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insecticides
(INDIA) LIMITED

May 26, 2018

The Manager

Department of Corporate Services BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai- 400 001 Scrip Code: 532851	Listing Department National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (E), Mumbai- 400 051 Symbol: INSECTICID
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Dear Sir/Madam,

Sub: Intimation of Product Launch

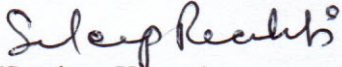
Pursuant to Regulation 30(3) of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, we wish to inform you the launch of four new products across the country for wide range and cost effective control against pest and diseases for farmers to get better yields. The products- **Encounter, Sofia, Aikido and Hercules** have been launched after they were made at the Formulations R&D centre of Insecticides (India) Limited.

The product launch is scheduled to be held on May 30, 2018 at Le Meridian Hotel, Delhi. Brief note about the new product is enclosed

This is for information and record.

Thanking you,

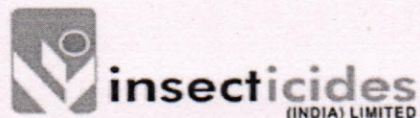
Yours Truly,
For Insecticides (India) Limited


(Sandeep Kumar)
Company Secretary



Encl: As above

PRESS RELEASE



Insecticides (India) Limited Launches Four Products Nationwide

- IIL launches four products which will protect important and widely grown crops like cotton, paddy, pulses and vegetables.
- All of these are based on the latest technology and are effective and safe formulations.

New Delhi, 30th May, 2018: Leading crop protection products manufacturing company Insecticides (India) Limited today announced the launch of four new products across the country for wide range and cost effective control against pest and diseases for farmers to get better yields. The products- **Encounter, Sofia, Aikido and Hercules** have been launched after they were made at the Formulations R&D centre of Insecticides (India) Limited.

All these products have been launched for the first time in India and have been applied for the patent. We look forward that the farmers from across the country will be benefited from the same.

"It is our continuous endeavor to bring out the latest crop protection products for the benefit of the farmers within their reach. These four new products will have wide applicability. All these four products are based on the combinations of two products that will provide synergistic effect in terms of better control and efficacy. All these products are based on the latest technology & safe formulations. We thank our R&D team to give us these products after a long spell of compatibility trails and bio efficacy. We are happy that they are being launched in this season and will give effective solution to farmers for the protection of their crops from various insects and diseases. These four products will provide value for money to farmers. We will look forward to a good response to them and this will encourage us to work in direction in future also." said **Mr. Rajesh Aggarwal, Managing Director, Insecticides (India) Ltd.**

Suleep K...



IIL's path-breaking insecticide **Encounter** helps fight lepidopteron and sucking pest together in important crops like tea, pulses, cotton, and vegetables. Encounter has certain unique advantages like it can be sprayed on crops evenly and with same consistency throughout as it disperses in water easily. It can be sprayed on all forms and stages of crop. Even if it rains four hours after spray, it will still be effective. Encounter has unique 'Translaminar' action because of which it works on both sides of the leaf to control the insects.

IIL's equally unique product **Aikido** is again an insecticide. This product is launched in technical collaboration with Nihon Nohyaku, Japan. This product gives complete protection from brown plant hoppers (BPH), white plant hoppers (WBPH) and leaf folder which destroy about 25-30% percent of paddy crop in the country every year. The use of Aikido also exhibits ovicidal action by reducing the egg laying ability of BPH and the nymphs are not able to hatch properly from the treated eggs. Other than paddy, AIKIDO is also found effective on vegetables. Thus farmers can get much higher yields from their produce by protecting their crops with Aikido.

Sofia is again very useful broad spectrum fungicide by IIL. It gives complete protection from various diseases in different crops for farmers in the country. It is especially useful for crops of paddy, grapes, chilly, mango, cucumber, rose, tomato, peas & cumin. It gives Broad Spectrum Control against diseases in crops.

Last but not the least; Hercules is an insecticide that protects the all important cash crop-Cotton from sucking pest like white fly, Jassids & Thrips. Hercules has the ability to protect the leaves of crops from both sides and hence controls sucking insects from underneath the leaves also because of its 'Translaminar' action. It has unique 'Vapor Action' which help the product to reach the insect in high density crops for better and effective control.

About Insecticides (India) Ltd

Insecticides (India) Ltd. (IIL), a BSE & NSE Listed company is India's leading and one of the top 10 Indian agrochemicals manufacturing company. IIL has emerged as a front-line performer in India's crop care market with a top line of Rs 1107.38 crore in 2016-2017.

The company is growing at a robust pace this year. The company owns the prestigious Tractor Brand which is highly popular among the farmers. This umbrella brand of its agro products signifies the company's deep connection with the farming community. Company has a product range of more than 100 products and the largest selling brands of IIL include Lethal, Victor, Thimet, Nuvan, Monocil, Xplode, Mycoraja, Pulsor and Hakama. The company launched a new herbicide, Green Label which is being manufactured in India for the first time for the benefit of Indian farmers in 2016.

Satish Khandelwal



The company has a technical and marketing MoU with American Vanguard Corporation (AMVAC), USA, to manufacture and market "Thimet" & "Nuvan", leading international agro chemical brands. IIL also has a proud tie-up with the Japanese company, Nissan Chemicals and are marketing their two products Pulsor & Hakama in India. In 2016, the company has tied-up with **Momentive, USA** and launched **AgroSpred* Max** in India, which is a silicone based super spreader that will help farmers to increase the efficacy of agrochemicals. The company also tied up with Nihon Nohyaku Co., Ltd. Japan for two products SUZUKA and HAKKO in 2016.

Last year company has launched its innovative biological product for improving the health of the soil called as **Kayakalp**, the soil energizer which has received an overwhelming response in all parts of the country.

The Company has state-of-the-art formulation facilities at Chopanki (Rajasthan), Samba & Udampur (Jammu & Kashmir) and Dahej (Gujarat). IIL also has 2 technical synthesis plants at Chopanki and Dahej to manufacture technical grade chemicals such as Lambda cyhalothrin, Bifenthrin, Thiamethoxam, Diafenthiuron, Dichlorvos, Glyphosate, Atrazine, Imazethapyr, Bispyribac Sodium, sulfosulfuron, Thiaphenate Methyl, Myclobutanil, Metalxyl etc. providing the competitive edge by backward integration.

In 2014, for the first time in India, IIL has set up a product discovery R&D centre in JV with OAT Agrio, JAPAN. It plans to invent 2-3 new agrochemical molecules in five years of time.

IIL Foundation is an initiative by Insecticides (India) limited which works closely with Indian farmers to impart knowledge regarding modern agricultural practices and techniques. IIL Foundation has also signed a MoU with ICAR-IARI to impart knowledge to farmers in villages of Hapur district in UP.

Suleep K...

