



**insecticides**  
(INDIA) LIMITED

Ref : IIL/SE/2024/1706/1  
Date : June 17, 2024

**The Manager**

<b>Listing Compliance Department</b> BSE Limited (Through BSE Listing Centre)  <b>Scrip Code: 532851</b>	<b>Listing Compliance Department</b> National Stock Exchange of India Limited (Through NEAPS)  <b>Symbol: INSECTICID</b>
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Dear Sir/Madam,

**Sub: Investor Presentation**

This letter is in reference to our letter no. IIL/SE/2024/1206/01 dated June 12, 2024.

In this regard, please find enclosed the Investor Presentation that shall be presented by the Company in the Investor Meet scheduled for tomorrow i.e June 18, 2024 in pursuance of Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015.

The same is also available on the website of the Company at <https://www.insecticidesindia.com/investors-desk/>

This is for information and records.

Thanking You,  
**For Insecticides India Limited**

(Sandeep Kumar)  
**Company Secretary & CCO**

*Encl : As above*

देश की शान



किसान की पहचान



**insecticides**  
(INDIA) LIMITED

INVESTOR PRESENTATION



This presentation and the accompanying slides (the “Presentation”), which have been prepared by **Insecticides (India) Limited** (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

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Owner of Prestigious  
"Tractor Brand"

## PRODUCTS

**24**  
Patents  
Granted

**20+**  
Technical

**125+**  
Formulation

**13**  
Focus  
Maharatna

**27**  
Maharatna

Leading Crop  
Protection  
and Nutrition  
Company

## FACILITIES

**2**  
Technical  
Synthesis  
Plants

**6**  
Formulation  
Plants

**1**  
Biological  
Plant\*

**4**  
R & D  
Center

## DISTRIBUTION & CONNECT

**6,600+**  
Distributors

**70,000+**  
Retailers

**21,00,000+**  
Farmers reach

\* Under Toll Arrangement



## Vision

To be Farmers first choice for sustainable agriculture



## Mission

Empower Farmers with effective Solutions.  
Provide world – class products and services that are accessible.

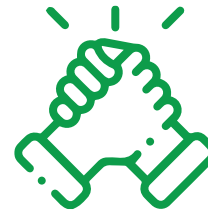
## We believe in



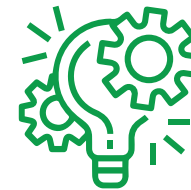
Trust



Transparency



Teamwork



Technology

# Transformational Journey to become an Integrated Solution Provider

**2001 - 2006**

**Foundation**

- A legacy of entrepreneurship spanning over three generations
- Strategic acquisitions of 'Tractor Brand' and other brands
- Long Term Relationship with the Channel Partners
- Setting up of formulation Manufacturing at Chopanki, Rajasthan & Samba, J&K and Research Facilities

**2007 - 2011**

**Expansion**

- Setting up of technical synthesis plant – Chopanki, Rajasthan & Dahej, Gujarat
- Setting up of formulation plant at Udhampur, J&K & Dahej, Gujarat
- Expanded Pan India Distribution network
- Focused on expanding product basket, building brand equity and farmer connect
- Listed on Indian Stock Exchanges

**2012 - 2019**

**Innovation & Scaling**

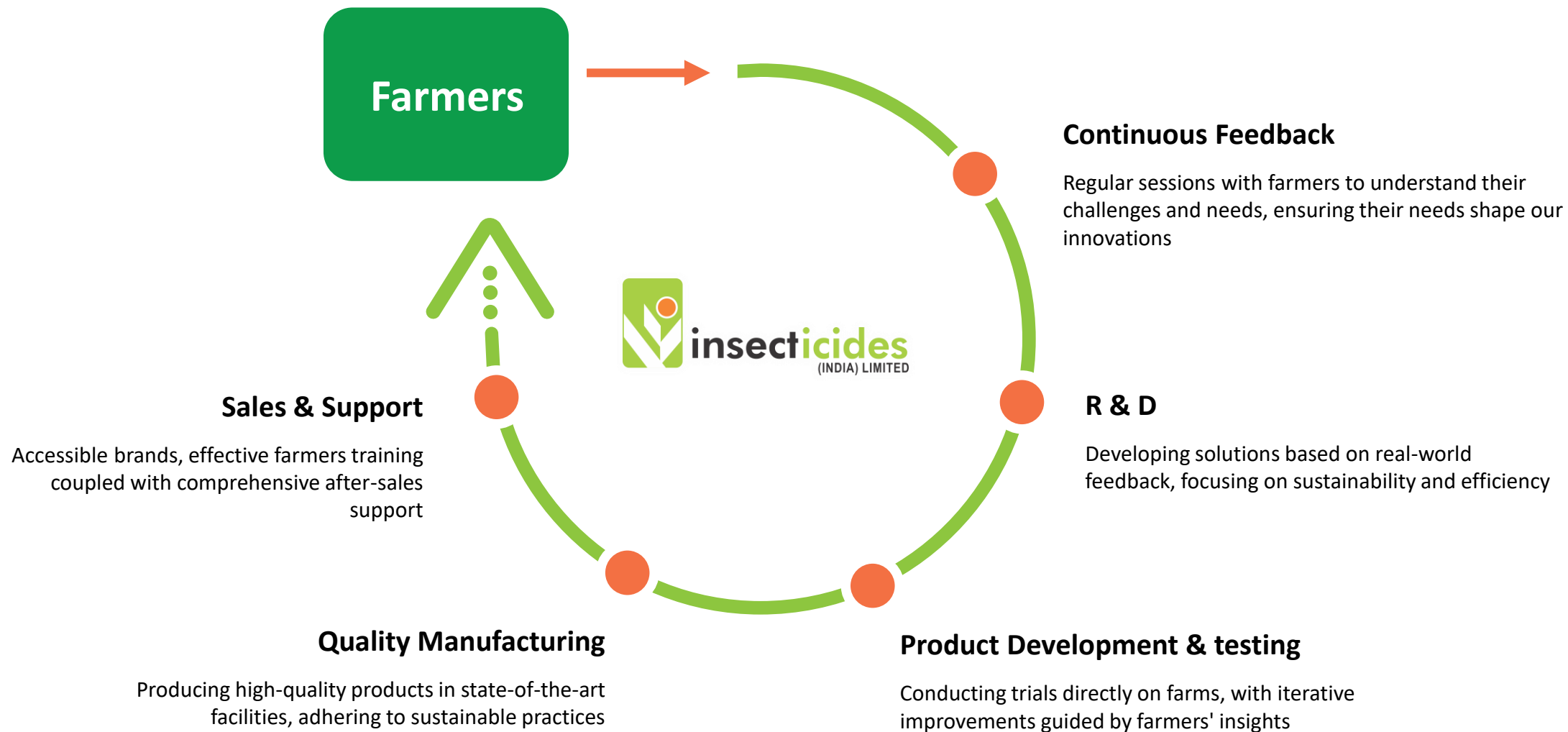
- Introduced Value added products from Research as well as International tie-ups with launch of patented 9(3) products & biologicals
- Tie-up with NISSAN, Japan & MOMENTIVE, USA
- Commenced R&D centre in JV with OAT Agrio, Japan for innovation
- Industry milestone by manufacturing technical & formulation for Bispyribac Sodium (Green Label)

**2020 - 2023**

**End to End Solutions**

- Comprehensive product portfolio including patented new chemistries & innovative solutions
- Presence across 22 countries. Setting up of EoU
- Expansion at Chopanki & Dahej plant for technical and formulation
- Digital connect with team , Channel partners and farmers with 'IIL 360'

# An Integrated Business Model



**Farmer Centric – Integrated Value Chain**



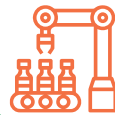
# Fundamental Pillars to drive Sustainable Value



Product Portfolio



Brands & Distribution Network



Manufacturing



Research and Development





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Product Portfolio

# Comprehensive Product Basket for all major crops

	<b>Herbicides</b> Prevent and control weeds in crops	<b>Insecticides</b> Effectively control the insects in crops	<b>Fungicides</b> Prevent and control different diseases in crops	<b>Biologicals</b> For good health and productivity of the crops
Revenue - FY24 (%)	33%	45%	19%	3%
No. of Products	34	51	13	11



# Maharatna – Robust Portfolio of Value Added Products

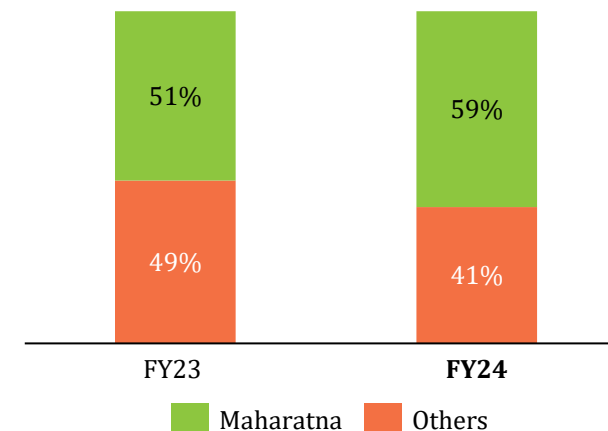
**Focus Maharatna**  
High Value & High Profitability



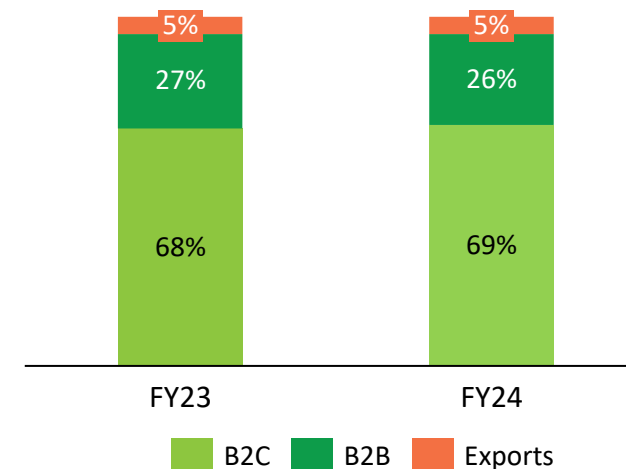
**Maharatna**  
High Profitability & Higher Growth



**B2C : Maharatna Products vs Others**



**Sales by Segment (%)**





# Global Partnership for the Innovative Products

## Nurturing International Partnerships since two decades

 NISSAN CHEMICAL CORPORATION  
JAPAN



Marketing Tie-up & technical collaboration for specialty products i.e. PULSOR, HAKAMA, KUNOICHI, HACHIMAN, SHINWA & IZUKI

**MOMENTIVE™**  
USA



Tie-up with MOMENTIVE Performance Material Inc., USA for AGROSPRED MAX for silicone based super spreader

 OAT Agrio Co., Ltd.  
JAPAN



Tie-up with OAT Agrio Co., Ltd. Japan to bring specialised products - CHAPERONE & TADAAKI

 OAT Agrio Co., Ltd.  
JAPAN



JV for dedicated R&D Centre in India to invent new agrochemical molecules

## Biological Solutions

- **Advanced Bio-Based Technologies** : Our dedicated team is at the forefront of developing innovative bio-based technologies to promote sustainable agriculture
- **Comprehensive Agricultural Inputs** : Offer a one-stop solution for farmers, providing a wide array of biological inputs designed to enhance crop productivity
- **Specialized Mycorrhizal Production**: In-house Mycorrhizal ROC facility is renowned for its high-quality and efficient production of endomycorrhizal fungi, essential for enhanced plant growth

## R&D Centre

- **Cutting-Edge Facilities** : R&D center is equipped with advanced product development technologies to innovate Next Gen Bio products
- **Integration of Science and Technology** : Leverage microbiology, biochemistry, and nanobiotechnology to meet global agricultural demands
- **Innovative Product Pipeline** : Actively filing patents for new bio-nutrition, bio-insecticides, biopesticides, and bio-stimulants to revolutionize plant nutrition and care



42 Lac+\*  
acres treated by biological

Integral part of our crop solutions  
Developed and commercialized by IIL  
Gaining Momentum among field and horticulture crops

## Credible Products

- **Mycoraja** : A high-efficiency endomycorrhizae product to enhance the root systems of crops
- **Surya Zinc** : An effective biological carrier-based formulation of zinc solubilizing bacteria available in dry powder form
- **K.K Pro** : A consortium of efficient microorganisms that improve soil physical and microbiological properties
- **Milstim** : An innovative seaweed-based product designed to increase the yield and quality of agricultural produce

## Facilities

- **Sterile Production Environment** : Our facilities featuring top-of-the-line production and formulation units for bacterial and fungal-based products
- **Expert Supervision** : All products are crafted under the strict supervision of top biotechnologists and microbiologists
- **Quality Control Systems** : QC systems employ the latest instruments for precise detection and quantification of microorganisms

# Upcoming Opportunities in Exports



To boost global presence, commenced Export Oriented Unit (SEZ) in Dahej, Gujarat in the year 2020



Established a solid footprint in 22 countries



Approximately 162 international registrations received



Honored by FICCI and Ministry of Chemicals and Fertilizers with Exports Excellence Award in 2023



# Driving Growth Momentum with New Product Launches

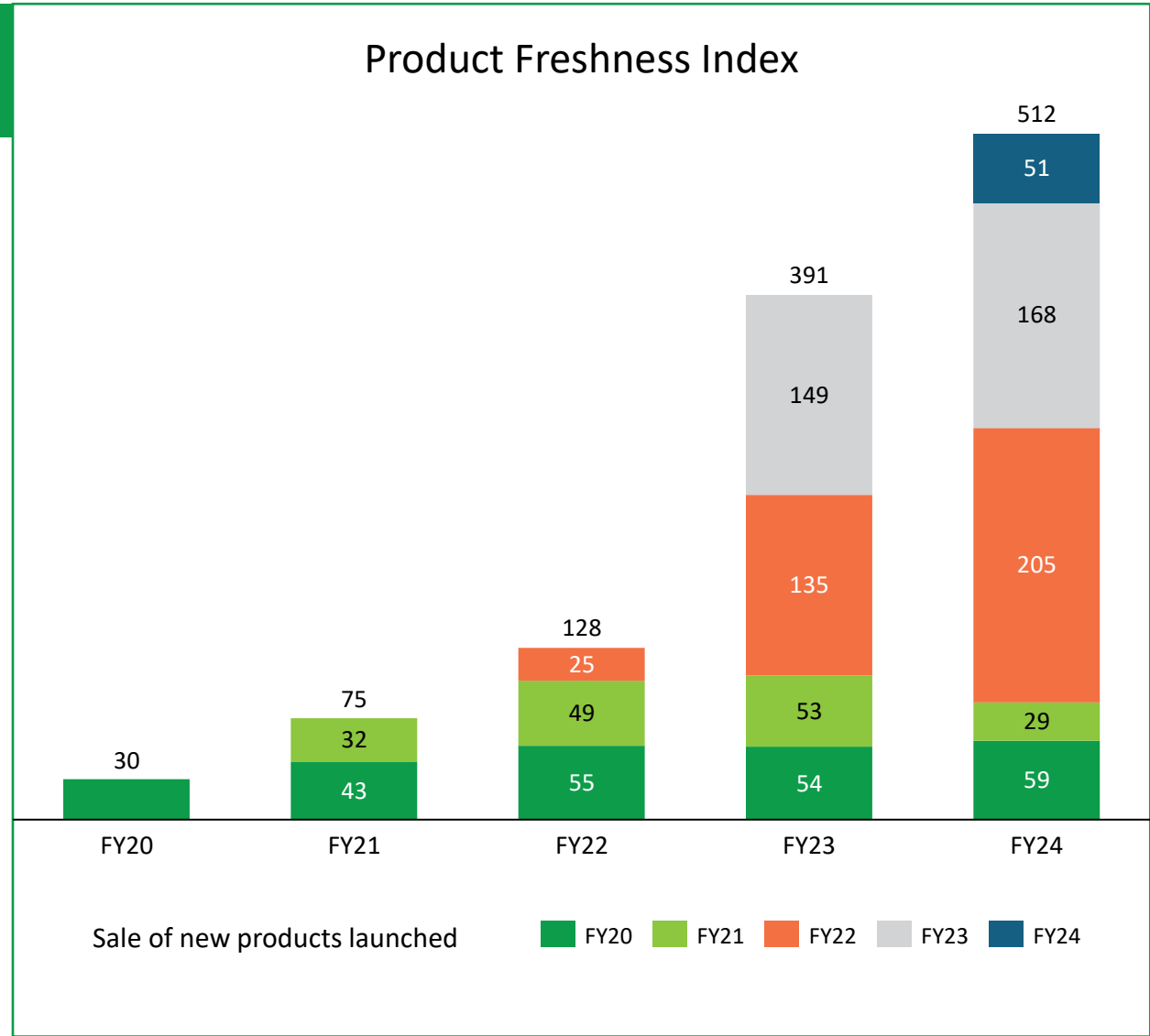
(Rs. In crs)

- # 8 new products launched in FY24
- Plan to launch about 7-8 products in FY25

## New Product Launches – FY24



## Product Freshness Index





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**शिनवा**  
सुरक्षा की गारंटी

**SHINWA**  
FLUKAMETAMIDE 10% EC

insecticides (INDIA) LIMITED | हर कदम, हम कदम

देश की शान

TRACTOR BRAND  
IIL

किसान की पहचान

**मिशन**  
है तो जीत पक्की ✓  
स्वस्थ फसल का हमसफ़र

MISSION  
INSECTICIDE

भारत में निर्मित

insecticides (INDIA) LIMITED | हर कदम, हम कदम

Brands & Distribution Network

Tractor Brand has a legacy spanning over 38 years, which stands at beacon of trust for millions of farmers nationwide

Desh ki Shaan... Kissan ki Pahchan...



1986

Tractor Brand, initially



2003

Acquisition of Tractor Brand  
on March 10<sup>th</sup>, 2003



2013

Improvement in visual appeal  
by bringing it in color



2016

Enhancement in visual appeal





**72 Lac+ acres treated\***

- 32 Year old brand acquired by IIL in 2003
- **Most popular insecticide**
- Largest selling termiticide
- Extended to 5 products



**7 Lac+ acres treated\***

- A Patented novel Insecticide by Nissan, Japan
- Co- exclusive marketing rights for India
- Launched in 2022
- **Among top 5 brands in the category**
- Label claim of 6 crops



**6 Lac+ acres treated\***

- Make in India Product
- Launched in 2022
- **One of top 5 brands in maize herbicide category**



**12 Lac+ acres treated\***

- A Patented Herbicide developed by IIL in Technical Coll. With Nissan, Japan
- Launched in 2021
- **Among top 5 brands in the category**

\*acres treated in FY24



## 10 Lac+ acres treated

- Make in India Product
- Launched in 2023
- **One of top 3 brands in its category in the launch year**



## 11 Lac+ acres treated

- An Insecticide developed by IIL
- Launched in 2018
- **Among top 10 brands in the category**



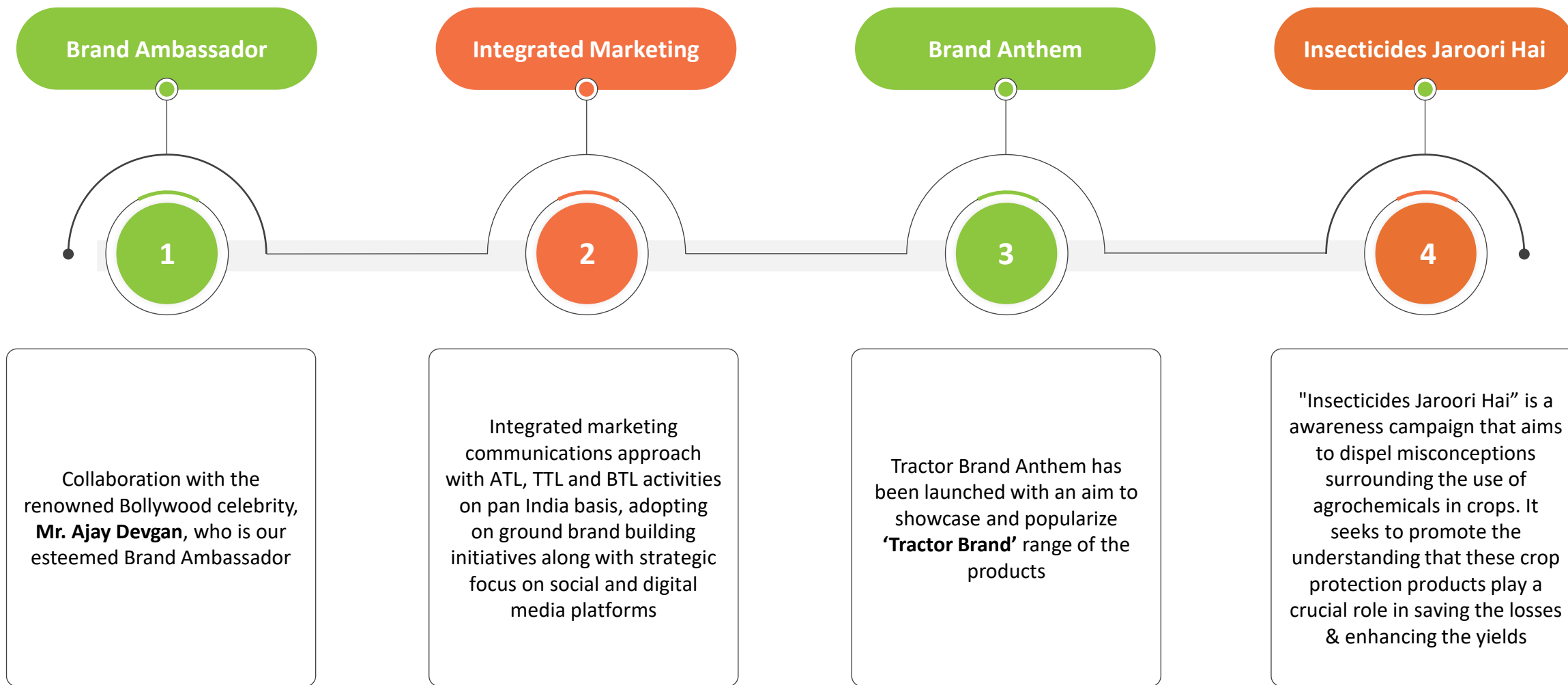
## 25 Lac+ acres treated

- Make in India Product
- Launched in 2016
- **Second largest brand in paddy herbicide category**



## 13 Lac+ acres treated

- A product of Nissan, Japan
- Launched in 2012
- Exclusive marketing rights in India
- **No. 1 brand in its category**





# Farmers appealing Brand Ambassador Collaboration



Collaboration with the renowned Bollywood celebrity actor, Mr. Ajay Devgan as Brand Ambassador. This association has been instrumental in increasing the visibility & penetration of our campaigns.

## #Insecticidesjaroorihai

A revolutionary digital campaign introduced by IIL Foundation, the campaign aims to bust myths regarding the usage of insecticides by providing authentic information about farming, associated hurdles, and how a farmer can overcome them.

Launched across different digital media platforms, such as Facebook and YouTube channels, the campaign brought together the stalwarts of the Indian agriculture industry and the nation's farmer community to educate our farmers about the various crop diseases and the judicious use of insecticides to safeguard their crops.

Website : <https://www.insecticidesjaroorihai.com>



# Strategic Distribution Network like Rural FMCG

**680+**  
Sales & Marketing team

**700+**  
Crop Advisor Team

**6,600+**  
Distributors

**70,000+**  
Dealers

**21,00,000+**  
Farmers Reach

Dealer friendly policies  
and schemes

03

Direct connectivity with  
retailers for enhanced  
market reach

02

Crop advisors play a pivotal  
role to educate and connect  
with retailers & farmers

04

Legacy of more than five  
decades & long term  
relationship with  
Channel Partners

01



Digitalization across  
Distribution chain through  
IIL360 CRM portal

05





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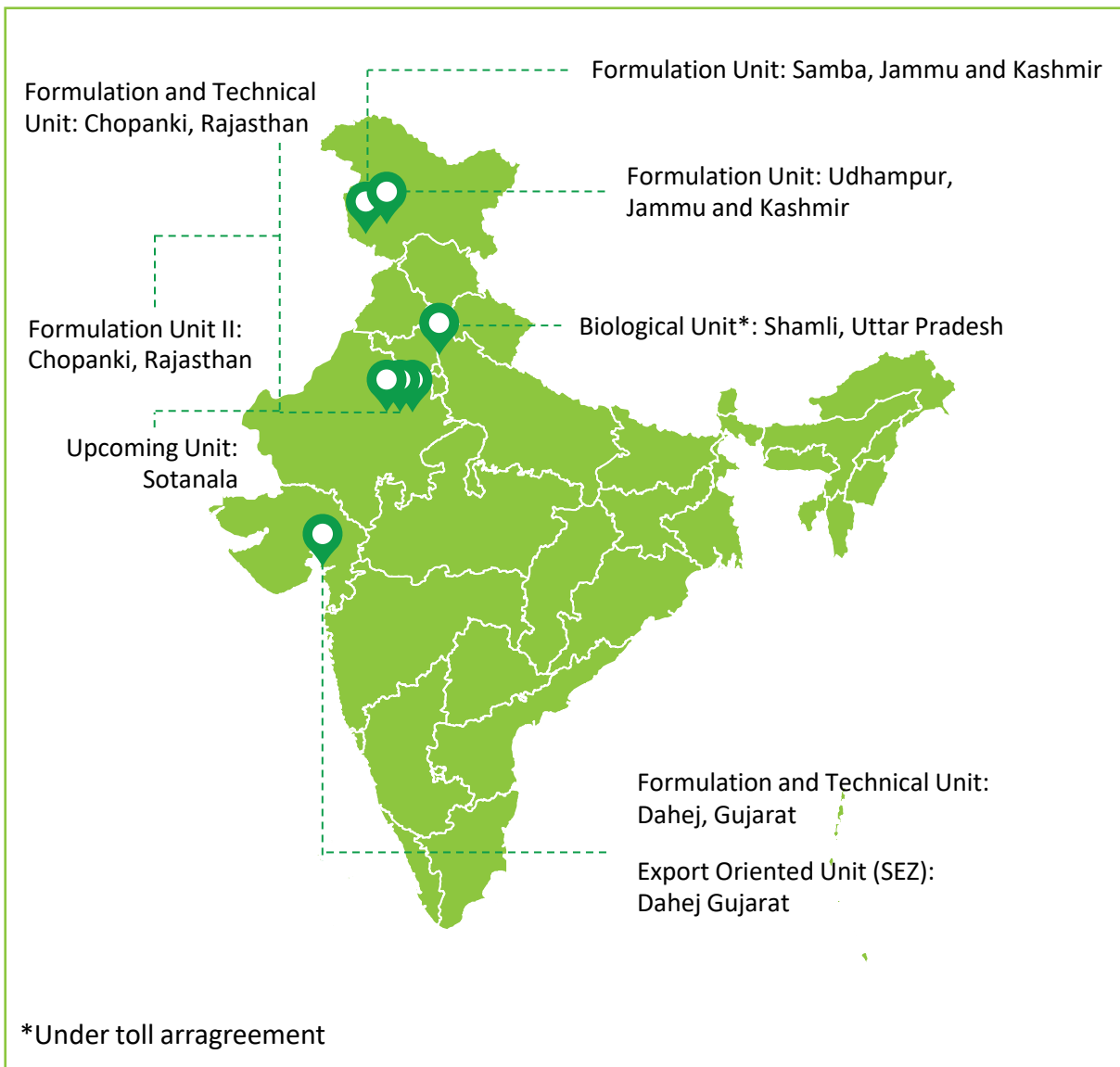
Manufacturing Facilities



# Manufacturing Plants



# Strategically Located Manufacturing Facilities



<p><b>30,900</b> KLPA Liquid</p>	<p><b>80,750</b> MTPA Granules</p>	<p><b>24,770</b> MTPA Powder</p>	<p><b>15,800</b> MTPA Active Ingredient and Bulk.</p>
<p>All Manufacturing Sites in Govt Approved Industrial Estates</p>	<p>Significant area available for Expansion at Dahej and Sotanala</p>		
<p>Multi purpose technical Plant with 20 different streams</p>	<p>Overall capacity of the Technical Plant is 15,800 MT</p>		
<p>Formulation plants with wide variety of formulations</p>	<p>Overall capacity of formulation plant is more than 1 Lac MT per annum</p>		
<p>~95% revenue from In-house Manufactured products.</p>	<p>100% Export oriented Formulation Plant in SEZ area.</p>		





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Research & Development

# Differentiating R&D Efforts driving growth

## State-of-the-art R&D centres

IIL's first in-house R&D Centre was established in 2005. Today IIL has 4 different streams of R&D Centers.

- In house R&D Centre at Chopanki is Approved by DSIR, Ministry of Science and Technology
- IIL's Research & Development Facility, at Chopanki by the name of **Sanskriti Research Foundation**, received **Good Laboratory Practice (GLP) Certification**, from the NGCMA, Ministry of Science & Technology, GOI."

## Synthesis R&D

- Backward integration
- Process Development of new molecules
- Process optimization

## Formulation R&D

- Development of New Generation Formulations
- Development of New Synergistic combinations
- Focus on Cost optimization, Customer and Environment friendly products

## Biological R&D

- Equipped with bio assay and product development facilities
- Development of new bio pesticides and fertilizers
- Development of nano technology products

## R&D on New Product Invention :

A unique initiative of product discovery in India by forming a JV with Japanese company, OAT Agrio Co. Ltd.

- Equipped with the latest machines and equipment's like GC-MS, LC-MSMS, NMR
- Lead by the internationally renowned scientists with more than 25 years of experience
- Ultra-modern green houses to compliment effective testing
- One of its kind Chemical Laboratories, breeding centers and bio assay rooms

## In House capability from Research to Commercialization



# R&D facilities delivering innovative solutions



# 4 state of the art R&D Centers working in different streams



85+ Scientists & Researchers



# 24 Patents received and # 21 Patents pending



In House Library with a wide range of online and offline resources to support research



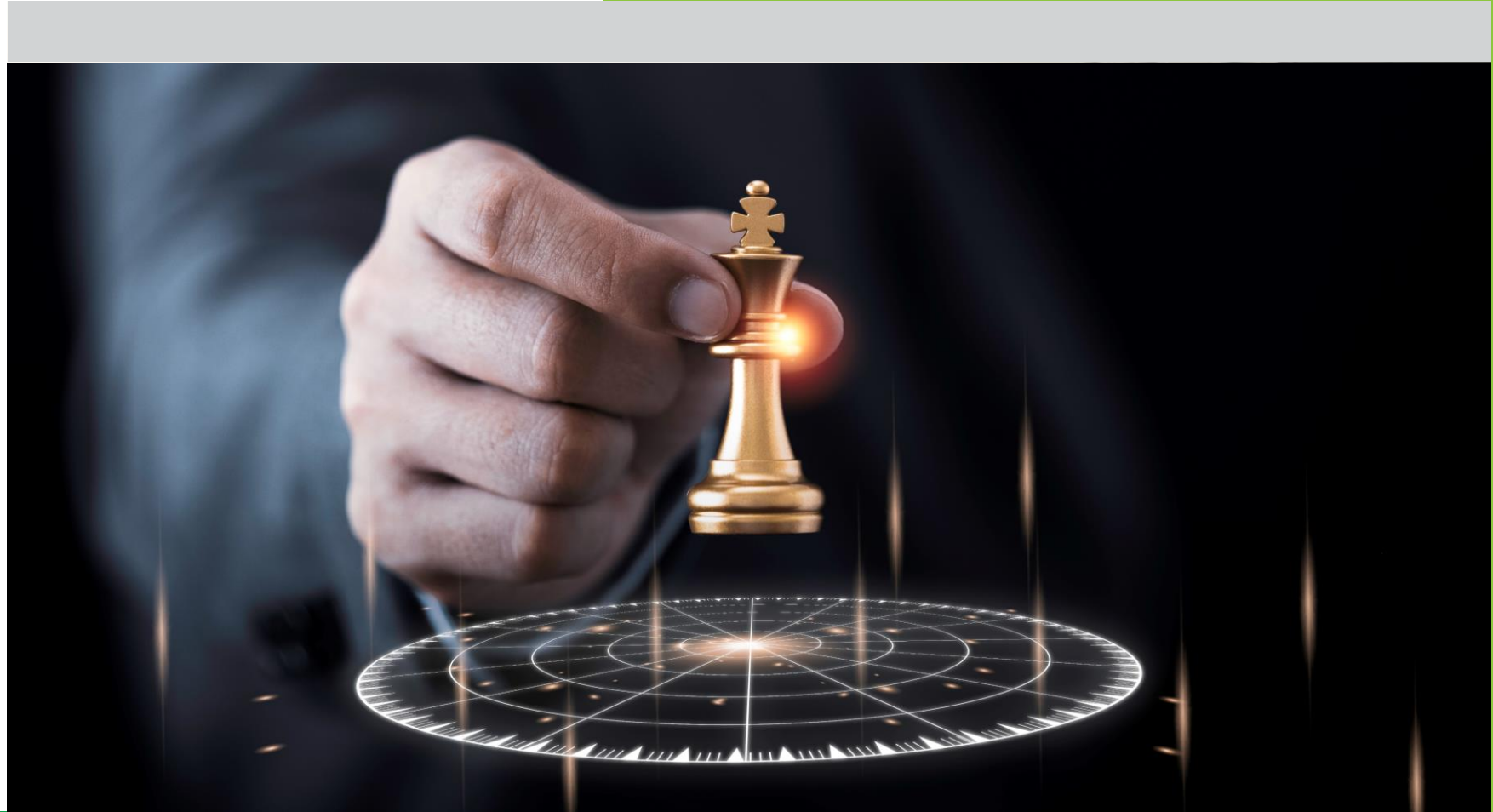
NABL accreditation for four QA & QC Labs and GLP Certification for Chopanki R&D center







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Business Strategy

# Enhancing Value across Business Verticals

1

Growing Revenue  
Share of value added  
**Maharatna** range of  
products

2

**Foster innovation,**  
Enhancing strategic  
partnerships and new  
patented technology  
to introduce cutting-  
edge solutions

3

Crop Solution based  
product portfolio,  
continuous expansion  
across categories

4

Expansion at  
manufacturing plants  
by strategically  
pivoting towards new  
Technical &  
formulation solutions,  
aligning with emerging  
market trends

5

Committed to  
integrating the 5R's  
(Reduce, Recycle,  
Reuse, Reprocess,  
Renewables)

6

Packaging upgrades to  
attract consumer  
attention and convey  
the value and  
sustainability of our  
products effectively

7

Enhance our Supply  
Chain efficiency by  
optimizing logistics  
and incorporating  
advanced  
warehousing  
technologies, ensuring  
reliability and  
effectiveness

8

Strengthening the  
organizational set up  
and increase thrust  
on training and  
development of  
people

# Striving Excellence in all Verticals

## Unparalleled Manufacturing Capabilities

Unmatched production expertise and innovative manufacturing processes enable us to deliver high-performance products with speed & quality

## Excellence in Research and Development

Empowered by our dynamic team of researchers and their relentless commitment to pioneering technical & formulations, powerful and distinctive combinations, we've cultivated an uninterrupted stream of innovative products

## Formidable Financial Fundamentals

Continuous Improvement in free cash flow generation with focus on improving capital return ratios

## Backward Integration and Technological Advancement

Nurturing new ideas in our cutting-edge laboratories, smooth transitioning to our state-of-the-art pilot plants, where we optimize the processes and technologies necessary to bring these innovations leading to successful commercialization

## Strategic Collaborations

Strategical collaborations with renowned global players and academia, to leverage their expertise and introduce world class products across key markets



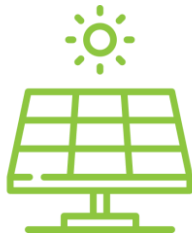


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ESG & CSR

9%



Solar Power plants contribute 9% of total electric consumption

Zero

Implemented zero liquid discharge policy in 3 plants, (Chopanki, Samba & Udhampur)



Ensure effective usage of natural resources

30%



Attained more than 30% Green Belt conforming to air quality standards

590.29MT

21.44KL

Successful disposal of hazardous waste



Reduce carbon footprint by adopting energy efficient manufacturing process

Working on adopting zero liquid discharge (ZLD) policy across all our manufacturing units



### Project Vidhya

IIL Foundation, CSR wing of Insecticides (India) Limited (IIL), under its project Vidhya brings a new shade of life to students studying in Rajkiya Uchhmadhyamik Vidhayalaya, Jodiamev along with sitting furniture for classrooms and computer lab.

Also works for basic health and sanitation facilities by providing the toilets at Rajkiya Uchhmadhyamik Vidhayalaya, Tapukhera.



### Farmer Awareness Project

Key activities undertaken in the project were Farmers’ training and awareness programme and Farmers’ field day – where demonstration were provided to the farmers to show them the benefits of using latest technology. Major villages impacted Upeda, Sikheda, Tatarpur, and Dattiyana, spread across states of Uttar Pradesh.





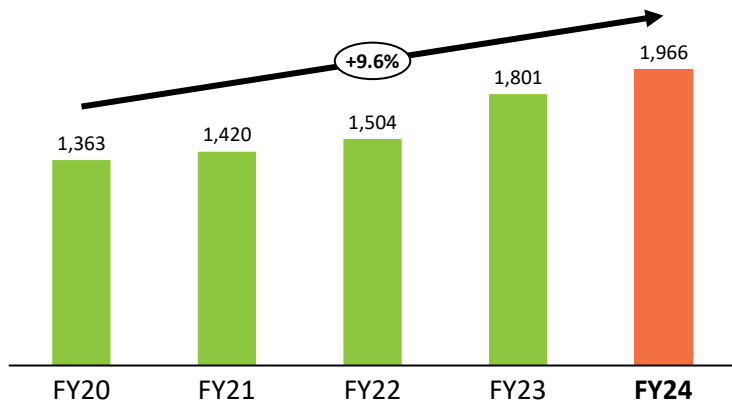
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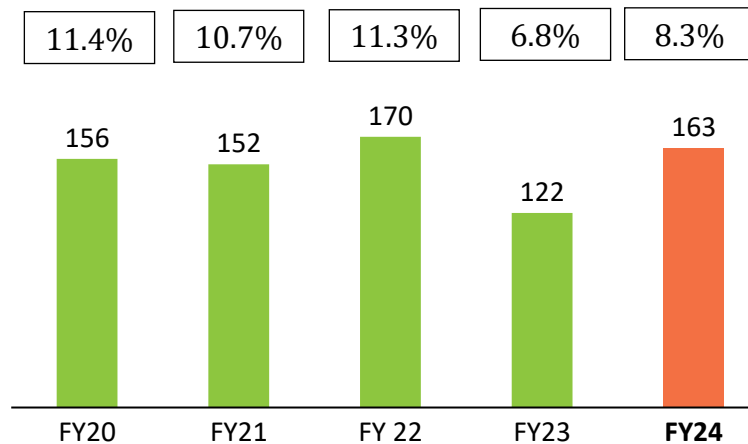
Financials

# Historical Financial Highlights

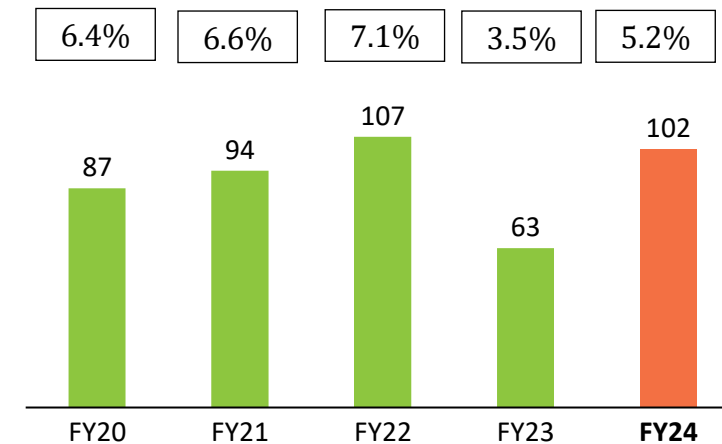
### Revenue (Rs. In Cr)



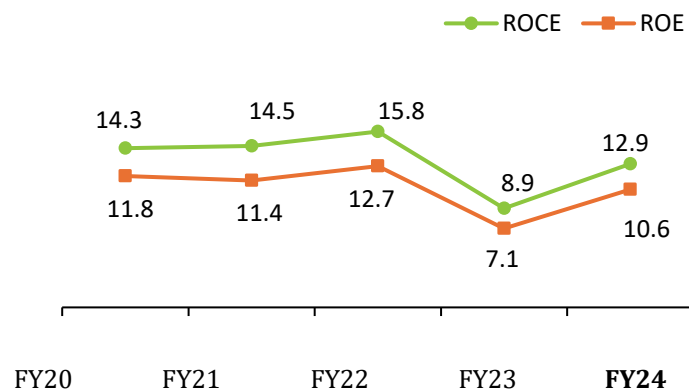
### EBITDA (Rs. In Cr)



### PAT (Rs. In Cr)



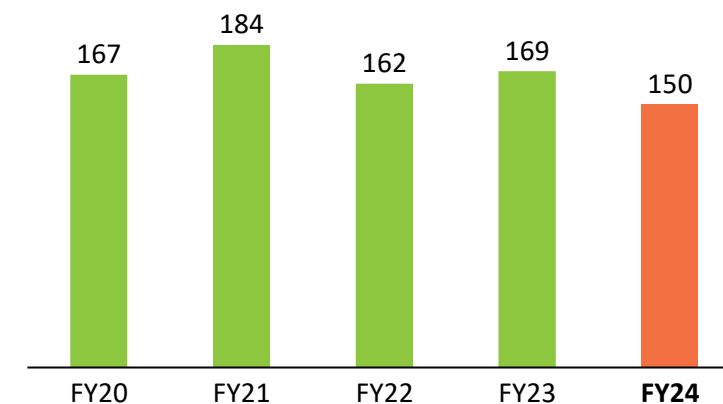
### Return Ratios (%)



### Debt to Equity (X)

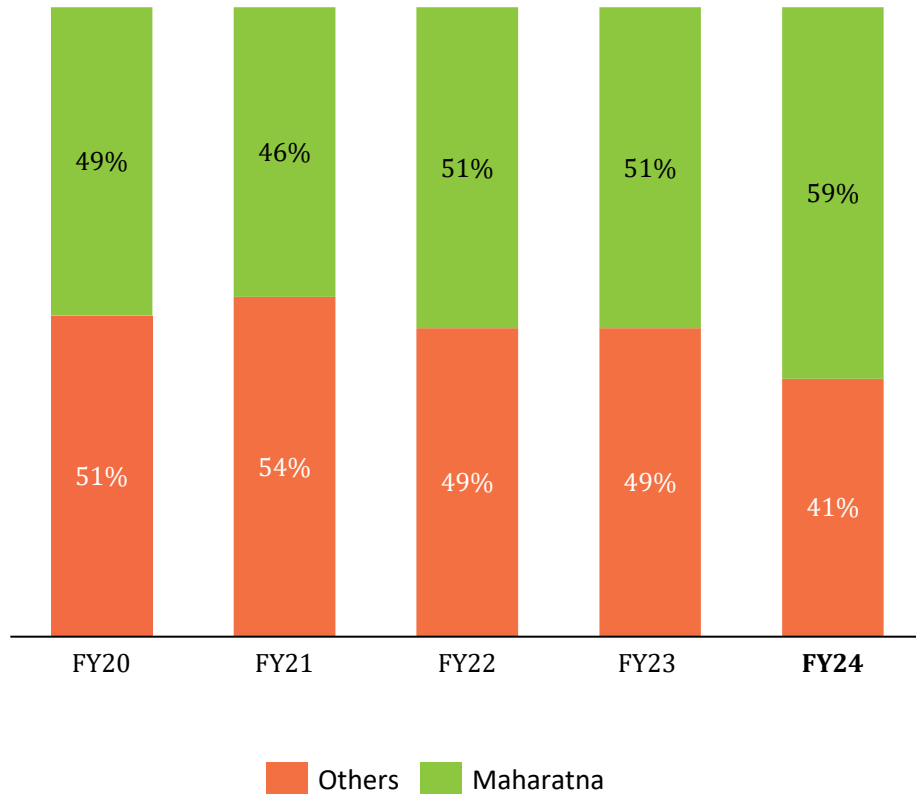


### Net Working Capital (Days)

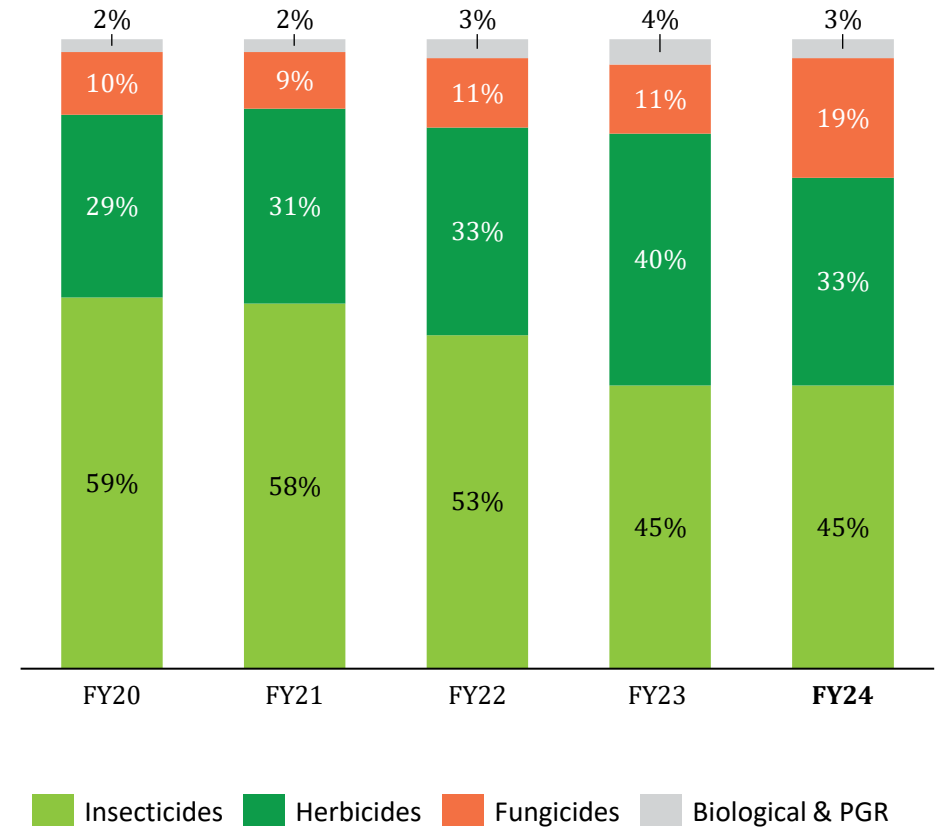


# Continued Improvement in Product-mix

**B2C : Maharatna Products vs Others**



**Category-Wise Sales Breakup**





# Board Of Directors



**Mr. H.C. Aggarwal**, Chairman

Mr. H C Aggarwal is a seasoned expert in the crop protection sector, boasting over five decades of invaluable industry expertise. His profound understanding of the industry's intricacies is widely acknowledged. His reputation as a stalwart figure in the industry is rooted in his altruistic nature, characterized by his unwavering commitment to aiding and supporting all stakeholders.



**Mr. Rajesh Aggarwal**, Managing Director

Mr. Rajesh Aggarwal is a name to reckon with in the crop protection & nutrition industry with over 30 years of experience. Today he is also the Vice Chairman of CCFI (Crop Care Federation of India), the member of the Managing Committee of PMFAI (Pesticides Manufacturers & Formulators Association of India). Insecticides (India) Limited has showcased remarkable growth under his stewardship. With a graduation in Commerce followed by a Diploma in Marketing, Mr. Rajesh started his career in 1993.



**Mrs. Nikunj Aggarwal**, Whole Time Director

Mrs. Nikunj Kumar Aggarwal belongs to Delhi based business family, she is the wife of Shri Rajesh Kumar Aggarwal. She graduated from Hans Raj College, New Delhi. She has experience in the field of business for over 10 years. She has promoted the Company and continually engaged in the operations of the Company, Presently, she is involved in general management covering almost all aspects of day to day business activities.



**Mr. Anil Kumar Goyal**, Whole Time Director

Mr. Anil Kumar Goyal has a distinguished corporate career of 36 years. He has joined Insecticides (India) Limited in the Year 2009, he has been assigned with various roles and responsibilities in the Company, he has led various portfolios in Operations and Administration. Other areas of his expertise include sales, business planning, strategy development and innovation. He is Commerce Graduate from Delhi University.

# Board Of Directors



**Mrs. Praveen Gupta**, Independent Director

Mrs. Praveen Gupta, holds Bachelors Degree in Commerce from University of Delhi, Member of Institute of Chartered Accountant, India (ICAI) and Partner at Mamraj & Co., Chartered Accountants, New Delhi. She has rich experience in the field of Taxation, Audits and Corporate Laws. She has excellent academic and Professional record. She is on the penal of several reputed Indian Companies both listed and non-listed.



**Mr. Anil Kumar Bhatia**, Independent Director

Mr. Anil Kumar Bhatia a distinguished banker who retired from Punjab National Bank, the 2nd Largest PSU Bank of India as Circle head of Punjab region. He held the Chairmanship of Madhya Bihar Gramin Bank (Subsidiary of PNB) for 3 Years during his tenure with Punjab National Bank. He is B.Com and M.Com from Delhi University. He is also an ICWA from Institute of Cost Accountants of India



**Mr. Shyam Lal Bansal**, Independent Director

Mr. Shyan Lal Bansal is a seasoned and accomplished banker with a distinguished career spanning more than four decades during which he handled a wide range of subjects pertaining to commercial banks in various high level capacities culminating as the Chairman & Managing Director of Oriental Bank of Commerce. He earlier held Directorships at Canara, HSBC, Oriental Bank of Commerce, Life Insurance Co Ltd and Oriental Insurance Co Ltd.



**Mr. Supratim Bandyopadhyay**, Independent Director

Mr. Supratim is a Member of the Institute of Chartered Accountant, having vast experience in the field of Insurance, Finance, Investments and Debt operations. He is currently Chairman of a Consultative Committee on Investment for Insurance Companies, Board member of Aditya Birla Sunlife AMC and Canara HSBC Life Insurance Co Ltd. He held the position of Managing Director & Chief Executive Officer at LIC Pension Fund managing entire operations of LIC Pension Fund from April 2014 to January 2018.



**COMPANY :**

Insecticides (India) Limited

CIN : L65991DL1996PLC083909

Sandeep Aggarwal (CFO)

Email: [sandeep@insecticidesindia.com](mailto:sandeep@insecticidesindia.com)

[www.insecticidesindia.com](http://www.insecticidesindia.com)

**INVESTOR RELATIONS ADVISORS :**



**Orient Capital (a division of Link Group)**

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**Thank You**