



UPL is a specialised generic crop protection chemicals manufacturer. The generic crop protection chemicals account for ~66% of the global crop protection market, while proprietary off-patent and patented crop protection chemicals account for the rest.

In recent years, declining farm realisations and deteriorating profitability drove American and Latin American farmers towards inexpensive generic products. The US and Latin American markets accounted for sizeable shares (~27% and ~17%) of the global crop protection chemicals market. The gradual shift to generic crop protection chemicals and products going off-patent are expected to open up attractive growth avenues (worth ~USD 3 billion between CY17 and CY20).

Products worth USD 3.7 billion have already gone off-patent between CY15 and CY17. While this could result in a contraction in the US and Latin American markets in value terms, it could widen opportunities for UPL. The Company has carved out a niche for itself in the branded generics space which offers the same quality but costs less.

*Result*

Branded generics account for 87% share of UPL revenues and the Company has emerged as one of the most reliable manufacturers of generic crop protection chemicals in the world.

87%  
SHARE OF REVENUES  
FROM BRANDED PRODUCTS