



June 12, 2024

National Stock Exchange of
India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra (E)
MUMBAI - 400 051

BSE Limited,
Floor 25, Phiroze Jeejeebhoy Towers,
Dalal Street
MUMBAI - 400 001

Dear Sir/Madam,

Company's Scrip Code in BSE : 543530
Company's Symbol in NSE : PARADEEP
ISIN : INE088F01024

**Sub: Press Release - Launch of Jai Kisaan Navratna Nano Shakti Nano Urea/Nano DAP
and Jai Kisaan Navratna TSP 46% P**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of the press release issued by the Company regarding launch of Jai Kisaan Navratna Nano Shakti Nano Urea/Nano DAP and Jai Kisaan Navratna TSP 46% P, for your information and record.

Thanking you,

Yours faithfully,
For Paradeep Phosphates Limited

Sachin Patil
Company Secretary

Encl: As above

PARADEEP PHOSPHATES LIMITED

CIN No.: L24129OR1981PLC001020

Corporate Office: Adventz Center, 3rd Floor, No. 28, Union Street, Off Cubbon Road, Bengaluru- 560001

Tel: + 91 80 46812500/555 **Email:** info-ppl@adventz.com

Registered office: Bayan Bhawan, Pandit J N Marg, Bhubaneswar - 751001

Tel: +0674 666 6100 Fax: +0674 2392631

www.paradeepphosphates.com



PRESS RELEASE

PPL LAUNCHES JAI KISAAN NAVRATNA NANO SHAKTI NANO UREA/NANO DAP AND JAI KISAAN NAVRATNA TSP 46% P

Paradeep Phosphates Limited (PPL), a leading manufacturer & marketer of phosphatic fertilisers in India, has been working assiduously on balanced fertilization and Nutrient Use Efficiency (NUE) for over last 4 decades towards its commitment of 'Healthier Soils, Healthier People'.

Nutrient use efficiency (NUE) is a worldwide concern due to the poor efficiency of applied nutrients. Fertilizers are vital agricultural products that enhance crop production and in farming ecosystems, fertilizer contributes up to 35-40% of the productivity of any crop.

Launching Jai Kisaan Navratna Nano Shakti Nano Urea and Nano Shakti Nano DAP

In its continuing endeavor of promoting Nutrient Use Efficiency (NUE), PPL is launching India's first biogenic Nano Urea and Nano DAP under the Jai Kisaan Navratna brand – **Jai Kisaan Navratna Nano Shakti Nano Urea** containing 8% Nitrogen and **Jai Kisaan Navratna Nano Shakti Nano DAP** containing 6% Nitrogen and 16% P₂O₅. The farmers who use these products will reap multiple benefits Nano-Technology as the nano-sized particles provide greater surface area for nutrient absorption and nanoparticles dissolve more readily in water, enhancing nutrient availability. Nanotechnology allows for controlled release of nutrients and nano fertilizers exhibit lower leaching rates, thereby, minimizing environmental effects. Also, the smaller nano particle size improves nutrient absorption by plants. The Nutrient Use Efficiency (NUE) of PPL's **Jai Kisaan Navratna Nano Shakti Nano Urea** and **Nano DAP** is more than 90%, against 30-35% of the traditional urea. After institutional trials at leading Agriculture Universities and research centres & Krishi Vigyan Kendra of ICAR, PPL's team has conducted more than 4000 successful trials on farmers' fields over the last two years and the farmers have seen improved crop response from the use of both these nano products.

Paradeep Phosphates Ltd (PPL) will ensure widespread accessibility of this technology to farmers throughout the country.



PARADEEP PHOSPHATES LIMITED

CIN No.: L24129OR1981PLC001020

Corporate Office: Adventz Center, 3rd Floor, No. 28, Union Street, Off Cubbon Road, Bengaluru- 560001

Tel: + 91 80 46812500/555 **Email:** info-ppl@adventz.com

Registered office: Bayan Bhawan, Pandit J N Marg, Bhubaneswar - 751001

Tel: +0674 666 6100 **Fax:** +0674 2392631

www.paradeepphosphates.com



Launching Jai Kisaan Navratna TSP 46% P

Phosphorus is a critical element in root and shoot development for all crops and Indian farmers use DAP to meet this requirement. PPL is introducing an alternate high 'P' fertilizer – **Jai Kisaan Navratna TSP 46% P** – that will offer a better value proposition to the farmers. **Jai Kisaan Navratna TSP 46% P** provides the farmers an opportunity to apply the correct units of P while avoiding overuse of N for crops like soyabean, pulses, oilseeds, vegetables, cereals and other leguminous crops.

It contains phosphorous that determines the plant growth & productivity to a large extent as Phosphorus is required for basal application across different crop segments that require high P in the initial stages of plant growth.

Jai Kisaan Navratna TSP 46% P is ideal for basal application as it has 46% Phosphorous, 42.5% water solubility and low pH. It dissolves rapidly to help plants thrive quickly. High water solubility of Phosphorus (92.4%) is helpful for uptake by plants as it quickly dissolves in soil to release plant-available phosphate ions.

Therefore, **Jai Kisaan Navratna TSP 46% P** would improve affordability of fertilizer to farmers as they will save on procurement costs of additional units of N. At the same time TSP will contribute to reduction in the subsidy burden as it attracts less subsidy than DAP while contributing nutrient application re-balancing.



With the launch of **Jai Kisaan Navratna Nano Shakti Nano Urea**, **Nano Shakti Nano DAP** and **Jai Kisaan Navratna TSP 46% P**, PPL reinforces its commitment to balanced fertilization and Nutrient Use Efficiency (NUE).

PARADEEP PHOSPHATES LIMITED

CIN No.: L24129OR1981PLC001020

Corporate Office: Adventz Center, 3rd Floor, No. 28, Union Street, Off Cubbon Road, Bengaluru- 560001

Tel: + 91 80 46812500/555 **Email:** info-ppl@adventz.com

Registered office: Bayan Bhawan, Pandit J N Marg, Bhubaneswar - 751001

Tel: +0674 666 6100 **Fax:** +0674 2392631

www.paradeepphosphates.com