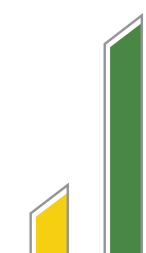


# Doing things better.

4. It would have been easier investing our resources across a handful of brands, deepening our presence through them. *We widened our basket instead, moderating an excessive dependence on few brands.*

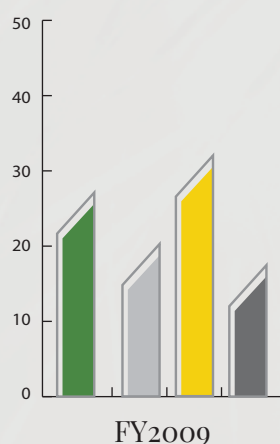
**Consistent increase**  
in share of branded  
product sales

■ FY14 25%  
■ FY18 87%

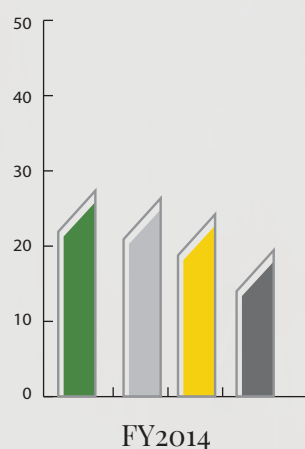


## Key brands across geographies

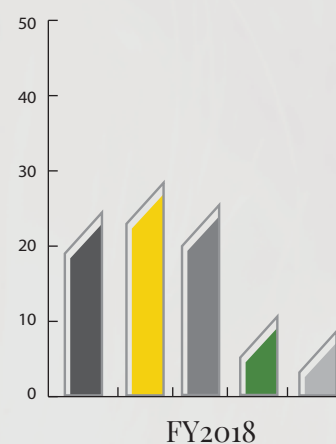
Latin America	India	North America	Europe	Rest of the World
Manzate, Vondozeb, Unizeb, Lancer, Quickphos, Unizeb Gold, Clorin, Zartan, Danado, Imida Gold, Lancer Gold and Glory	Ulala, Phoskill, Lancer Gold, Saaf, Saathi, Starthene, Atabron, Dissect, Wuxal, Avancer Glow, Cuprofix, Iris, Lagam, Eros and Patela	Manzate, Microthiol, Cuprofix, Weevilcide, Super Tin, Blazer, Surflan, Tricor and Banter	Devrinol, Microthiol, Penncozeb, Cuprofix, Metafol and Beet Up	Penncozeb, Kinalux, Quickphos, Microthiol, Vondozeb, Ulala and Asulox



■ Insecticides 28%  
■ Herbicides 21%  
■ Fungicides 33%  
■ Others 18%



■ Insecticides 28%  
■ Herbicides 27%  
■ Fungicides 25%  
■ Others 20%



■ Insecticides 25%  
■ Herbicides 29%  
■ Fungicides 26%  
■ Others 11%  
■ Seeds 9%