

North America

Presence

Year	Manufacturing units
2018	2

Revenues from operations

Year	Revenues (H crore)	Growth over last year (%)
FY2015	2,259	6.5
FY2016	2,612	15.6
FY2017	2,888	10.6
FY2018	3,083	6.8

Proportion of Global Revenues

Year	Proportion (%)
FY13	20
FY18	18

Overview

North America benefits greatly from its fertile soil, plentiful freshwater, oil and mineral deposits and forests. The major crops in the region comprise soybean, corn, potato and grapes, among others. UPL offers a wide array of products for key crops like rice, fruits and vegetables. The Company gained a foothold in aquatics (crop protection chemicals used to counter weeds in fresh water lakes), horticulture, and post-harvest segments.

UPL's subsidiary Riceco in North America served as an ally in the area of rice. The estimated size of this crop segment is USD 5.9 billion and UPL enjoys steady demand

for key brands like Eros Gold, Stam and Londax. In 2014, UPL launched two brands of the herbicide Glufosinate for soybean and corn to address portfolio gaps. The Lifeline brand was targeted at regions outside the Midwest. The other brand Interline focused on the Midwest, given the quantum of area under soybean and corn cultivation in the region. Glufosinate competed with glyphosate. The size of the market for glyphosate is estimated at ~USD 4.5 billion. With several weeds having developed resistance to Glyphosate, the prospects for Glufosinate appear bright.

Highlights, FY2017-18

- Increased revenues by 7% to reach H3,083 crore, outperforming industry the growth of 3%
- Launched 6 herbicides, 2 fungicides, 3 insecticides, a seed treatment product and 4 adjacent technology products
- Potato / vegetables supported growth of key fungicides

Growth drivers

- Focus on fruits and vegetables
- Presence in key markets
- Herbicide portfolio – Interline, Blazer, Shutdown and Satellite
- Significant increase in cotton planted area and improved insecticide performance

Road ahead

UPL will plug gaps in the market and launch new products to enhance its market presence

Key brands

Interline, Manzate, Microthiol, Cuprofix, Weevilcide, Super Tin, Ultra Blazer, Surflan, Tricor, Banter, Satellite