

## **Tropical Agro Unveils TAG FLY GOLD — A High-Efficacy Technology for Superior Control of Sucking Pests and Borers**

**Chennai, India – November, 2025:** Tropical Agro, India's largest homegrown agri-tech crop care and soil care company, has announced the launch of **TAG FLY GOLD**, a **patented insecticide formulation** engineered to deliver **high-level efficacy** against thrips, fruit borers, whiteflies, mites, and other major sucking pests that significantly impact crop health, yield, and profitability.

TAG FLY GOLD is **approved by the Central Insecticides Board & Registration Committee (CIB&RC)** for use in **chilli crops**, and has demonstrated effectiveness across **multiple high-value commercial crops** including **cotton, tomato, and brinjal**, among others. The product provides **season-long protection** from the **vegetative stage through fruiting**, enabling stronger plant growth, improved resilience, and **safer, better-quality harvests**.

Studies indicate that pest attacks on chilli crops alone can lead to yield losses ranging from **20% to 90%** under severe infestation. TAG FLY GOLD addresses this challenge through a **triple active combination** of **Diafenthionuron, Fipronil, and Dinotefuran**, delivering **multi-mode action** — systemic, contact, stomach, and translaminar. This ensures that pests are controlled at multiple physiological levels, providing farmers with **comprehensive protection and sustained crop vigour**.

### **Key Advantages of TAG FLY GOLD:**

Triple-mode chemistry offering **complete pest control**

**Long-duration protection**, reducing spray frequency and costs

Enhances **plant growth and vigour** through a strong **phyto-tonic effect**

Safeguards **flowering and fruiting** stages to support higher productivity

**Well-suited for Integrated Pest Management (IPM) programs**

**"Our focus has always been to empower farmers with effective, reliable, and sustainable crop protection solutions,"** said **Mr. V. K. Jhaver, Founder, Tropical Agro**.

**"As new pest species and resistance patterns continue to emerge, it is critical to innovate and evolve our offerings. TAG FLY GOLD delivers superior efficacy while supporting crop health and farmer profitability. We remain committed to expanding our portfolio with advanced agri-tech solutions that provide multiple agronomic benefits."**



TAG FLY GOLD strengthens Tropical Agro's diversified crop protection portfolio, which includes widely trusted brands such as **Tag Stem-Lee, Tag Warrior Top, and Tag Proxy**, reinforcing the company's leadership in high-performance crop care solutions.

### **Availability**

TAG FLY GOLD will be available across Tropical Agro's extensive distributor and retail network in major agricultural markets. For dosage guidance and application recommendations, farmers are encouraged to contact their local Tropical Agro field representatives.

### About Tropical Agrosystem (India) Pvt. Ltd.

Established in 1969, Tropical Agro is a leader in India's crop protection and plant nutrition industry, with a diversified portfolio across 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 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 200 million, the company operates a comprehensive farm-to-consumer value chain, impacting over **8 crore farmers**. Its operations are powered by **20,000+ distributors and retailers**, **4,000+ field assistants**, and **1,100 employees**, delivering **300+ crop solutions**, ranging from seed treatment to post-harvest care, developed across **7 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 continues to champion India's ambition to become the "**Food Basket of the World**."

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