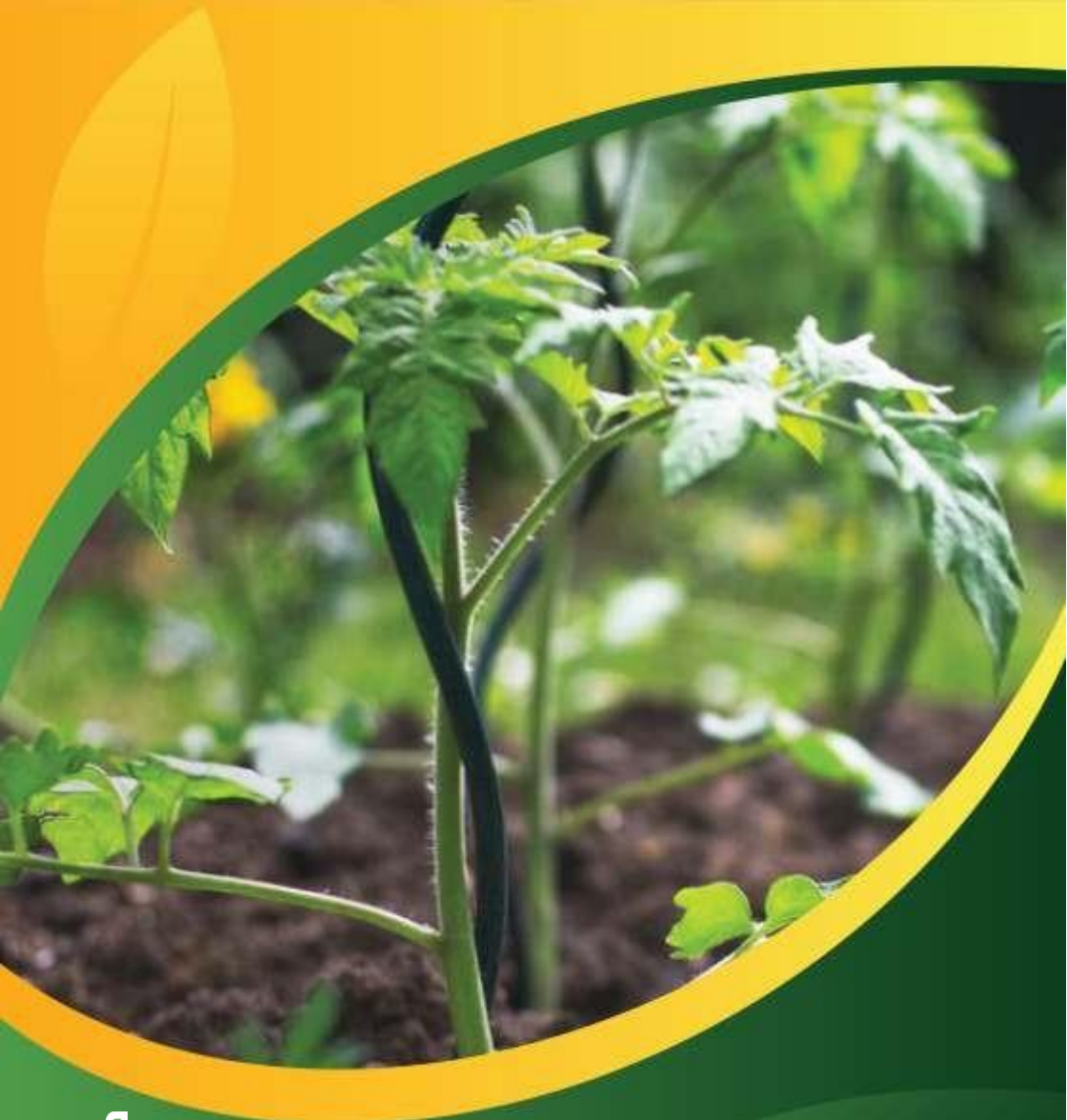




 **aries** agro limited

ARIES FLASH

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EDITORIAL TEAM

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ARIES VISION

Our vision is to create value for “farmers” and all “stakeholders” using cost effective, environmentally safe crop nutrition solutions customized for the specific needs of crops and soils of India and other markets we serve. To do so, we aim to spread knowledge of good agricultural practices and use our products to make balanced crop nutrition a farming imperative.

ARIES MISSION

Our Mission is to evolve from being India's Plant Nutrition Super-Bazaar to one of the India's largest Agri input companies and to have an ARIES brand in every product category required for specialized agriculture.



From Soil to Plants: The Multi-Dimensional Benefits of Humic Acid Application

What is Humic Acid?

Humic acid is a critical component of humic substances, a complex mix of organic molecules derived from the decomposition of biotic materials in various environments like soil, freshwater, and marine ecosystems. These substances represent the final stage of organic matter decomposition, undergoing a significant transformation over time. Their role in enhancing soil health and promoting plant growth makes humic acids an essential agricultural natural resource.

Why Should We Add Humic Acid to Soil?

Applying humic acid offers an effective and eco-friendly method to boost crop production. Humic acids remarkably benefit plant growth and development by improving soil stability, fertility, and micronutrient uptake. Let's explore the specific advantages of humic acid for soil and plants.

Structural Benefits

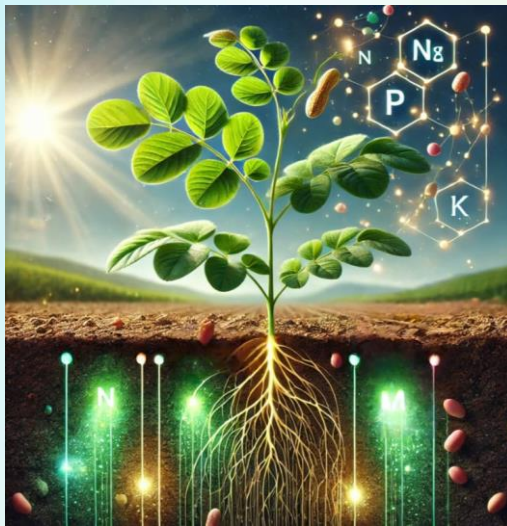
1. **Improves Water Retention:** Humic acids increase the soil's ability to retain water, which enhances the plant's resistance to drought conditions.
2. **Improves Soil Texture:** It makes soil crumbly, which eases various farming operations such as tilling, planting, and harvesting.
3. **Enhances Solar Absorption:** Humic acid darkens the soil, leading to better absorption of sunlight, which is critical for healthy plant growth.
4. **Reduces Water and Nutrient Loss:** In sandy soils, humic acids help prevent the loss of essential nutrients and moisture.

Chemical Benefits

1. **pH Regulation:** Humic acids neutralize both acidic and alkaline soils, creating optimal growing conditions by balancing the soil's pH.
2. **Increases Cation Exchange Capacity (CEC):** By increasing the CEC of the soil, humic acids enable the soil to hold onto essential nutrients, making them more available to plants.
3. **Enhanced Nutrient Uptake:** Both water and nutrients are absorbed more efficiently, leading to healthier, more robust plants.

Biological Benefits

1. **Boosts Microbial Activity:** Humic acid stimulates the growth of beneficial microbes in the soil, which play a crucial role in breaking down organic matter and improving nutrient availability.
2. **Enhances Root Growth:** It promotes stronger root systems, enabling plants to absorb more nutrients and water.
3. **Stimulates Enzyme Activity:** It increases the production of enzymes that are vital for plant metabolism.
4. **Improves Seed Germination:** Humic acids improve the germination rate and viability of seeds, leading to faster, more reliable plant growth.



Synergistic Effects of Humic Acid with Key Nutrients

Humic Acid and Nitrogen

The combination of nitrogen and humic acid is powerful for promoting cell division, enhancing protein synthesis, and accelerating plant growth. With increased leaf area due to rapid growth, plants have more surface for photosynthesis, leading to healthier, more productive crops.

Humic Acid and Phosphorus

Humic acids are well-known for their ability to improve soil structure and cation exchange capacity. They also form complexes with metal ions, making phosphorus more available to plants. When paired with beneficial microorganisms, humic acids significantly boost phosphorus assimilation, critical for root development and overall plant health.

Humic Acid and Potassium

The fulvic acid component of humic substances can absorb and store potassium ions, reducing potassium leaching in sandy soils. In clay soils, humic acids prevent potassium fixation, ensuring more exchangeable potassium is available for plant uptake. This promotes efficient nitrogen utilization and supports key processes like photosynthesis.

Humic Acid's Role in Abiotic Stress Tolerance

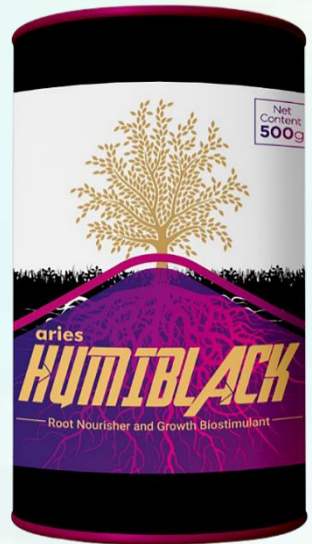
Humic acids also enhance a plant's ability to tolerate various abiotic stresses, such as drought, extreme temperatures, and salinity. By boosting the plant's internal resilience, humic acids ensure that crops maintain steady growth and productivity even under challenging environmental conditions.

Humiblack

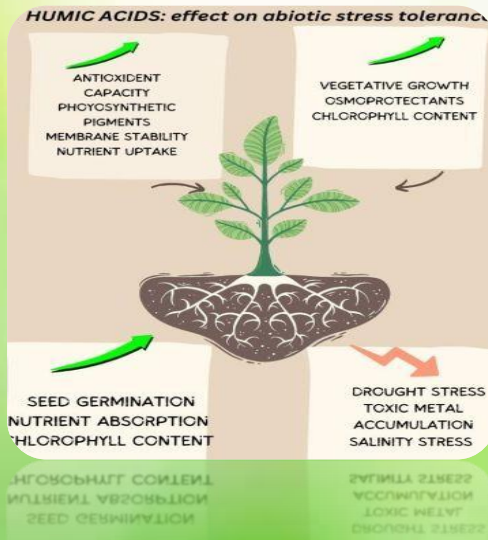
Humiblack, a black-coloured material in gel form, is designed to improve nutrient uptake and translocation of micro, macro, and secondary nutrients. By increasing the chlorophyll content and stimulating photosynthesis, Humiblack enables plants to resist drought and other stresses while ensuring superior crop quality and yield.

- Increases chlorophyll content
- Stimulates photosynthesis
- Enhances resistance to drought
- Improves overall crop yield and quality

Humic acid is an invaluable tool in modern agriculture, providing a multi-dimensional approach to improving soil health and plant growth. Through its structural, chemical, and biological benefits, humic acid enhances soil fertility and ensures crops can thrive under a wide range of conditions. Combining humic acid with key nutrients like nitrogen, phosphorus, and potassium creates a synergistic effect that further elevates its efficacy, making it a must-have for anyone aiming to optimize plant growth and productivity.



Humiblack: Grow Stronger, Grow Better.



Sustainable Crop Protection Using Organic Pesticides

In today's agricultural landscape, the demand for effective crop protection has never been higher. To meet the growing needs of the global population, farmers are increasingly turning to innovative solutions that are both productive and environmentally responsible. One of the most promising approaches is the use of organic pesticides, which offer a sustainable alternative to conventional practices. At Aries Agro Limited, we believe in advancing sustainable agriculture by empowering farmers with the right tools to protect their crops naturally and efficiently.

The Rise of Organic Pesticides in Modern Agriculture

Organic pesticides, derived from natural sources, are rapidly gaining recognition for their role in sustainable crop protection. They allow farmers to manage pests and plant diseases while maintaining the integrity of the environment. These solutions not only support the health of our ecosystems but also align with consumer demand for cleaner and greener agricultural produce.

Key Types of Organic Pesticides

Organic pesticides are diverse and can be classified into several main categories based on their origin and composition:

1. **Biochemical Pesticides:** These are naturally occurring substances that control pests by non-toxic mechanisms, making them ideal for targeting specific pests without harming other species.
2. **Microbial Pesticides:** Utilizing beneficial microorganisms like bacteria, fungi, or viruses, these pesticides are highly effective in controlling pests while supporting soil health and plant vigor.
3. **Botanical Pesticides:** Extracted from plants, these substances have been used for centuries to protect crops. Botanical pesticides are particularly valued for their ability to break down quickly in the environment.
4. **Mineral-Based Pesticides:** Derived from naturally occurring minerals, these pesticides help in managing pests while being gentle on the soil and plants.

Benefits of Organic Pesticides in Crop Protection

Organic pesticides bring a range of benefits to farmers, consumers, and the environment, making them a cornerstone of sustainable agriculture. Here are some key advantages:

- **Non-Toxic to Beneficial Species:** Organic pesticides focus on specific pests, ensuring that beneficial insects, birds, and mammals remain unharmed. This helps maintain a balanced ecosystem, which is crucial for healthy crop production.
- **Residue-Free Produce:** One of the major benefits of organic pesticides is that they break down rapidly in the environment, leaving little to no residue on crops. This ensures that the produce reaching consumers is of the highest quality, free from unwanted chemical residues.
- **Sustainable Resistance Management:** By employing multiple modes of action, organic pesticides reduce the likelihood of pests developing resistance. This makes them a reliable long-term solution for pest control in agriculture.

Aries Agro Limited's Commitment to Sustainable Agriculture

At Aries Agro Limited, we are committed to helping farmers adopt sustainable practices that maximize crop yield while protecting natural resources. Our range of organic pesticide solutions is designed to deliver effective pest control, promote biodiversity, and ensure that the produce remains safe and healthy for consumers.

The following are the key organic pesticides

Rajat HD

It is a powerful organic biostimulant featuring high-density metallic ions combined with herbal extracts. This unique formulation interacts with bacterial proteins, leading to the structural deformation of bacterial cell membranes. The high-density metallic ions penetrate the bacterial membrane, inhibiting cell division and promoting cell death, enhancing its bactericidal efficacy. For optimal results, apply Rajat HD as a foliar spray at a dosage of 25 ml per 100 liters of water. This advanced biostimulant supports plant health and growth while providing effective protection against harmful bacteria.





Trishool Neem Oil 10000 ppm

It is a 100% organic vegetable oil with a yellow to brown color and a distinctive garlic/sulfur smell. Its active ingredient, Azadirachtin (1.0% w/w or 10000 ppm), makes it a powerful solution for managing even the most challenging pest infestations at all stages of development. For effective pest control and improved crop yield, apply Trishool Neem Oil as a foliar spray at a dosage of 1 ml per liter of water.

Nemocheck Triple Action

Nemocheck contains a natural herbal extract that has systemic as well as contact action on Nematodes. Nemocheck when applied by drenching near roots kills nematodes by absorbing moisture from their body.

Dosage: -

Preventive Use: - 3ml per liter of water and drench near roots.

Curative Use: - 5ml per liter of water and drench near roots. If the infestation is severe then apply a minimum 3 times at 8-day intervals.

Acre Dose: 1Litre.



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NORTH EAST DISTRIBUTORS MEET 2024



FARMERS' MEETING IN SAMBHAL WEST UTTAR PRADESH



FARMERS MEETING ON POTATO AT BAGHPAT DISTRICT



PESTICIDE TRAINING SESSION AT HO, MUMBAI

In the 1960s, my mom headed a team that launched Vicks in India. Digging through stacks of old albums, we saw this epic photograph of her, amongst a crowd of male peers... Always one who made her own rules, she defined powerful, high impact leadership like no one else... A few years later, she met dad and founded Aries Agro... **#NoGlassCeilings #Strength #Grace**



A SOCIAL FEED MEMORY POPPED UP...

