

Tropical Agro Drives Innovation in Agri-Inputs Launches Patented 'Tag Proxy' Herbicide Amidst Growing Farm Labour Challenges

- *Tag Proxy is a patented, non-selective, post-emergent herbicide effective against all types of weeds*
- *Advanced formulation ensures complete weed control and extended protection*
- *Addresses farm labour shortages and rising input costs through efficient, farmer-friendly weed management.*

National, May 20, 2025: Tropical Agrosystem (India) Pvt. Ltd., a leading player in the crop protection and plant nutrition industry, has announced the nationwide launch of its revolutionary patented product — **Tag Proxy**, a powerful herbicide formulated to combat persistent weed problems while addressing one of the most critical issues facing Indian agriculture today: **labour scarcity**.

With rising farm input costs and an acute shortage of agricultural labour, **Tag Proxy** arrives as a timely solution for farmers. This **non-selective, post-emergent herbicide** targets all weed types in a single application, delivering **long-lasting control** and **reducing dependency on manual weeding**. Easy to use and highly effective, it empowers Indian farmers to focus on boosting productivity while lowering operational burdens.

Weed infestations remain a serious challenge in Indian agriculture. A joint study by the Federation of Seed Industry of India (FSII) and the Directorate of Weed Research reports weed-related losses of **25–26% in Kharif crops** and **18–25% in Rabi crops**, resulting in an annual productivity loss of over **₹92,000 crore**.

*“At Tropical Agro, our mission is rooted in improving farmer welfare through innovation,” said **Mr. V.K. Jhaver, Founder, Tropical Agro**. “With **Tag Proxy**, we are filling a vital gap in India’s weed management landscape. This product not only enhances field efficiency but also addresses the growing issue of labour unavailability. We remain committed to rolling out more breakthrough solutions that strengthen India’s food security and support our farmers’ prosperity.”*



Tag Proxy features a proprietary blend of **Paraquat Dichloride 22.4% W/W** and **Oxyfluorfen 1.99% W/W EW**, designed for fast action and consistent, season-long results. A single spray

delivers complete control, saving farmers time, reducing labour costs, and enabling them to focus on yield enhancement and income growth.

This launch follows the successful rollout of **Tag Stem Lee** — India’s first granular insecticide with three active ingredients, developed to protect paddy crops from stem borer and leaf folder infestations. **Tag Stem Lee** has received an encouraging market response.

Key Benefits of Tag Proxy:

- Patented, non-selective, post-emergent herbicide
- Complete weed control with a single spray
- Effective across weed species.
- Reduces labour dependency and saves time

Approved by the Central Insecticides Board & Registration Committee (CIBRC), Tag Proxy will be available nationwide starting **May 21, 2025**.

With **Tag Proxy**, Tropical Agro reaffirms its commitment to transforming Indian agriculture — delivering **innovative, sustainable, and farmer-first solutions** that drive productivity, lower costs, and enable long-term growth.

About Tropical Agrosystem (India) Pvt. Ltd.

Established in 1969, Tropical Agro is a leader in India's crop protection and plant nutrition industry, spanning the Chemical, Biological, and Organic segments. A part of the Jhaver Group, the company is dedicated to empowering farming communities and advancing responsible, sustainable farming practices across the country.

Recognized for its unwavering commitment to innovation, quality, and environmental stewardship, Tropical Agro has earned numerous accolades, including the ICFA, AIASA, IEDRA, and BioAg India awards. The company is also certified with globally recognized standards such as ISO 9001:2015, ISO 14001:2015, ISO 45001:2018, WHO-GMP, IMO, DSIR, NABL, and TUV SUD South Asia, highlighting its excellence and adherence to the highest industry standards.

With a robust turnover of USD 170 million, Tropical Agro’s extensive farm-to-consumer value chain impacts over 8 crore farmers nationwide. Its operations are supported by 20,000 distributors and retailers, 4,000+ field assistants, and 1,100 employees. The company delivers over 300 solutions, ranging from seed treatment to postharvest care, developed across 7 advanced manufacturing facilities and 3 R&D hubs.

Addressing pressing global challenges such as food security, soil health preservation, and safe farming practices, Tropical Agro remains at the forefront of revolutionizing agriculture. Guided by a vision of sustainable growth, the company is committed to advancing India’s ambition to become the “Food Basket of the World”.

For further PR enquiries, please contact:

Ms. Chandrika Rodrigues

General Manager – Branding & Communications,
Tropical Agrosystem (India) Pvt. Ltd.
Mobile: +91 9500219262
Email: chandrika.v@tropicalagro.com

Ms. Urmila Dethé

Streetlight Media Pvt. Ltd.
Mobile: +91 9372559740
Email: urmila.dethe@streetlightmedia.in