

# How we run our business: The UPL business model explained

UPL delivers crop protection chemicals products and related services to ensure food security for people across the world.

The Company provides seeds, seed treatment solutions, pre-harvest and post-harvest solutions and allied services.

The Company's products and services ensure crop output on the one hand and enhanced farmer prosperity on the other.

The Company's diverse portfolio encompasses crops, pests and geographies.

The Company's extensive integration (backward and forward), dispersed manufacturing locations and deep marketing penetration helps UPL mitigate diverse business risks.

## Growing sectoral relevance

■ **Increasing need for food security:** Food output needs to increase 70% to feed a growing global population. Consequently, the demand for crop protection chemicals will continue to rise

■ **Evolving dietary preferences:** With increasing prosperity across emerging economies, dietary preferences are shifting: people are progressively consuming more poultry and dairy-based food. To ensure adequate supply, fodder cultivation needs to increase to feed a growing cattle population.

■ **Shrinking acreages:** Rapid urbanisation has had a detrimental impact on land availability. The need of the hour is to produce more from less, brightening prospects of farm productivity-enhancing inputs.

■ **Mounting crop losses:** Pest attacks across various stages of crop life-cycles are affecting farmers the world over. Reduction in crop loss can result in significant farm gains owing to higher production levels and farm prosperity.

■ **Changing climatic conditions:** Erratic climatic conditions are impacting crop output. Farms need an array of inputs to protect crops from adverse climatic realities.

