



## RALLIS INDIA LIMITED

October 19, 2023

BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai – 400 001  
Scrip Code: 500355

National Stock Exchange of India Limited  
Exchange Plaza  
Bandra-Kurla Complex Bandra (E)  
Mumbai – 400 051  
Symbol: RALLIS

Dear Sir/Madam,

### **Sub: Press Release**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a copy of the Press Release titled - **Rallis India powers its hybrid seed production process with mobile app 'SeedSure'**.

A copy of the press release is also uploaded on the Company's website [www.rallis.com](http://www.rallis.com).

You are requested to take the same on record.

Thanking you,

**Yours faithfully,  
For Rallis India Limited**

**Srikant Nair  
Company Secretary & Compliance Officer**

Encl: As above



## RALLIS INDIA LIMITED

Rallis/PR/05/2324/Corp

### Rallis India powers its hybrid seed production process with mobile app 'SeedSure'

**Mumbai | October 19:** Rallis India Limited, a Tata enterprise and a leading player in the Indian agri inputs industry announced the roll out of a mobile application, 'SeedSure', for monitoring and managing its Hybrid Seed Production (HSP) program. The 'SeedSure' app helps deal with critical operations such as data collection and crop assessment during different stages of the crop life cycle.. Seedsure is developed with the help of TCS.

Management of Hybrid Seed Production is a complex task for many organisations and inefficient seed production monitoring leads to problems like measurable reduction in crop yield or unanticipated yield drops.

Commenting on the introduction of 'SeedSure', **Sanjiv Lal, MD & CEO of Rallis India Limited**, said, "This hybrid seed production monitoring app marks a significant milestone in our journey towards efficient operations. At Rallis India, we recognise the critical role that technology plays in addressing the challenges of the complex seed production process. 'SeedSure' is a testament to our unwavering commitment to leveraging innovation and technology to solve these complex challenges"

Commenting on the diverse merits of 'SeedSure', **S Nagarajan , Chief Operating Officer of Rallis India Limited**, said, "In today's times, interventions such as 'SeedSure' are important for agri input players as they help seamless data collection, monitoring and management of the Hybrid seed Production program. The robust data collected will help in improving production quality, apart from providing early signals of any production challenges. In future, we aim to integrate it with remotely sensed weather and crop data to support AI/ML based predictions on crop yields at a plot level. It is a robust, data-driven and an at-scale approach towards seed management, which paves the way for improved & predictable yields and quality."

For additional information about other products in Rallis India's portfolio, please visit <https://www.rallis.com/>.

#### About Rallis India:

Rallis India Limited is a subsidiary of Tata Chemicals Limited and a part of the US\$ 150 billion Tata Group. It is one of India's leading agro sciences companies, with more than 75 years of experience of servicing rural markets with the most comprehensive portfolio of products/solutions for Indian farmers. Rallis is known for its deep understanding of Indian agriculture, sustained contact with farmers, quality agrochemicals, branding and marketing expertise along with its strong product portfolio in seeds and crop care which is available through vast distribution network of 7,000 dealers and over 1,00,000 retailers across India. Rallis has marketing alliances with several multinational agrochemical companies. Rallis is also known for its manufacturing capabilities and ability to develop new processes and formulations, hence is considered as a preferred partner for contract manufacturing by leading global corporations.

Registered Office: 23<sup>rd</sup> Floor, Vios Tower, New Cuffe Parade, Off Eastern Freeway, Wadala, Mumbai – 400 037

Tel: +91 22 6232 7400 Website: [www.rallis.com](http://www.rallis.com)

Corporate Identity No. L36992MH1948PLC014083

**A TATA Enterprise**



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