

Doing things better is about being able to provide exactly what the farmer needs

In an evolving world where even climatic patterns are changing, influencing pest action on crops, there is a premium on the need to develop products that completely and effectively address these ever-changing requirements.

Over the years, the Company evolved its positioning: from an crop protection chemicals manufacturer to a complete solutions provider. In view of this, UPL invested in brand-building and new product development.

The result: EBITDA margin improved from 18.8% during FY2009-10 to 21.9% during FY2017-18 as branded products commanded higher margins than commoditised products. The revenue share of branded products increased from 25% in FY2014 to 87% in FY2018. The Company filed 378 patents (58 patents granted) between FY2014 and FY2018. Global product registrations increased from 4,692 in FY2015 to 6,181 in FY2018. Revenue contribution from innovative products launched in four years grew from 5% in FY2015 to 19% in FY2018.

The result is the UPL has steadily improved its revenue mix with value-added products accounting for an incremental share of overall revenues.

The infographic consists of a yellow rectangular box with a green leaf-like graphic on the left side. Inside the yellow box, the text '19%' is prominently displayed in a large, bold, black font. Below it, in a smaller, all-caps, black font, is the text 'PROPORTION OF REVENUES DERIVED FROM INNOVATIVE PRODUCTS LAUNCHED IN FOUR YEARS'.

19%

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