

Vision: To be a world-class organisation by enhancing value for customers and other stakeholders, by caring for employees to inspire their engagement as a motivated team in an open and learning environment, by setting new performance standards and by focusing on total quality control, innovation and responsive care towards the environment.

Mission: Manufacturing and supplying crop protection and specialty chemicals worldwide, by providing solutions to optimise farm productivity for the farmer through innovative and cost-effective products, to provide the customer with better value for money.



Over the years, UPL has grown its share in whichever market it has selected to be present in. This has been a result of a keen ground-level understanding of farm realities, recognising market gaps, launching relevant products around superior price-value and enhancing farm viability. The result is that the Company accounts for a 14.3% share of India's organised crop protection chemicals sector, the largest market for the Company.



UPL's growth has been driven by brands that have enhanced farmer trust. These brands have delivered the following attributes: enhanced effectiveness in line with desired objectives, reinforced farm viability, strengthened functional ease and evolved from a product into a friend. The effectiveness has been reflected in multi-year growth from these brands and a disproportionate share of markets.



UPL has been driven by over-arching values, enhancing organisational and stakeholder clarity.

25+
ACQUISITIONS IN MORE
THAN TWO DECADES

241
NUMBER OF PATENTS
AWARDED TO THE
COMPANY

6,181
NUMBER OF PRODUCT
REGISTRATIONS ACROSS
COUNTRIES