



EDITION - VII | ISSUE - OCTOBER | YEAR - 2019

# INDOGULF TIMES

NEWS & VIEWS



First PRIZE WINNER NATIONAL AWARDS 2013



HAPPY  
**Diwali**  
A HARVEST FESTIVAL

**CAC AWARD**  
Overseas Market Expansion

**RABI**  
WILL BOOST  
THE OVERALL  
PRODUCTION



ICL INITIATIVES  
**DOMESTIC &  
INTERNATIONAL**

IT IS PROUD MOMENT FOR ALL OF US MY SINCERE THANKS TO ALL MEMBERS OF THE INDOGULF FAMILY.



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## EDITORIAL COMMENT

# Diwali A Harvest Festival



Diwali, the festival of light, is also a harvest festival as Indian farmers celebrate the last harvest of the year. Now government, public sector, industry, NGO and many of the start-up are focusing on agriculture, thus Diwali has brought more reasons for cheer and festivity. Yes unequal rainfall is also playing negative role in this picture, but it's not the long term effect. We wish that goddess Lakshmi will bestow her blessings to our farming community in the form of promising decisions and a valuable production.

As per First Advance Estimates for 2019-20, the production of foodgrains crops is estimated at 140.57 million during Kharif 2019-20 showing decline from 141.71 million tonnes in kharif 2018-19. The cumulative rainfall during this year's southwest monsoon season upto mid-September has been 4% higher than Long Period Average (LPA). The production of most of the crops for the agricultural year 2019-20 has been estimated higher than their normal production. However, these estimates would undergo revision based on further feedback from the states. With new procurement policy and higher MSP rates, the agriculture community is expected to reap a good price for their produce. The government, on its part, has taken many innovative decisions for strengthening agriculture sector recently.

The impact of the policies, higher production and new technologies though, can be felt only when the entire agrarian chain functions in unison. There are multiple issues such as the failure of the formal banking system for farmers, irrigation bottlenecks, inadequate storage facilities, inefficient market linkage platforms and inaccessibility of affordable technology to boost cultivation. These issues need to be addressed too. Agriculture and farmers are the backbone of economy, and contribute equally to boost the rural economy. In order to make Diwali a real celebration, we need to ensure even distribution of prosperity and happiness for all. The spirit of true India lies in its villages. Farmers toil throughout the year to bring food to our plates. Agricultural land is shrinking, soil health is reducing, and water level is also dipping continuously. So given all this, the cost of production has inflated. The government has come up with various schemes, but the real challenge lies in its implementation.

To drive away the evils of hunger, starvation, misfortune and to make Diwali a harvest day for agrarian society which will simultaneously harvest joy, wealth and good future for them; a more holistic approach towards reforming agriculture is essential. A greater degree of coordination is required between the centre and states, and also across various ministries (for example, agriculture, food, water resources, fertilizers, rural development and food processing) and also industry and communities. With these policy changes, most of which are already underway, agriculture is likely to become more sustainable and resilient. This will definitely produce tremendous rural wealth thus, brightening Diwali for everyone.

Happy Diwali!!!

**Amit BK Khare**  
Manager – Branding & Development



## REFLECTION FROM THE GROUP CHAIRMAN

**D**iwali is one of the most beautiful festivals of India. Everything looks beautiful and lit up under the charisma of lights and diyas. The festival is about hope, victory, winning hearts, mending relationships, spreading happiness and celebrating life. This Diwali, do not compromise on making everyone around you smile. May the festival of lights be the harbinger of joy and prosperity. As the holy occasion of Diwali is here and the atmosphere is filled with the spirit of mirth and love, here's hoping this festival of beauty brings your way, bright sparkles of contentment that stay with you through the days ahead.

On behalf of Indogulf Family I wish you all "Very Happy Diwali".

**O.P. AGGARWAL**  
Group Chairman  
Indogulf Cropsciences Ltd.





# MESSAGE FROM THE DESK OF MANAGING DIRECTOR

Indogulf Cropsciences Ltd join all friends and well-wishers and especially our Annadata (farming community) in Diwali celebration 2019. Diwali- the Festival of Light, symbolizes the triumph of good over evil and provides the opportunity for us as a nation to ensure that the light of peace, tolerance, understanding and compromise, lighten our paths and provides guidance in all our undertakings.

The Diwali celebration is one that today transcends all our communities and is supported nationally. The symbol of the lighted diyas is not only a sight to behold, but also imparts the message of spiritual enlightenment.

On this auspicious festival of light may the glow of joy, prosperity and happiness illuminate our lives.

Indogulf Cropsciences Ltd. wishes you and your family a happy and enjoyable Diwali.

***Happy Diwali!***

**SANJAY AGGARWAL**  
Managing Director  
Indogulf Cropsciences Ltd.



## The two hands for protection & security

Indogulf Cropsciences Limited is one of India's leading agro-chemical Company and has been recognized "A star" Export House by Ministry of Commerce & Industry, Government of India. We won 1st Prize National Awards by MSME, Government of India for Micro Nutrients for Plants in 2013. We have received "2017 Overseas market Expansion Award" and "Overseas Market Expansion 2018 Award" during CAC 2018 and CAC 2019 in Shanghai and has bestowed with many awards and recognitions from time to time. We have PAN-India presence through our marketing offices in all major states across India. Indogulf Cropsciences having our overseas office in USA and Australia also. We have successfully registered more than 410 formulations for Domestic, 30 Technical Indigenous mfg., 75 for exports and many more in the pipeline.

The two hands in our commitment logo are indicative of double protection and security that we stand for. The bottom hand which holds the budding plant connotes 'Growth through Possibilities'. It is a platform provided to enhance the crop yield, and strengthens the crop capabilities. It is also the platform for growth and happiness available to all the members and associates of THE INDOGULF GROUP. The upper hand connotes 'Universal Protection' – the hand of security, the safety cover. This hand provides and endeavor of working under common goals of empowering the resource to protect the crop & serve needy farming community. It is also a symbol of improving human lives through safe environment. This is also indicative of corporate Value in innovation that from part of our promise & commitment for protection of interest of its associates.



# Product basket in Multi Verticals

(We are handling 450 products and 2700 SKU)



## PROUD TO BE FIRST MANUFACTURER IN INDIA

**SPIROMESIFEN-TECHNICAL**  
(MINIMUM 96.5% PURITY)

**ACHIEVED 99.3% PURITY**

## PROUD TO BE SECOND MANUFACTURER IN INDIA

**PYRAZOSULFURON ETHYL**  
(MINIMUM 97% PURITY)

### 'A' Star Export House recognised by the Govt of India

- We are the leading exporters of agrochemicals and fertilizer across the globe.

### Global and PAN India Presence Bringing More Expertise

- Pan India Presence- 23 Branches cater to over 6000 Distributors, close to 50000 Retailers and Millions of farmers
- Exporting to more than 25 Countries in Middle East, Africa and Asia.

### Winner of National MSME Award for Best Quality



### R&D Oriented Company

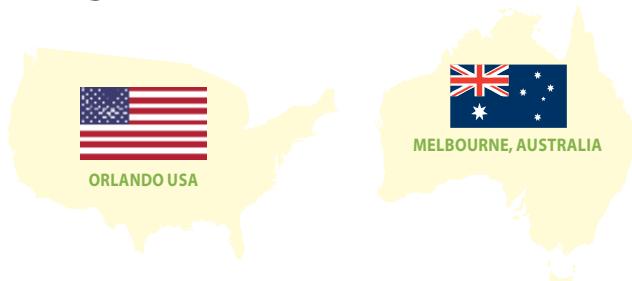
- Full Fledged R&D Lab certified by NABL
- Lab level, Pilot and Farm level research.
- Team of Highly qualified Chemists and Scientists
- Latest Equipment- HPLC, GLC, AAS etc
- Product trial farms at Nathupur (Haryana), Ajeetgarh (Rajasthan and Ludhiana(Punjab) for product testing and crop Research under supervision of Dr. Bajya, eminent scientist who has been associated with major Research organisations and is Expert Guest in TV Shows and Aakashvaani programs for farmers.



### Corporate Mascot



## Indogulf Overseas Offices



USA Office :  
INDOGULF CROPSCIENCES USA CORP  
#5213, Conch Court Orlando, FL - 32819

Australia Office :  
INDOGULF CROPSCIENCES AUSTRALIA PTY. LTD.  
13 Millroy Street Brighton East VIC-3187 Australia

## Winner of Many National & International Awards



## Category Indicative Packaging



**INSECTICIDES**

**HERBICIDES**

**FUNGICIDES**

**PLANT NUTRIENTS**

- Own patented packaging bottles and Category Indicative Packaging design.
- Capability to provide packaging range from 1 gm/ml to 200 KG/Lit in HDPE/PET/COEX/MS/ Multilayered pouch/Bags/Cartons.

## Other Verticals



Patented ICL Bottle  
Manufacturing Unit



Hygiene Products Series  
For Healthy Life



COMPLETE PEST CONTROL SOLUTIONS  
FOR PROFESSIONALS



## Product Range to Cater to all Stages and Pests

### Domestic



- Over 100 Brands,
- 410+ Registrations
- 50+technical Manufacturing Registrations
- Multi segment products including Chemical & Biological products
- We offer complete range of nutrients & plant health product as well as crop protection products.
- We were pioneer to bring 4 Kg. per acre dose concept in seaweed plant supplements lead to saving the cost to the farmers who were using 10 Kg. Granules per acre.
- We offer ready supply of all packing ranging from 1gm/ml to 200 ltr/kg drums.
- MRP of our products is rational to support farmers as well as channel partners.

### International



- 75 Registrations For Export.
- 121 Global Registrations are in Process.

## CSR Initiatives



**Shri Radha Mohan Singh**  
Former Minister of Agriculture & Farmers Welfare  
at our Factory on " Kalyan Utsav"



Agri School on wheels- we provide training to farmers



Our Business Objective is "Grow Together" and aligning with our business objective we are in process of short-listing our business partners according to "Race to Victory" theme. We are in process of creating a small but effective group of the game changer Business Partners with some motivational path and business model.



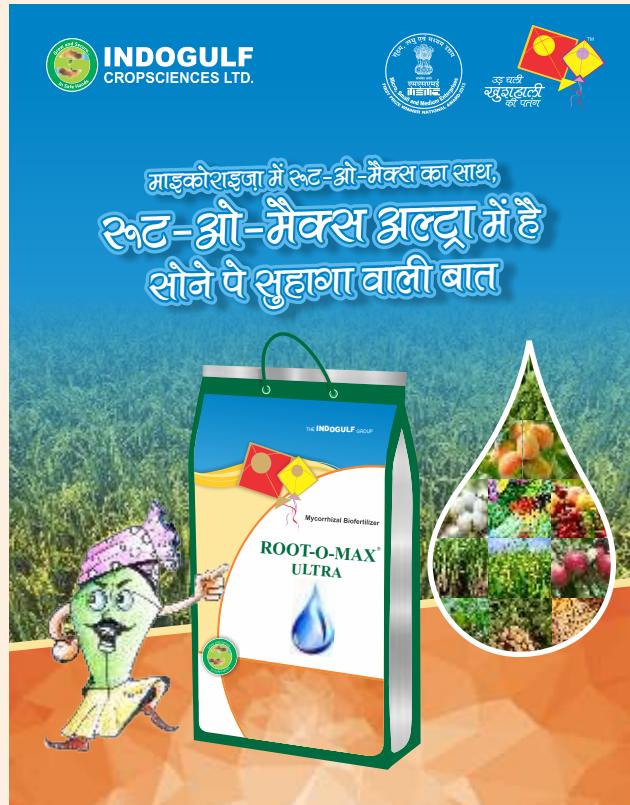
## Recent Announcements



Our initiative 'Chalti ka Naam Gaadi' has received very good response from our business partners. This year only we received the booking of around 50 four wheeler & two wheeler during the spot booking scheme of various products at business partner meets in pan India.



### ICL INNOVATIVE CONCEPTS



### ICL's New Corporate Theme : 'Indogulf Bageechi'



# New Vertical Giraffe

Prevention is better than cure. If we take care of ourselves, our family, our home, our surroundings and our village cleanliness properly, then many diseases can be avoided. **Indogulf Cropsciences Ltd** takes full care of you and your family from your farms to your home. From last several decades, our agrochemical products have been protecting crops from insects, diseases and weeds with that also providing the right amount of nutrients in to it. In this vertical we have brought for you and your family's healthy life, "**Giraffe**", a series of products which kills every harmful germs, which spread disease at your home, and gives you a clean and healthy life. The range of "**Giraffe**" products assassinate almost 99.99% of the harmful germs from your kitchen to your bedroom and from your bathroom to your toilets.



## New Products 2019

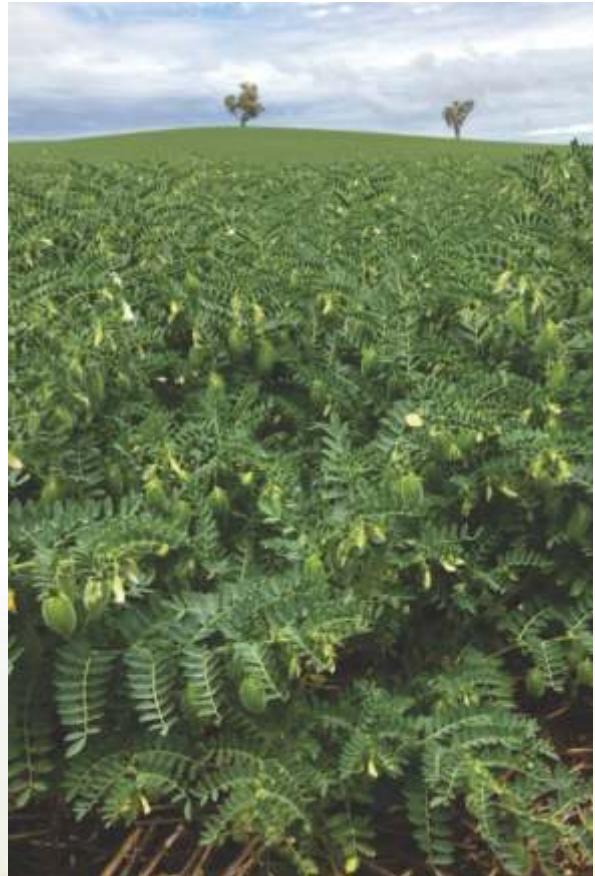


With a promise of providing world class agro solutions to our Indian farmers, Indogulf Cropsciences Ltd, one of India's leading Agrochemical Technical and Formulations Company, launched its revolutionary 8 new agrochemical products called PORT, PROMINENT, LOGIC, PLANOGULF, DHAMAAL 50, ARJUN 32, FANG and INDOGULF Z-80 for various crops.



# RABI WILL BOOST THE OVERALL PRODUCTION

**A**griculture is the backbone of Indian economy. All researches and studies on economics are somewhat based on agriculture directly or indirectly. Our money trade float from rural to urban that's why now government is also focusing on rural economy. Recent initiatives and reforms which has been performed by government of India for the betterment of agriculture and related industry are welcomed. There are many schemes/initiatives like hike in MSP for all Kharif Crops of 2019-20 Season, PMFBY (Pradhan Mantri fasal Bima Yojana), Soil Health Card Scheme, PKVY (Pramparagat Krishi Vikas Yojana), e-NAM (National Agriculture Market), PMKSY (Pradhan Mantri Krishi Sinchayee Yojana), FPO (Farmers Producing Organization) etc are proving to be milestones in the path of prosperous agriculture and agro industry.





Apart from these schemes and reforms there are still some challenges which are being faced by farming community and industry due to Indispensable reason like climate change, unequal rainfall, water stress and low irrigation facilities. These all play a major role in ups and downs of rural economy. That is why the research wing of rating agency CRISIL thinks prices of agricultural commodities are likely to rise by 10-12 per cent this year.

A proportionate jump in food inflation is thought unlikely, due to subdued global prices and abundant buffer stock for state intervention in case of price rise. India's food inflation has been somewhat muted for several quarters.

After three years of growth, kharif output is likely to decline by three to five per cent this season. The southwest monsoon was erratic, from being 30 per cent deficient in June to a surplus in August, with uneven distribution. CRISIL estimates kharif crop output at 162.2 million tonnes, from 170.7 mt the previous year.

Delayed onset of the monsoon had led to 6.4 per cent decline in paddy sowing by August 22. Paddy accounts for a little over 30 per cent of kharif season acreage. However, the area under cotton and maize should be higher, as higher prices last year had encouraged farmers to sow more.

The quick catch-up in the southwest monsoon has meant excess rain in August in a few sub-regions. This has affected kharif crops, particularly paddy. But, abundant rains have also improved chances of healthy rabi production because of recharging of groundwater resources and higher reservoir levels."

We will hope for the best in combined Kharif and Rabi production, we will achieve our magic number in agriculture production in coming Rabi season, as that trend has been observed in past also. To reach upto the desired level some small steps like judicious use of agrochemical, saving the water by creating ponds and storage of rain water, use of new technology in farm for irrigation like drip and sprinkler irrigation and value added services at farm level are supposed to be taken for getting higher price of production.



# Celebrated Green DIWALI



## "Spartan's & Punjab Warrior's"

करते हैं ये फरमाइसें पूरी सब की, और अपनी जरूरतों का जिक्र तक नहीं करते।

जी हाँ ये Spartan's & Punjab Warrior's ही हैं जो उठाये रखते हैं जिम्मेदारियां

कंधों पर ..... मगर उफ तक नहीं करते ॥

यू तो दिल मे समुन्दर भरा है इनके, पर आँखों मे नमी नहीं होती।

पर जितना सोचते हैं हम, जिन्दगी इनकी आसान नहीं होती ॥

कंधे हमेशा जिम्मेदारियों से भरे रहते हैं इनके,

अपनी सेल टारगेट की खातिर अपनों से ये दूर रहते हैं

Spartan's & Punjab Warrior's जिन्दगी इनकी इतनी आसान नहीं होती....

फोन पर हर बार ये कहते हैं मैं ठीक हूँ, इनको अपनी जिम्मेदारियाँ सोने नहीं देती।

जितना हम सोचते हैं... जिन्दगी Spartan's & Punjab Warrior's की इतनी आसान नहीं होती।

किसी भी हाल में शांत रहने का हुनर इनमें कमाल होता है,

चीजों को सोचने समझने का नजरियां बेमिशाल होता है।

ये अपना धीरज नहीं खोते, जिन्दगी Spartan's & Punjab Warrior's

की इतनी आसान नहीं होती ॥

— पुष्प कुमार





# ‘Business Partners Meet,’ @ pan india

**B**usiness Partner meetings played a major role in company's growth for business transparency. Our Business partners meeting organized in different part of India went off really well and derived a lot of value and business opportunities to both sides. Every meeting was a learning exercise, where we have learned from our valuable partners and also communicated what we are having for them. During these meeting we always made sure that our business partner could get the proper information about the ICL services, offering, technology and products, so that they can transfer this information timely to the farmers for reducing crop losses due to insect, diseases and weeds.

“Race to Victory” is the initiative taken by Indogulf Cropsciences Ltd to recognize the achievers who have thought out of the box and done the miracle in their business. We have bifurcated “Race to Victory” in various subdivision like Sher-e-State award, State Ratna award, Dronacharya Award, loyalty Award, Mentor Award, Pradarshan Award and top 5 SPS and SCP Awards etc.

**Jammu & Kashmir Business Meet**

at Hotel Heritage, Srinagar on March 23, 2019



**MP & Chhattisgarh Business Meet**

at Hotel Sayaji, Raipur on June 01, 2019





***Maharashtra Business Meet***

at Hotel Le Meridien, Nagpur on July 15, 2019



***Punjab Business Meet***

at Hotel JW Marriott, Chandigarh on July 17-18, 2019



## ICL INITIATIVES DOMESTIC ||||

at Hotel Pride Plaza, Delhi on July 24, 2019

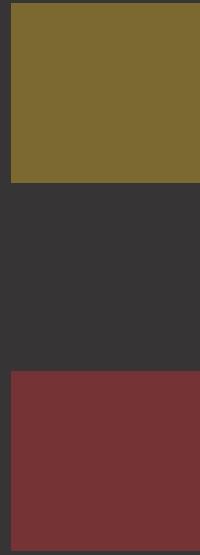
## Bihar, Rajasthan, Gujrat & Haryana Business Meet



at Film City, Hyderabad & Riverbay Resort, Rajahmundry on Sep. 08 & 10, 2019

## Telangana & AP Business Meet





# ‘INDOGULF Development Initiatives’ , @ pan india

Development activities which has been done by ICL were more focused and they are directed towards farmer prosperity. Our development activities were highly targeted in terms of Crop, insect, diseases, weeds with quality product and advance technology, keeping in mind the demographic and psychographic characteristics of our farmers. The communication is highly personalized and the objective is to gain conversions.

We focused on various development activities like Demonstration activities, Field Days, Farmers Meeting, Village Meeting, Mobile Van Campaign, Dealer Board Campaigning etc. in a unique way for spreading a single and exclusive communication to all. On regular basis our development officers are on field' and giving 24X7 hour services to the farmers to increase their yield and profitability. There are some state wise glimpse of these activities.

# Demonstration Activities

Demonstration plays a major role in establishing the products. ICL has set-up the benchmark to provide the quality products to the farmers and that has been proven during various demonstration activities pan India. ICL staff regularly visits to farmers' field and gives all information regarding the ICL solutions during these visits we also demonstrate our product to show the result. We are happy to say that our demonstration activity with the hard work of our development professionals are changing the pedagogy of conventional demonstration procedure. Farmers are appreciating our modus – operandi and giving positive feedback which motivates us to work more effectively for farmer's welfare.



Odisha



Chhattisgarh



Rajasthan



Maharashtra



Bihar



Rajasthan



Haryana



Uttar Pradesh

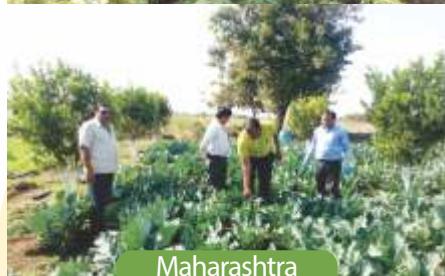


Punjab



Gujarat

# Field Visit



Maharashtra



Uttar Pradesh



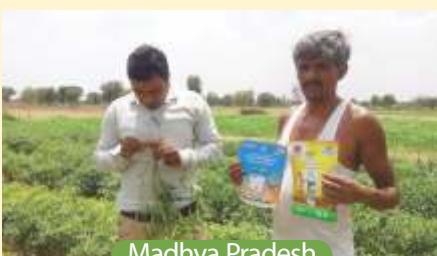
Odisha



Bihar

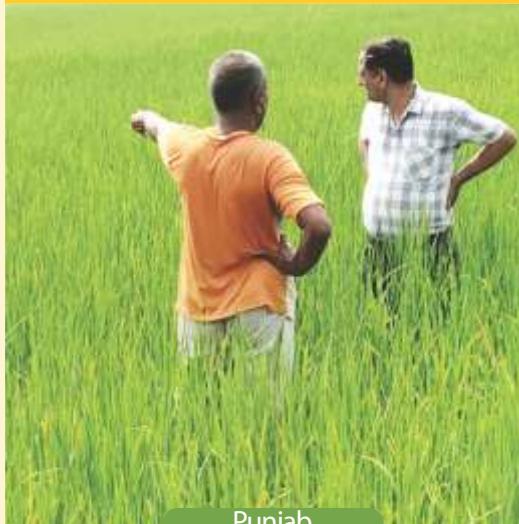


Rajasthan

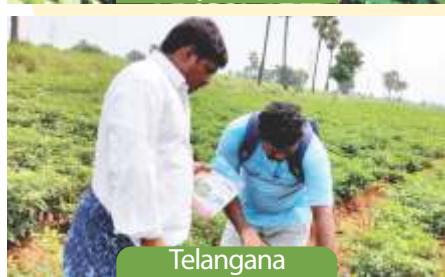


Madhya Pradesh

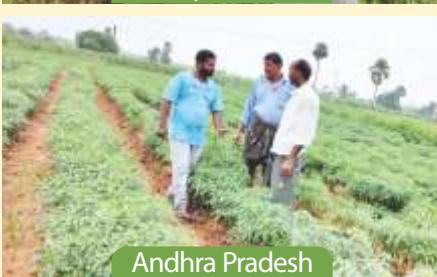
Regular visit to Farmers' field provides effective monitoring and on-time solutions for various issue occurred during the crop life cycle. ICL team regularly visits to farm and identified the various issues faced by crop and provides effective solutions accordingly. Our aim is to increase yield and quality produce for farmers' prosperity for that we are regularly exchanging our dialog with the farmers by visiting them. We collect many insight information by these activities and accordingly customize and deliver the best technological products to farmers.



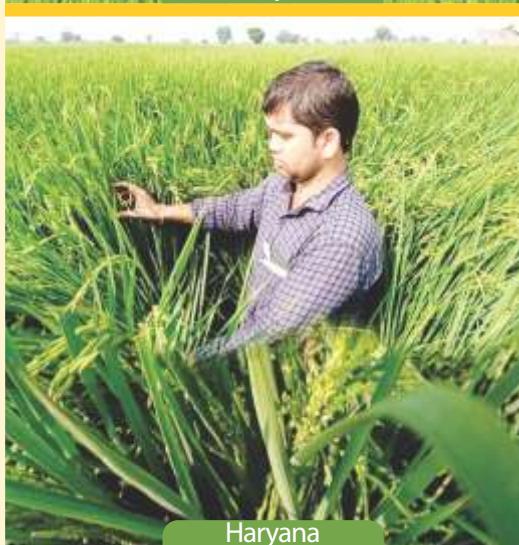
Punjab



Telangana



Andhra Pradesh



Haryana



Chhattisgarh



West Bengal

# Farmer Meeting

**A**grochemical is an important agricultural support industry which boosts agricultural yield by controlling the insects and diseases in the farm land. To ensure sustainable growth, it is important that regular interaction with the farming community should be established and strengthened for technology transfer from "Lab to Land" and "Land to Lab". ICL is committed to bring world class technology for farmers so that farmers get benefitted and may contribute in growth. Goal of sustainable agriculture can be achieved only if the Indian farmers adapt the new technology in farm. ICL is regularly supporting this noble cause by conducting farmers meetings at every corner of India.



Maharashtra



Uttar Pradesh



Rajasthan



Odisha



Bihar



Telangana



Bihar



Haryana



Andhra Pradesh



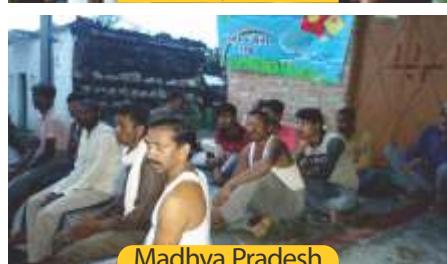
Haryana



Punjab



West Bengal



Madhya Pradesh

# Mobile Van Campaign



Maharashtra



Rajasthan



Telangana



Punjab



Andhra Pradesh



Uttar Pradesh



Madhya Pradesh



Chhattisgarh



Bihar

Every business needs an attention in the local market, Mobile Van Campaign Advertising can help any business to reach the right audience. This kind of advertisement can be a high-impact, low-cost marketing tool perfect for the market which are not connected with the traditional advertisement methods like TV, Print etc.

Introducing a new era marketing and branding method called Canter advertising or Mobile Van Campaign. You have seen so many decorated tempos and Vans of ICL in your targeted business region for increasing your business potential and achieving the mutual business growth. As soon as we start campaigning of our products, we will reach our maximum market and targeted audience but we are not going to get anywhere especially without focus and unique ideas, that's why ICL is focused on agro-climatic zone, crop, issues faced by farming community and specific solutions offered by ICL during this campaign. Here are some vignettes of our recent mobile van campaign in different state on India.



Haryana

# Training & Development



Training and development is the field which is concerned with organizational activity aimed at better performance of individuals and group. It is a combined role often called human resources development (HRD) meaning the development of "Human" resources to remain competitive in the marketplace. Training focuses on doing activities today to develop employees for their current jobs and development is preparing employees for future roles and responsibilities. ICL regularly emphasize its training program for developing the human asset. Recently we are launching our new Training Program called ICL ECLAT (Indogulf Cropsciences Limited Excellent Corporate Learning And Training) Program for uplifting the product knowledge, market linkages and soft skills.



ICL ECLAT  
(Indogulf Cropsciences Limited Excellent  
Corporate Learning And Training)  
Program.

# ‘ICL Presence, @ Domestic Exhibitions

Government of Haryana has organized 4th Agri LEADERSHIP SUMMIT, 2019 on February 15-17, 2019 at Ganour. ICL has shown it's presence in a way of very unique stall called 'Indogulf Bageechi'. During the exhibition we have launched our revolutionary product Empire. More than 1000 farmers have visited ICL stall and participated in various on-stall activities and also collected information of new technological ICI products for higher and qualitative production. All Haryana team has lead the exhibition and executed well.



## Malaysia Incentive Tour



## ICL Social Initiative Eye Checkup Camp at HO



# ICL Consumer Feedback

We are working toward farmers' prosperity by providing world class technology to them. It's our pleasure to get the positive feedback from our farmers who used ICL products. Here are some farmer testimonial to describe and celebrate our success.

नाम – गुरमेल सिंह  
पिता – मुन्शीराम  
गाँव – शान्तिनगर  
मो. – 9992278926



मेरा नाम गुरमेल सिंह है, मैं गाँव शान्तिनगर, छत्तीसगढ़ का रहने वाला हूँ। मैंने अपनी टमाटर की फसल में इण्डोगल्फ कॉप्साइंसेस कम्पनी का एम्पायर प्रयोग किया जिससे मुझे अपनी फसल में अच्छे परिणाम मिले। इस प्रोडक्ट से मेरी टमाटर की फसल में बहुत अच्छा फल व फूल आया। मैं इस प्रोडक्ट से संतुष्ट हूँ और मैं सभी किसान भाईयों को इस प्रोडक्ट को प्रयोग करने की सलाह देता हूँ।

नाम – अशोक कुमार  
पिता –  
गाँव – सनोली  
मो. – 9813398337



मैंने इण्डोगल्फ कॉप्साइंसेस लिमिटेड कम्पनी के एम्पायर प्रोडक्ट का प्रयोग किया। इसका परिणाम बहुत ही अच्छा है। इसे डालने के बाद खेत में ज्यादा फुटाव है, हरापन है, और मैं इस दवा से बहुत संतुष्ट हूँ।

नाम – नरेन्द्र सिंह  
पिता –  
गाँव – माजरी  
मो. – 9992722502



मेरा नाम नरेन्द्र सिंह है, मैं माजरी गाँव का निवासी हूँ। मैंने इण्डोगल्फ कॉप्साइंसेस कम्पनी का रूट-ओ-मैक्स गोल्ड का प्रयोग किया जिससे मेरी धान की फसल में अच्छा परिणाम आया। मेरी धान की फसल में अच्छा फुटाव किया। मैं सभी किसान भाईयों को रूट-ओ-मैक्स गोल्ड प्रयोग करने की सलाह देता हूँ।

नाम – संदीप सिंह  
पिता – सदिर सिंह  
गाँव – फरीदकोट  
मो. – 9878250923



मेरा नाम संदीप सिंह है और मैं गाँव फिडेकला, फरीदकोट, पंजाब का रहने वाला हूँ। मैंने अपनी 55 एकड़ की फसल में इण्डोगल्फ कॉप्साइंसेस कम्पनी का इण्डोमाइकोराइज़ा और सोना श्री गोल्ड प्रयोग किया जिससे मुझे अपनी फसल में 100% पूरा रिजल्ट मिला।

नाम – अजय ठाकुर  
पिता –  
गाँव – कोरीगाँव  
मो. –



हम अजय ठाकुर ग्राम कोरीगाँव (विहार) पंचायत के मुखियाँ हैं। इण्डोगल्फ कम्पनी के आई.डी.ओ. संतोष जी ने हमारे मेथा (पेपरमिन्ट) की फसल पर बायोगोल्ड और अंकुर गोल्ड का डेमोस्ट्रेशन दिया था। वह जब हमारे खेत पर जाँच करने के लिए आये तो हमने पाया कि मेथा की फसल का पहले के मुकाबले अधिक विकास हुआ है। हम इस दवा से बहुत प्रसन्न हैं हम और लोगों को भी इस दवा के बारे में बताएंगे।

नाम – जितेन्द्र सैनी  
पिता – बजरंग लाल सैनी  
गाँव – लिसाड़िया  
मो. –



मैं जितेन्द्र सैनी, मैं गाँव लिसाड़िया का रहने वाला हूँ। मैंने 2 बीघा एरिया में मिर्च के खेत में इण्डोगल्फ कॉप्साइंसेस लिमिटेड कम्पनी के एम्पायर प्रोडक्ट का प्रयोग किया जिससे गोथ, फल-फूल और हरेपन में बहुत हुई। जिससे मुझे मिर्च में अच्छी पैदावार प्राप्त हुई। मैं इण्डोगल्फ कॉप्साइंसेस लिमिटेड कम्पनी के प्रोडक्ट एम्पायर से संतुष्ट हूँ। मैं सभी किसान भाईयों से एम्पायर प्रोडक्ट का ज्यादा से ज्यादा प्रयोग करने का निवेदन करता हूँ।

नाम – महेन्द्र सिंह  
पिता – जनवीर सिंह  
गाँव – भादड़  
मो. – 9050309000



मैंने इण्डोगल्फ कॉप्साइंसेस लिमिटेड कम्पनी के एम्पायर प्रोडक्ट का प्रयोग किया। इसका परिणाम बहुत ही अच्छा है। इसे डालने के बाद खेत में ज्यादा फुटाव है, हरापन है, और मैं इस दवा से बहुत संतुष्ट हूँ।

नाम – संजीव कटियार  
पिता – मोती लाल कटियार  
गाँव – तेजापुर्वा, कन्नौज  
मो. – 9793265654



हमने अपने खेत में धान की रोपाई से पहले N.P.K. के साथ मिलाकर रूट-ओ-मैक्स गोल्ड डाला था। जिससे खेत में कल्लों की संख्या अधिक थी और पौधों का तना भी स्वस्थ था। 40 से 45 दिन की अवधि में पौधों की जड़ों का विकास अच्छा हो रहा था और पौधों की हाईट एक समान थी जिससे पूरा खेत देखने में अच्छा लग रहा था। अतः मुझे पूर्ण विश्वास है कि पैदावार भी अच्छी और भरपूर होगी। हम रूट-ओ-मैक्स गोल्ड से पूर्णतः संतुष्ट हैं।

# Aanandotsav

## आनंदोत्सव

Indogulf celebrated Aanandotsav on August 4, 2019 at NDMC Complex, New Delhi for recognizing the long services and best effort for Indogulfien especially our Director Shri Bhupendra Kaushik on successful completion of 25 years of services with Indogulf Cropsciences Ltd. Indogulfian enjoyed the "Hasya Kavi Sammelan" in morning session and afterward great motivational and spiritual session by Baba Shri Satyanarayan Mourya Ji. Respected Chairman, Shri OP Aggarwal and Managing Director, Shri Sanjay Aggarwal has inaugurated the event by lightning the lamp. Management recognized the outstanding performance in the various category like Chairman Trophy for Domestic & International Business, Build & Field, Loyalty & sincerity, Shan – e – Indogulf, Rising Star, Just Do It and Special tours for Super Stars during the event.



# Recognition Momentive USA

*Visited our office and acknowledged our best performer teams*

Momentive USA, the global leaders in Silicone based adjuvants acknowledged our efforts in successful promotion of Ankur Gold.

Their top management team led by the Global Managing Director visited our office and honoured our frontline staff best performers, These awards were accepted by seniors on their behalf.



## Delegation from Africa Visited to ICL

*Her excellency, ambassador of Botswana, Africa has visited to ICL factory and office for exploring the opportunities between India & Botswana.*



## Ethiopian Partner along with Former Minister of Agriculture, Ethiopia visited ICL



## Visit of Iran Partner



# ICL Global Presence, @ CAC China

Indogulf Cropsciences Ltd., a leading manufacturer and exporter of agrochemicals, crop nutrients, technical, and formulations was awarded with the prestigious "Overseas Market Expansion Award 2018" by the Organizing Committee of 20th China International Agrochemical & Crop Protection Exhibition during 7 CAC Awards and CAC 20th Anniversary Awards Ceremony held in Shanghai on 4 March 2019. Indogulf received this award for second consecutive year.



# ICL Global Presence @ Australia

Indogulf Cropsciences Ltd., has participated in CAC Australia Exhibition and represented INDIA. During this exhibition his Excellency, **Sh. Rakesh Malhotra**, Council General of India in Melbourne visited the ICL Booth and appreciated the hard work and the technologies which ICL is delivering to the world's farming community.

Indogulf Cropsciences Ltd. (India) **established its Australian Subsidiary as "Indogulf Cropsciences Australia Pty Ltd"** as a local subsidiary to undertake agrochemical business in Australia in order to achieve strategic position, improve competitiveness and stimulate business growth. This is the second overseas subsidiary of Indogulf India after Indogulf Cropsciences USA Corp, in Orlando USA.



Formed New ICL Subsidiary in Australia



# ICL Global Presence, @ USA



# ‘1st International Business Partner Meet’ @Ethiopia

ICL has launched 5 new products for various crops during 1st International Business Partner meet in Ethiopia.



# ‘ICL Global Presence’ @Kenya



New Business Partner from Iraq has been added to Indogulf Family



*A Premium Organic Nutrition for Crops.*

# Launch Pack!

## DOUBLE DELIGHT

### Contents :

- 120gm x 40 Bottle
- 240gm x 20 Bottle
- Distributor Gift  
(Suitcase & Season Greeting Box)
- Dealer Gift  
(Artificial Jewellery with Each C-Box)
- Farmer Gift  
(1 Safety Kit for every 960 gm Purchase)
- Indogulf Times
- Empire Literature
- Banner of Empire





Indogulf Cropsciences Ltd

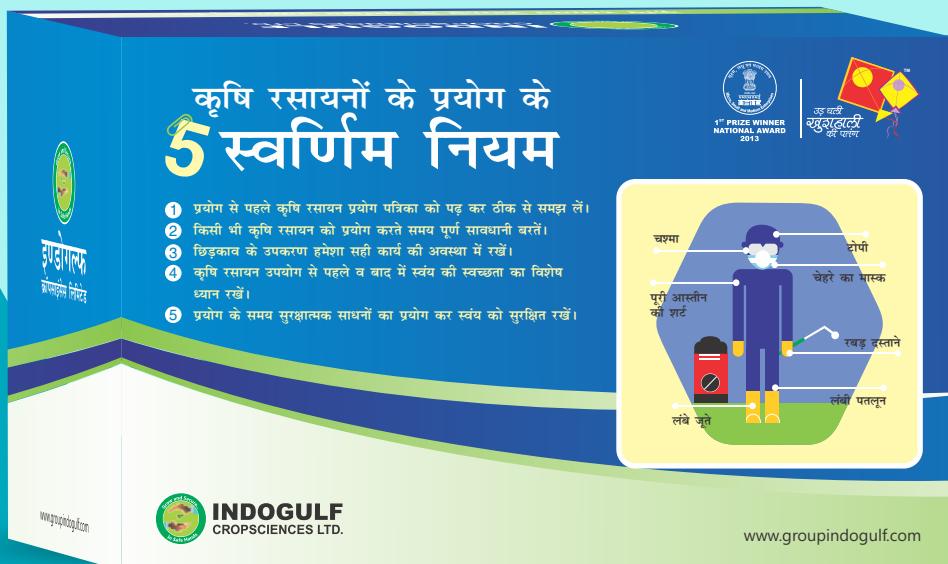
Introduces

**FARMER SAFETY KIT**



# We Care For Our Customer

Pack Size -  
40 Pcs. x 1 Carton



## Contents :

- |                   |   |         |
|-------------------|---|---------|
| • Safety Glasses  | : | 1 Pc    |
| • Face Mask       | : | 1 Pc    |
| • Disposable Cap  | : | 2 Pcs   |
| • Surgical Gloves | : | 2 Pairs |
| • Apron           | : | 5 Pcs   |



# ICL MEDIA COVERAGE



Media plays an important role for brands to make meaningful connections with their audience. Companies that use media to engage with their consumers receive more positive responses about their brand. Media is essential for building brands because it allows companies to connect with audiences on a sincerer level. The role of media in building brands is an extremely important one. With help of media, we are communicating directly to all consumers. As now these day social media is also playing a tremendous role apart from the traditional media like Print, TV, Radio etc. With the different types of social media platforms, we have many ways to connect with our audience. Social media increases the amount of exposure a brand receives and increases traffic. Social media also helps to develop loyal fans and generates leads. ICL having a strong traditional and social media presence which allows us to develop business partnerships, reduce marketing costs and improve sales. Some highlights of ICL media coverage ahead.

 <https://www.facebook.com/Indogulf-Cropsciences-Limited-155664788130984>

 <https://www.instagram.com/indogulfcropsciences1/>

 <https://www.linkedin.com/in/Indogulf-cropsciences-064355170>  <https://twitter.com/indogulfCrops>

 <https://www.youtube.com/channel/UCLk22C1mzj0Te1o4o0ou-g>



## किसानों को बेहतरीन उत्पाद, कम दाम में उपलब्ध करवाना इंडोगल्फ की प्राथमिकता - डॉ. पी.सी. राय

मौजूदा वक्त में बहुत सारी ऐसी कंपनियां हैं जो कृषि से संबंधित उत्पाद बना रही हैं जोकि किसानों की फसलों के लिये काफी कारगर भी साबित हो रहे हैं. कुछ इसी तरह से 'इंडोगल्फ क्रॉप साइंसेज लिमिटेड' भी अपने उत्पादों के जरि, किसानों की सेवा कर रही है. इस कंपनी के उत्पाद किफायती दाम पर उपलब्ध होने के साथ ही काफी प्रभावी भी हैं. इस कंपनी की सोच है कि अगर किसानों के पास कृषि से संबंधित सारी जानकारियां होंगी तो वे इन सभी जानकारियों की मदद से अपनी आर्थिक स्थिति को मजबूत करने में सक्षम होंगे. इसके लिये यह कंपनी ग्रामीण स्तर पर अनवरत प्रयासरत है. मौजूदा वक्त में इंडोगल्फ क्रॉप साइंसेज लिमिटेड किस-किस तरह के उत्पाद बना रही है और किसानों को किस तरह से सहायता कर रही है यह जानने के लिये कृषि जागरण की टीम ने इंडोगल्फ क्रॉप साइंसेज लिमिटेड के वाइस प्रेसीडेंट डॉ. पी.सी. राय से से बातचीत की. पेश हैं इस बातचीत के कुछ अंश:-

### 1. आप अपनी कंपनी के बारे में बताइए ?

यह बात उन दिनों की है, जब भारत कृषि उत्पादों में इतना अग्रसर नहीं था. हमें खाने के लिये अमेरिका के पी एल 480 गेहूं पर निर्भर रहना पड़ता था. वर्ष 1960 के आस-पास की बात है जब डॉ. स्वामीनाथन ने हरित क्रांति की अलख जगाई और अधिक उपज वाली किस्मों को प्राथमिकता देते हुए कृषि को नयी दिशा प्रदान की. हमारा उद्देश्य जमीन को पोषण देने के साथ ही किसानों को आत्मनिर्भर एवं मजबूत बनाना भी है. हमारी हमेशा से यही कोशिश रही है कि किसानों के साथ व्यापार ना करके किसानों को अपने परिवार का हिस्सा बनाया जाये.

### 2. आप अपनी कंपनी के उन उत्पादों के बारे में बताइए, जिनसे किसानों को अधिक लाभ हुआ है?

कृषि जागरण | अक्टूबर, 2019

हमने उत्पाद बनाने की शुरुआत उस वक्त की, जिस वक्त अन्न की उर्वरकता और उत्पादन क्षमता बहुत कम थी, समय की दरकार उत्पादन क्षमता को बढ़ाने की थी, तो हमने उस समय शुरुआत की मिट्टी के अंदर उत्पादकता को बढ़ाने के लिये पोषक तत्व की जोकि उस समय की जरूरत थी. ऐसे पोषक तत्वों को किसानों को दिया जो पौधों को जल्दी मिल सकें. हमने उसी पर ज्यादा ध्यान दिया- क्योंकि, उर्वरक को बाहर से आयात करना अभी हमारे बस का नहीं था. हमारे द्वारा बनाया गया जिंक, जिंक सुपर के नाम से बहुत मशहूर भी हुआ. किसानों ने उसकी बहुत सराहना भी की. उस समय फसलों में जिंक की कमी थी और मिट्टी में इसकी उपलब्धता कम थी. चूंकि, यह छोटा सा पोषक तत्व है जो फसल के लिये जरूरी होता है. फिर हम धीरे-धीरे स्मे पर आए. बायोफर्टिलाइजर को लेकर विशेष रूप से हमने उस समय से बायो प्रोडक्ट को लेकर काम किया है. जैसे-जिंक सुपर गोल्ड, रोटोमेक्स गोल्ड है, रोटोमेक्स अल्ट्रा है और हाल ही में हमने, एम्पायर के नाम से एक प्रोडक्ट को लॉन्च किया है, जो बायो प्रोडक्ट है.

जो अधिकांश फसल को तुरंत हेल्थ सपोर्ट करती है ताकि वो कीड़ों से और बीमारियों से लड़ सके।

आज हम उस एम्पायर के ऊपर 100 फीसद संतुष्टि का स्टाम्प लगाकर देते हैं। इंडो गल्फ है जिसने हिंदुस्तान में स्टाम्प लगाकर देने का साहस किया है और प्रतिबद्धता दर्शायी है। गारंटी का स्टाम्प वही कंपनी दे सकती है जो अपने प्रोडक्ट को लेकर ईमानदार है और वह किसानों के साथ धोखा न करें। मौजूदा वक्त में हमारे बहुत सारे प्रोडक्ट सफल हैं और ये आज अपने नाम से बिकते हैं। आज इन प्रोडक्ट की वजह से इंडो गल्फ जाना जाता है न कि इंडो गल्फ की वजह से ये प्रोडक्ट जाने जाते हैं। इस तरह से किसानों के बीच हमारे बहुत से प्रोडक्ट मशहूर हैं।

हमारे किसान कई बार प्रोडक्ट्स का नाम याद नहीं रख पाते इसके बदले वो प्रोडक्ट पर मौजूद किसी निशान को अपने ध्यान में रख लेते हैं और उसके उसके जरिये प्रोडक्ट को पहचान पाते हैं। उसी के मद्देनजर हमारे दूरदृष्टि श्री संजय अग्रवाल जी ने इंडो गल्फ क्रॉप साइंस लिमिटेड को 'कार्इट' का लोगो दिया। 'कार्इट' लोगो इसलिये दिया गया क्योंकि सोच कहीं न कहीं उड़ान भरने वाली है, जबकि जुड़ाव अभी भी धागे के सहरे जमीन के साथ ही है। हम आसमान को जरूर छूना चाहते हैं, लेकिन जमीर को बेचकर नहीं।

### 3. मिट्टी की उपजाऊ क्षमता को बढ़ाने वाले इंडोगल्फ के उत्पादों के बारे में बताइए ?

अधिकांशतः जिंक सुपर गोल्ड, रोटोमेक्स अल्ट्रा, रोटोमेक्स गोल्ड यह अपने आप में पोषक तत्व का काम करते हैं। पौधों को खुद ताकत देते ही है और इनकी सबसे बड़ी खासियत यह होती है कि किसान कोई न कोई उर्वरक कोई न कोई पोषक तत्व अपने फसल पर डालता ही है लेकिन वह पौधों को मिल नहीं पाता है। पौधों की जड़ों तक पहुंच नहीं पाता, ऐसे में यह जरूरी होता है कि उन पोषक तत्वों को पौधों की जड़ों तक पहुंचाया जाये। इसके लिये रोटोमेक्स गोल्ड या रोटोमेक्स अल्ट्रा है। ये उन तत्वों को पौधों की जड़ों तक पहुंचाता है जिससे पौधे उसका लाभ ले सकें। ये सभी प्रोडक्ट महत्वपूर्ण प्रोडक्ट हैं और ये आज बहुत ही पॉपुलर प्रोडक्ट होने के साथ ही किसानों के लिये बहुत कारगर साबित हो रहे हैं।

### 4. इंडो गल्फ के कितने उत्पाद बाजार में हैं ?

कंपनी के 103, ऐसे प्रोडक्ट हैं, जिनकी किसानों तक अच्छी पहुंच है। उत्पादों को कई कैटेगरी में बांट रखा है। ज्ञात हो कि कुछ दिनों पहले पीएम मोदी जी ने कहा था कि कृषि को रसायन मुक्त बनाया जाना चाहिये। इसलिये हम भी इसी दिशा में काम कर रहे हैं। वैसे मेरा मानना है कि इंडो गल्फ बहुत पहले से इस दिशा में काम कर रहा है। हमने जिंक सुपर गोल्ड और रुटोमेक्स गोल्ड के साथ इसकी शुरुआत की थी और आज हमारे पास, ऐसे 25 प्रोडक्ट्स हैं। हमारी भी यही कोशिश रहती है कि रसायन का प्रयोग हम कम से कम करें और इनको हम ज्यादा से ज्यादा सही तरीके से बनाने की कोशिश करें।

### 5. किसानों को अपनी फसलों में किस तरह के केमिकल्स का इस्तेमाल करना चाहिये, जिससे की उनकी फसलों को नुकसान नहीं पहुंचे ? वैसे इसके लिये आपकी कंपनी किस तरह काम कर रही है ?

इसके लिये हमारे पास विशेषज्ञों की टीम है जो गाँव-गाँव जाकर किसानों को बताती है कि वो किस तरीके से उर्वरक और केमिकल्स का इस्तेमाल करें। किसी

भी दवा का असर सही मात्रा में सही समय पर और सही तरीके से देने पर ही होता है। अगर किसी भी दवा को सही समय पर नहीं डाला गया, तो भी गलत होता है और अगर सही मात्रा में नहीं डाला गया तो भी परिणाम गलत ही आते हैं।

उदाहरण के लिये अगर स्प्रे करने वाली दवा को हम मिट्टी में डालेंगे तो भी गलत परिणाम आयेंगे। इसी तरह मिट्टी में डालने वाली दवा को अगर स्प्रे करेंगे तो भी परिणाम संतोषजनक नहीं आयेंगे। इसलिये दवाओं का सही इस्तेमाल करने की जानकारी देने के लिये हमारी कंपनी की टीम इसके सदा ही गाँव-गाँव जाकर किसानों को प्रशिक्षित करती है। हमारे साथ-साथ भारत सरकार की कई सरकारी संस्थाएं भी यही काम कर रही हैं। हालांकि, इस काम में थोड़ी और तेजी लाने की जरूरत है।

### 6. भारत में आपकी विनिर्माण इकाइयाँ कहां-कहां पर हैं ? देशभर में आपकी कितनी विपणन ब्रांच हैं ?

हमारी दो विनिर्माण इकाइयाँ हरियाणा में हैं। इसके अलावा एक जम्मू में है और अभी हमने हाल ही में राजस्थान में जगह ली है, जहां विनिर्माण इकाइयाँ शुरू करने की योजना है। फिलहाल हमारे पास 3 विनिर्माण इकाइयाँ हैं। हम काफी टैक्नीकल खुद ही तैयार करते हैं और कुछ उत्पादों का पेटैंट के लिए भी अग्रसर हैं जोकि भारत में ही बनाए जा रहे हैं। देशभर में हमारी 27 विपणन ब्रांच हैं। अगर हम चाहते तो यहाँ से अपनी किसानों को सेवा दे सकते थे, लेकिन किसानों को अच्छी तरह से सेवा देना है तो उनके पास होना बहुत जरूरी है। इसी के मद्देनजर हमारी प्रत्येक ब्रांच में 15-15 से 20-20 की टीम है जो कंपनी की स्थायी टीम है। उनके साथ और भी 40-50 लड़के काम करते हैं और हम डिस्ट्रिब्यूटर डीलर नेटवर्क से चलते हैं। हम अपने प्रोडक्ट खुद नहीं बेचते हैं बल्कि डिस्ट्रिब्यूटर्स और डीलर्स के जरूर, हम अपनी प्रोडक्ट को बेचते हैं।

### 7. कंपनी का मुख्य उद्देश्य क्या है ?

हमारा सबसे बड़ा उद्देश्य यही है कि किसानों की पहली पसंद बन जाये। दूसरी बात जिन किसानों से हम जुड़े हुए हैं, जिनके लिए हम काम कर रहे हैं, उनको हम किस तरीके से बेहतरीन उत्पाद कम दाम में उपलब्ध करायें। फसलों की गुणवत्ता बढ़ाने के साथ ही फसल की पैदावार बढ़ाने में मदद करें। जिससे उनकी स्थिति अच्छी हो सके। ये बात साफ है कि अगर आय बढ़ेगी तो उनके जीवन में भी कई सारे बदलाव होंगे। दूसरे देशों के किसान भी हमसे उत्पाद ले रहे हैं। हमारे उत्पादों का बढ़ता हुआ निर्यात हमारी गुणवत्ता के विश्वास का प्रतीक है। ऐसे में हमारी कंपनी का मुख्य उद्देश्य किसानों की स्थिति को बेहतर बनाने के साथ ही विनिर्माण इकाइयाँ बढ़ाना है। इसके साथ ही हमारी कंपनी ग्रामीण परिवेश में सफाई पर भी ध्यान दे रही है। इसके लिये कंपनी प्रोडक्ट के साथ ही डवाश के लिये लिकिड है। हम जिराफ ब्रांच के उत्पादों से किसान के स्वास्थ्य का भी ध्यान रखते हैं और फ्री में 'सेफ्टी किट' प्रदान करते हैं।

विवेक कुमार राय

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