

F. BSE/QPA/0063  
23<sup>rd</sup> September, 2024

Listing Department  
BSE Ltd.,  
P. J. Towers, Dalal Street,  
**Mumbai – 400 001**

Ref: **Scrip Code 532935**

Sub: **Chairman's Speech at the Annual General Meeting held on 23.09.2024**

Dear Sir,

Enclosed herewith please find a copy of the Chairman's Speech delivered at the 54<sup>th</sup> Annual General Meeting of the Company held on Monday, 23<sup>rd</sup> September, 2024.

Kindly take the same on your records.

Thanking You,

Yours faithfully,  
For **ARIES AGRO LIMITED**

**QAISER P. ANSARI**  
**COMPANY SECRETARY & COMPLIANCE OFFICER**

**Encl: as above**



## **CHAIRMAN'S SPEECH**

Thank you for the updates.

I shall now share my views on the performance of the Company during the Financial Year ended 31<sup>st</sup> March, 2024 and its future plans.

Good evening and welcome to the 54<sup>th</sup> Annual General Meeting of your Company.

I take this opportunity to thank you all for making it convenient to attend this meeting.

The Annual Report, including the Audited Accounts of the Company for the year ended March 31, 2024 has been with you for some time. With your consent, I shall take it as read.

The Year 2023-24 was another landmark year. There was consistent demand for specialty nutrients during the year with almost normal crop and climatic conditions.

### **Let me now review your Company's performance in 202324:**

With the collective support of Staff and Aries Customers the Company's gross revenue increased by 8.86% from Rs. 609.97 Crores to Rs.664.03 Crores on a standalone basis. International sales have showed significant growth from the Aries branch in Fujairah and from our Associate Company, Amarak Chemicals FZC, UAE.

During the year under review, rainfall over the country was 94% of its long period average (LPA). Overall the season was erratic, with some areas experiencing excess and others facing deficient rainfall.

### **CAPACITY UTILIZATION**

The total capacity utilization currently stands at 72.61% of the total installed capacity of 95,400 MT p.a. in India. The manufacturing unit at Fujairah, UAE has produced 6184.90 MT of Sulphur Bentonite and other value added Sulphur products for sale in India and globally.

### **COST CONTROL**

Cost control has been embedded into our routine at Aries through training and incentive programs, making it an integral part of our operations. With proactive inventory management, frequent rebalancing of market schemes and further improvement of working capital management, the usage of bank funds declined resulting in 4.95% of interest cost savings. This resulted in the overall improvement of profitability from Rs.29.36 Crores to Rs. 31.81 Crores, showing growth of 7.80% on PAT.

The annual booking bazaars led to bookings worth Rs.739.95 crores and conversion of these bookings along with routine orders resulted in a total revenue of Rs.664.03 crores during FY 2023-24, reflecting an 8.86% increase from the previous financial year.

Market requirements identified the need for certain new products hence we introduced Majorsol - Chilly & Spices Special, Millets Special and Betel-vine Special and also Aries Pro. These products added to the range of specially designed crop specific Aries Grades notified under the Gazette of India as well as the requirements of horticultural markets.

#### **MADE IN INDIA INITIATIVES:**

Aries is progressively reducing its import dependence. The import of raw materials has been reduced from 52% in FY 2010-11 to 28% in FY 2023-24. The most successful import substitution initiative was the manufacture of Aries HD range reducing our dependence on water soluble fertilizers imports from China. The HD range has shown good growth. Aries NPK HD Range was also recognized with the “National Excellence Award 2024” as ‘Most Admired Agri Innovation Award 2024’ in July 2024

#### **ARIES EVERYWHERE**

ARIES took centre-stage at the G20 YEA (Young Entrepreneurs Alliance) Summit in Delhi in July 2023. The Theme of the event was “Agritech – Growth in Agriculture with Professionalism, Value Creation and Technology”. We showcased our Innovations to 550 businesses from 20 countries at the Summit as part of the G20 and B20 official events during India's G20 Presidency.

Aries & IMMA partnered with the ‘G20 India Agritech Summit’ in New Delhi in August, 2023, which was addressed by Mr. Amitabh Kant, G20 Sherpa for India. Panel discussions were conducted on ‘Transforming Agriculture Through Technological Synergies’.

Aries presented best practices at the Global Micronutrient Summit organized by The International Zinc Association (IZA) in association with the Fertilizer Association of India (FAI) in October 2023 in New Delhi. The summit convened leading experts, policymakers, and industry leaders to address the critical issue of micronutrient deficiencies in soil, crops, and human health. We were also invited on the Board of the IZA, London

To deepen our relationships with all the major fertilizer industry players, Aries had a series of 30 plus interactions at the FAI (Fertilizer Association of India) B2B Meet held in Delhi in December 2023.

The CMD yet again had the privilege to constructively lead the Specialty Plant Nutrition Industry as president and host IMMA’s fourth Flagship event – National Crop Nutrition Summit and B2B Conclave - “Enabling Innovation Through Agritech & Policy Dialogues”. A blockbuster panel of experts including industry, Govt. of India and State Govt. authorities and innovators discussed policies that will serve as catalysts for agri-tech adoption, liberalized licensing, export promotion and rural digital infrastructure development.

Aries participated in The 18<sup>th</sup> edition of flagship event of PMFAI's International Crop Science Conference & Exhibition (ICSCE 2024) which took place in Dubai on 8-9 February 2024. This trading platform facilitated the establishment of relationships within the agrochemicals, agricultural biological products, and allied industries

The Aries International Business team attended China International Agri Chemical Conference (CAC) week in March 2024, which is one of the world's largest international forum to identify B2B opportunities for bulk sale and purchase of products from China. We also visited a few world class factories of our Chinese suppliers during the visit.

#### **SOCIAL MEDIA PRESENCE & CAMPAIGNS:**

The Aries social media channels have scaled up due to rapid digitization. Agromax – our YouTube Channel, Twitter, Instagram and Facebook feeds were continuously updated with stories of 'real people' within the Aries Network who had created excellence. Aries Fasal Sabhas built a weekly knowledge sharing platform for discussions on select crops where technical aspects of the Company's products were communicated digitally. A series of 72 Fasal Sabhas were conducted online and issues on various crops were addressed. Currently, we have a collective audience reach of 4,30,450 on our social media channels. Sahi Chuno Campaign Lucky Draw Contest, etc. were also held throughout the Country.

#### **RECOGNITION:**

Aries was honoured with:

- The 'Asian Business Leadership Gold Award' for 'The Best Rural Marketing Strategy (Events)'. This award honours the excellence and dedication demonstrated in the 55<sup>th</sup> Emerald Jubilee Event, which prominently featured the rural community.
- The 'Sustainable Agriculture Award' in August 2024 under the category "Safe Agri Innovator" for the innovation of Chelation Technology and its outstanding contributions to sustainable agriculture
- The "National Excellence Award 2024" in July 2024 as "Most Admired Agri Innovation Award 2024" for Aries NPK HD Range
- Our CMD was honoured with the "Agriculture Leadership Award 2024" for dynamic leadership to making Aries Agro the most admired crop care solution companies in July 2024.
- The "Finance Transformation Initiative of the Year Award" in July 2024 for transformation done in our collections, payments and digital banking process
- The 'MILT Excellence Award' in July 2024 for "Best Incentive Program in an International Destination- Group Size of 250-500 by the MICE India & Luxury Travel Congress
- The Agri Business Summit & Awards 2024 in June 2024 for 'Company of the Year' under Plant Nutrition Category

- The “Brand R.Comm Award 2024” in March 2024 for ‘Excellence in Digital Marketing’ in.
- The Best Technology Adoption in the category – cash management services 2022-23 in September 2023 presented by HDFC Bank Ltd. for 100% online transactions in Agribusiness Sector
- The National Business Excellence Awards 2023 for the ‘Best Agriculture Company’
- The Asia’s Best Employer Brand Awards 2023 in August 2023 – “Dream Company to Work For” and The Asia’s Best CSR Practices Award 2023 in August 2023 for “Best Overall Excellence in CSR”

For Nineteen consecutive years Aries Quality Management System was audited and certified as ISO 9001:2015 with zero non-compliance report showing complete adherence to international quality standards

Our CMD continues to have a seat on the Bureau of Indian Standards’ Soil Quality and Fertilizers Sectional Committee’ in his capacity as President of IMMA. It is noteworthy that he was re-elected as IMMA President for the second consecutive term

### **PROMOTING DIVERSITY:**

Aries prides itself as an organization, which has a very unique work culture, a highly driven and motivated team as well as a deeply institutionalized reward structure for high performing employees. This culture of excellence has been built through decades of people centric policies, which have manifested itself in the following unique features of the Aries team;

- 1) A team of 1123 highly qualified and driven employees functioning in 26 States of India and in UAE
- 2) Very low employee turnover
- 3) More than 68% of young talents.
- 4) Workplace diversity with 73% of employees from towns and villages
- 5) Promoting gender balance with 42% women employees in Mumbai, 40% in our Pashamylaram factory and 33% in our Chhatral facility and five women led departments in the Head office

**ARIES AGRO LIMITED EMERALD JUBILEE CELEBRATION** - A Showcase of Innovation and Excellence: Aries Agro Ltd. celebrated its 55<sup>th</sup> Year “The Emerald Jubilee” at the CIDCO Exhibition Centre in Vashi, Navi Mumbai on April 19<sup>th</sup> 2024. The event marked a momentous occasion for the company, bringing together over 2500+ guests, including Farmers, Aries’ top distributors, dealers, agripreneurs, global and domestic suppliers and other stakeholders from the plant nutrition industry. This event showcased not only Aries’ rich 55-year legacy but also what it has to offer in the near future. Over a dozen exhibits demonstrated Aries’ innovations and upcoming product launches planned for the next few years for the Indian farmers. For the excellence and dedication demonstrated in the 55<sup>th</sup> Emerald Jubilee Event, which prominently featured the rural community, Aries was honoured with The ‘Asian Business

Leadership Gold Award' for 'The Best Rural Marketing Strategy (Events). Out of 220 entries from 5 countries, our event stood out for its exceptional creativity and innovation, setting new standards in Rural Marketing

### **CORPORATE SOCIAL RESPONSIBILITY:**

Aries continues its tradition of carrying out a range of activities that spread knowledge and adoption of farming best practices in the markets that Aries functions in.

During the year under review, knowledge dissemination activities including farmers meeting were undertaken impacting almost 14,23,123 farmers, conducted by teams of our extension and sales officials spread across 26 states. The unique feature of these events have been that they had participation on a common intellectual platform from top government officials, opinion leaders, academia, research scholars, scientists, agribusiness students and farmers from across the states.

Additionally, the Company organized various sessions with key agricultural stakeholders to advance world-class farmer education and training programs. Aries views the dissemination of knowledge as a crucial component of its commitment to societal development and nation-building.

This year, we expanded our network by establishing an additional call center in Odisha, complementing our existing centers located in Tamil Nadu and Andhra Pradesh. These centers are integral to our strategy for supporting the agricultural sector and are operated in close partnership with agricultural experts. Each center functions as a crucial hub for the dissemination of essential agricultural information, facilitated by a dedicated team of 21 call center executives. Our impact assessment reveals that through these efforts, a total of 118,932 farmers have benefited from expert guidance and support.

We marked our 54<sup>th</sup> Foundation Day with Annadanam, now a central element of our annual celebrations. This tradition helps us maintain our commitment to giving back, touching lives and bringing joy to those in need. Our Foundation Day was not only a time for reflection and celebration but also a chance to positively impact the lives of the less fortunate. Annadanam was carried out at 50 locations across India with over 10500 beneficiaries

We have initiated providing infrastructure support to address the specific needs of local farmers. This initiative is aimed to support farmers in their daily operations and enhance their productivity. This year we provided Mini Tractor Trolley in Gujarat. In addition, we collaborated with the Samayapuram temple authorities in Trichy, Tamil Nadu, by providing a water purifier focused on improving access to clean drinking water.

Provided medical services and health-related support to underprivileged communities through partnerships with local healthcare providers, which included regular health check-up camps, which

provided ongoing medical evaluations and immediate care to the community. Additionally, medical audits were conducted to review and assess the quality and impact of the services provided. It revealed that a total of 4,254 individuals benefited from the support, underscoring the substantial reach and positive contribution to community health.

The Company also provided fees and scholarships to students in addition to series of awards to meritorious students.

### **OUTLOOK FOR 2024-25**

The Year 2024-25 is the 55<sup>th</sup> Emerald Jubilee year of Aries operations. The favourable projection of monsoons due to transition to La-Nina phenomenon indicates positive future trend for the agro industry. After an erratic monsoon year, the Company is geared to address the high demand scenario by adding to automation, warehousing and taking steps for more stringent inventory control. We shall continue promotion of climate proof products and expansion in the range of plant protection products during the year. The Annual booking for 2024-25 was conducted online with participation of 1555 Dealers from 26 States who used the Aries booking app and have placed their bookings for Rs.835.10 crores of products to be lifted during FY 2024-25. This is expected to achieve gross revenue of around Rs.800 crores in FY 2024-25.

Through its products and passion, Aries continually demonstrates that it is a responsible corporate citizen, working hard to retain the delicate balance of nature and the development of communities where it works and grows.

### **ACKNOWLEDGEMENT**

Your Company's new initiatives could not have come about without the active involvement and support of its staff members. Our staff is aware of the challenges and has fully embraced the Company's principles. The customers have been extending their patronage and we are confident of their support for the coming year also. The Board of Directors places on record its appreciation for continued support and guidance received from the Government of India, RBI, SEBI, other Regulatory Authorities, various Financial Institutions, Banks and correspondents in India and abroad.

Before I conclude, I would like to thank the Shareholders once again for today's turnout and for their interest in the Company.

I would also like to thank each one of you personally for your confidence in Aries. Together, we will ensure that your Company grows further in the year ahead.

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