

Rest of the World

Presence

Year	Manufacturing units
2018	5

Revenues from operations

Year	Revenues (H crore)	Growth over last year (%)
FY2015	1,770	15.5
FY2016	2,542	43.6
FY2017	2,917	14.6
FY2018	3,109	6.6

Proportion of Global Revenues

Year	Proportion (%)
FY13	15
FY18	18

Overview

UPL has a strong presence in Australia, Turkey, Japan, Indonesia and China. Historically, UPL maintained a strong base in these countries, growing revenues at a CAGR of 18% between FY13 and FY18 on the back of a strong distribution network.

Some of the markets in south-east Asia and Africa delivered double-digit growth. Business in China improved at a good pace. Australian market was a bit muted due to the drought situation. The Company enjoys a presence across key crops – rice (Asian countries like Indonesia, Bangladesh

and Vietnam), cotton, wheat and sugarcane (countries like Turkey and Pakistan) and pulses (African countries like Nigeria, Morocco and Egypt).

UPL now seeks to strengthen logistical efficiencies to penetrate deeper into existing markets and make its presence felt in newer markets to grow revenues at a CAGR of 14% till FY20.

Highlights, FY2017-18

- Increased revenues by 7% to reach H3,109 crore
- Launched 9 herbicides, 3 fungicides, 8 insecticides and 7 adjacent technology products
- Double-digit growth in Africa and key South East Asian countries
- Successful launch of Satellite and Lifeline in Turkey
- Improved local business in China

Growth drivers

- Strong distribution in Nigeria
- Regional base in Kenya
- Foray into China

Road ahead

Going ahead, the Company will capitalise on its strength in branded generics to venture into new markets.

Key brands

Penncozeb, Kinalux, Quickphos, Asulox