



Strategy & Priorities

Spreading Our Wings to Enhance Yields

Rallis' strategy is focussed on strengthening core agrochemical business driven through portfolio refresh supported by investment in manufacturing, research and development to capture wider crop, geography, customer footprint in domestic and exports markets. This will be supplemented by leveraging its crop nutrients and seeds portfolio.

Rallis has been developing differentiated products to address the portfolio gaps for wider crop and geographic footprint. Some of them were successfully launched in the recent past. The refreshed portfolio will support Rallis to further strengthen

its competitive position in key crops and tap opportunities in emerging crops. Company has been collaborating for product and technology access for providing innovative solutions to the Indian farming community including biologicals and drone applications.

Currently, Rallis has a significant global share in active ingredients manufactured by the Company. The capacity expansion undertaken in the recent past and newer partnerships will support the growth of existing portfolios going forward. Significantly increasing addressable market with a wider



Product differentiation activity

portfolio of active ingredients has been planned and the same is being supported by flexible manufacturing capacities and registrations in key markets. Company has been engaging with potential partners to expand the contract manufacturing customer base. Rallis is rightly placed to tap the supply diversification strategies emerging from the global agrochemical peers through leveraging its strength of manufacturing capabilities and trusted partnerships.

To sustain growth in the crop nutrition segment, the Company has been launching customised solutions and focussing on micro level marketing for demand pull across segments including the large area crops.

Seed business is expected to overcome the current challenges with promising portfolio across key crops which will be supported by calibrated marketing investments to regain profitable growth momentum in the short run for sustainable long-term growth. Company is also working on emerging opportunities in biotechnology solutions aligned with the regulatory developments in this space.

