- Pesticides, & Plant Growth Regulators for the factory unit at Sikandrabad (UP).
- Patent granted for Biostimulant composition and method of preparation – NASA in March 2023.

PRO- FUTURE & PROGRESS – REALIZING SUSTAINABILITY

We, at Tropical Agro have strived to ensure a just and green transition. We have adopted sustainability into our business strategy and tried to address the ongoing challenges through our concerted efforts such as-

- Leading with the largest bio-organic product range: We have the largest range of bio-organic farming solutions in India.
- Integrating the product stewardship culture into our business. This effort is driven throughout the entire product lifecycle beginning with the research and development of the product to covering production, marketing, customer usage, and subsequent disposal.

Key aspects considered are -

- Development of products in compliance with safety guidelines v.i.z. the Insecticide Act, Fertiliser Control Order, and so on.
- Safe use of pesticides by taking precautions to use the correct dosage.
- Contributing towards food security and preventing environmental degradation by producing products that are safe, residue-free & reducing the toxic load in farming.
- Ensuring resource efficiency while developing new products through research interventions.

Key approaches that we use -

- The 'customized balanced nutrient' approach to improve the efficiency of nutrients,
- The 'integrated pest management approach that combines biological and chemical inputs for effective control of pests.
- 'Carbon footprint reduction approach' by producing products to convert biodegradable waste and add nutrients to soil structure.
- Advocating use of bio-organic products in farming as well as Promoting effective and safe handling of our products through training, education, farmer meetings, and product literature.



- Promoting co-prosperity by creating sustainable livelihood for farmers through our end-to-end range of biological products (from seed treatment to post-harvest) that is designed to be user-friendly, economically viable, and resource - efficient.
- Safety & sustainable Infrastructure initiatives - By maintaining high ethical standards and conducting business in a safe & transparent manner mainly by following Good Manufacturing protocols as laid down by the regulatory agencies & government bodies including CIB, BIS, FAO, CIPAC, and Fertilizer Control order 1985.

CSR Initiatives - Our CSR programs are designed to ensure the well-being of the communities around us.

Some of our initiatives to drive positive change in the lives of these communities include the following

- Sponsoring toilets in support of the nation's cleanliness drive.
- Promoting better health
- Food distribution to the needy to end hunger and malnutrition through Gupt Daan Trust
- Promoting education amongst the underprivileged by sponsoring tuition fees, books, uniforms, etc.
- Heartfulness Initiative - We have partnered with the Heartfulness Institute and strongly propagate the Heartfulness Way through-
 - Employer- Employee- Farmer meditation program to create a compassionate ecosystem and lead a stress-free life.
 - Participating in the Forest by Heartfulness program- Contributing to afforestation initiatives, as well as providing free advisory solutions to nurture and grow crops/plants.





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