



Dhanuka Agritech: An Overview

Dhanuka is the second largest Indian agrochemicals formulation Company in domestic brand sales.

4 manufacturing facilities located in NCR, J&K, Gujarat and Rajasthan.

Strong product portfolio of over 80 brands with 100% domestic sales.

Second largest rural distribution networks in India with over 8,800 direct dealers, selling to approx. 80,000 retailers.

Products are used by over 10 million farmers across India.

The legend of Indian cinema, Mr.Amitabh Bachchan is Brand Ambassador of Dhanuka.



Wide Range of Products

































Key Product Portfolio

 Aaatank, Adfyre, Apple, Areva, Bombard, Caldan, Cover, Danfuron, Dhanpreet, Em-1, Fax, Markar, Media, Mortar, Omite, Pager, Super-D, Superkiller

Insecticides

 Barrier Craze, D-Era, Dhanutop, Fuzi Super, Maxx-soy, Nabood, Noweed, Oxykill, Ozone, Qurin, Sakura, Sempra, Targa Super, Weedmar

Fungicides

Plant Regulator Nutrients

dhanuka

Herbicides

 Cursor, Dhanteam, Dhanuka M-45, Dhanustin, Hexadhan, Kasu-B, Vitavax Power, Lustre, Protocol, Sheathmar, Sixer, Zerox Dhanvarsha,
 Dhanuvit, Dhanzyme Gold, Maxyld, Wetcit



Strategic Partnerships









Nissan Chemical Japan

Mitsui Chemicals Inc.
Japan

Sumitomo Chemical Japan

Hokko Chemical Japan Oat Agri Japan





PIVIC





Arysta Life Science

FMC Corporation USA

DUPONT USA ORO AGRI USA

The Company enjoys long lasting relationships with its global partners. Most of the relationships have been active for more than a decade.



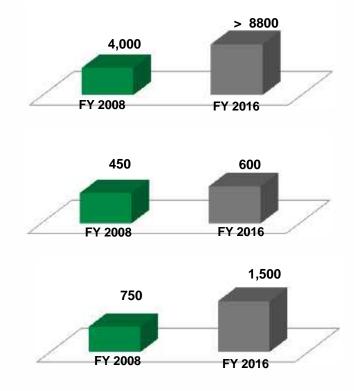


Marketing Network

Total Distributors

Reach – Districts covered through distributors

Dhanuka Doctors — Dissemination of information to farmers on "Dhanuka Kheti ki Nayee takneek"



Products are used by over 10 million farmers across India





Key Growth Drivers (1/2)

Manifold increase in rural income

 Government quaranteed minimum prices for the majority of crops have increased by 30-110% in the past seven years giving thrust to rural incomes

Low level consumpti on of plantprotection chemicals in India

of One the lowest consumption levels in the world, at ~0.5 kg per hectare

Minimum Support Prices India Crop Marketing Season (Price in INR/quintal) % incease 2009-2010-2011-2012-2013-2014-2015-Commodity from FY10 12 13 15 11 14 16 to FY16 Paddy 950 1,000 1,080 1,250 1,310 1,360 1,410 48.42% Red Gram 2,300 3,000 3,200 4,625 3.850 4.300 4,350 (Arhar/Tur) 101.09% Green Gram 2.760 3,170 3.500 4.400 4.500 4.600 4.850 (Moong) 75.72% Black Gram 2,520 2,900 3,300 4,300 4,300 4,350 4,625 (Urad) 83.53% Groundnut 2,100 2,300 2,700 3,700 4,000 4.000 4,030 91.90% Soyabean 1,390 1,440 1,690 1,690 2,560 2,560 2,600 87.05% 2.500 2,500 3,750 Cotton 2.800 3,600 3,700 3,800

52.00%

34.26%

Consumption of Agrochemicals (Kg/Hectare)

1,350

1,400

1,450

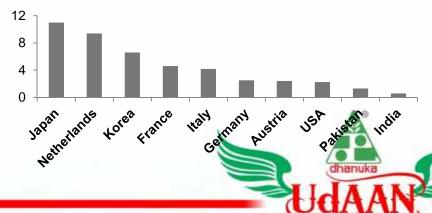
1.450

1,285

1.080

Wheat

1.120





Key Growth Drivers (2/2)

Prevention of large crop wastages

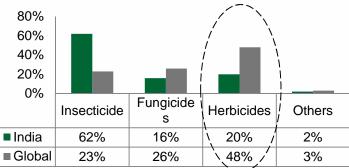
- Insects, fungus and weeds destroy crops worth billions of dollars annually
- Despite large area under cultivation of paddy and wheat, we lag behind in total production

	Area	World Ranking	Production	World Ranking
Category	(Mn Ha)	In Area	(Mn tons)	In Production
Paddy	44	#1	91	#2
Wheat	28	#1	74	#2
Maize	8	#4	14	#6
Gram	8	#1	6	#1
Red Gram	4	#1	3	#1
Soybean	8	#5	9.0	#5
Cotton	9	#1	21	#2
Sugarcane	5	#2	323	#2

Disruptive growth in herbicides

- Herbicides share in India quite low at 20%, versus ~ 48% globally
- Rising farm labour prices are lifting herbicide demand; replacing manual weeding
- Dhanuka is a beneficiary with strong herbicides portfolio

Break-up of agrochemical consumption (2009)



Source: Varshney, 2009



Management Team



Mr. Ram Gopal Agarwal; Chairman, started pesticides business more than 40 years ago; a philanthropist; a man of vision with utmost sincerity and devotion; mentors and provides strategic leadership; also served for two terms as Chairman of "Crop Care Federation of India".



Mr. Rahul Dhanuka; Director (Marketing), Masters in Business Administration from S.P. Jain, Mumbai; oversees the entire marketing function of the Company; leads the large marketing team from the forefront & maintains cordial relations with International collaborators.



Mr. Mahendra Kumar Dhanuka; Managing Director, co-founded the Company; has 40 years of experience; He is a President of HPMA (Haryana Pesticide Manufacturers Association) for over a decade. He oversees the overall operations of the Company.



Mr. A. K. Dhanuka; Director (Works), looks after manufacturing operations at Gurgaon factory. He joined the Company after completing his graduation and has been looking after production since then.



Mr. Mridul Dhanuka; Director (Operations), Masters in Business Administration from NITIE, Mumbai; oversees the manufacturing and supply chain functions across the Company's four production facilities; spear-heads expansion projects; brought technological and managerial excellence in the company's operations.



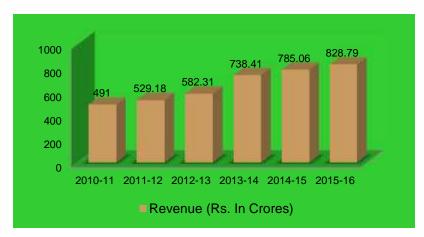


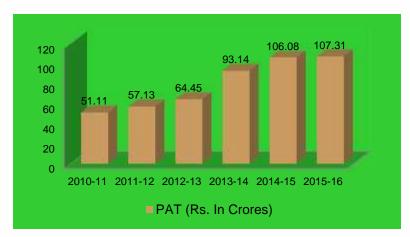
Historical Financial Performance (Rs. in Crores)

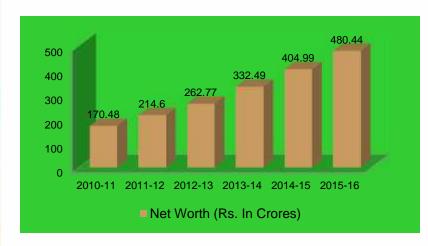
Particulars	FY 12	FY 13	FY 14	FY15	FY16
Revenue	529.18	582.31	738.41	785.08	828.79
EBIDTA	80.04	88.84	125.34	137.84	152.35
PAT	57.13	64.45	93.14	106.08	107.31
Revenue Growth (%)	7.3%	11.2%	26.1%	6.32%	5.57%
As % to Sales					
EBIDTA	15.13%	15.26%	16.97%	17.56%	18.38%
PAT	10.80%	11.07%	12.61%	13.51%	12.95%
Net Worth	214.60	262.77	332.49	404.99	480.44
Debt	39.41	33.01	39.41	15.80	7.69
Financial Ratios					
Long term Debt- Equity Ratio	0.03	0	0	0	0
RoCE	32%	30.2%	34.3%	30.6%	30.25%
RoNW	26.6%	24.5%	28.01%	25.8%	22.34%



Historical Financial Performance











Operational Highlights - Result Period 31.03.2016

(Rs.in Crores)

Audited

Particulars	Q.E. Mar-16	Q.E. Mar-15	rise / fall%	FY 15-16	FY 14-15	rise / fall%
Net Turnover	172.37	150.22	14.75%	828.79	785.08	5.57%
EBIDTA	36.87	27.80	32.63%	152.35	137.84	10.53%
EBIDTA% to Net Sales	21.39	18.51	288 bps	18.38%	17.56%	82bps
PAT	28.48	21.90	30.05%	107.31	106.08	1.16%
PAT% to Net Sales	16.52	14.58	194 bps	12.95%	13.51%	-56bps
EPS (Rs.) Diluted	5.69	4.38	29.91%	21.45	21.21	1.13%
EPS (Rs.) Basic	5.69	4.38	29.91%	41.93	25.86	62.14%



Products launched

FY 2014-15	FY 2015-16
SAKURA 9(3)	COVER 9(4)
MORTAR 9(3)	DHANVARSHA
SEMPRA 9(3)	DOZO 9(4)
PAGER 9(4)	THIRAM 9(4)
OXYKILL 9(4)	GOLDY 9(4)







THANK YOU!!

