



 **aries** agro limited



ARIES
DELIVERING
EXCELLENCE
SINCE 1969

2020





Our Tribute to the Founders of Aries Agro Ltd.





aries agro limited

ARIES EVERYWHERE

Energizing Earth



OUR PRESENCE AND REACH IN INDIA

6400+ DISTRIBUTORS
86000+ RETAILERS
1240 STAFF
9 M+ FARMERS



28 BRANCH OFFICES
5 FACTORIES
**95400MT MANUFACTURING
PER ANNUM CAPACITY**



93 BRANDS
26 STATES
199000+ FARMERS



50 YEARS!!!

#arieseverywhere

6,400+ Registered Distributors & Dealers
86,000+ Dealers' counters serviced
1,99,000+ Number of villages covered



Maharashtra

Mumbai
Nashik
Nagpur
Solapur

Gujarat

Ahmedabad
Chhatral (Mehsana)

Uttar Pradesh

Lucknow
Ghaziabad

Karnataka

Bangalore
Nipani

Punjab

Jalandhar
Bathinda

Rajasthan

Jaipur
Sri Ganganagar

Odisha

Bhubaneswar

Andhra pradesh

Vijayawada

West Bengal

Kolkata

Telangana

Pashamylaram

Assam

Guwahati

Madhya Pradesh

Indore

Bihar

Patna

Chhattisgarh

Raipur

Tamilnadu

Coimbatore

Jharkhand

Ranchi

Haryana

Hissar

Uttarakhand

Rudrapur

U.A.E.

Fujairah
Sharjah

ARIES
UNSTOPPABLE
aries agro limited

Getting Back to Business

- Minimal impact of Lockdown on business
- Permissions from Govt. officials for running operations during lockdown
- Unstoppable sales & service to the market
- Contribution & support of Aries team to COVID-19 relief activities
- Planning & execution for launch of new product line
- Aries 2020 scheme & payments continue online

Factories during Lockdown



Mumbai



Lucknow

Factories during Lockdown



Hyderabad



Chhatral

Aries 2020 campaign launch at BSE Mumbai 20th April – 2016

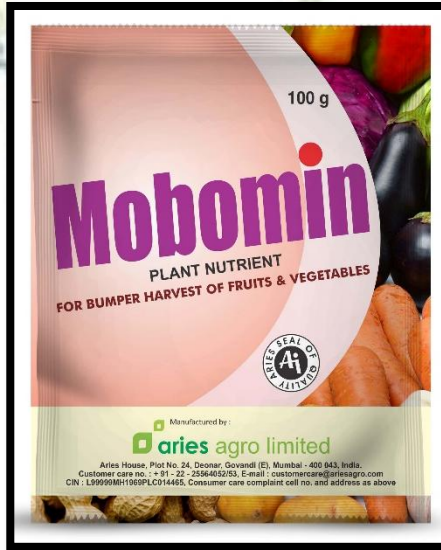


Limca book of records for total booking of
₹ 201.78 crores within 30 minutes

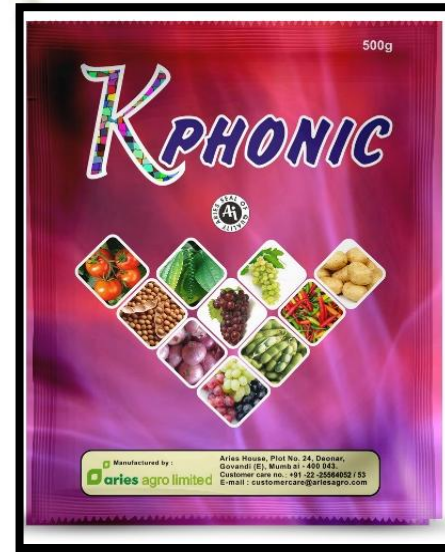
PRODUCTS LAUNCHED IN 2016-17



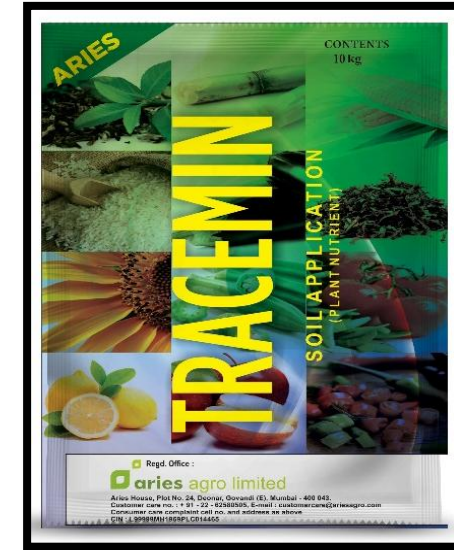
MOBOMIN



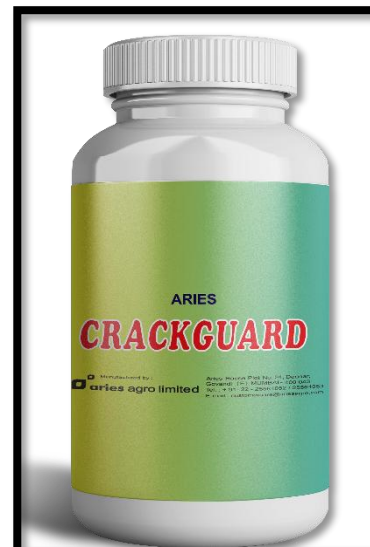
K-PHONIC



TRACEMIN



CRACKGUARD



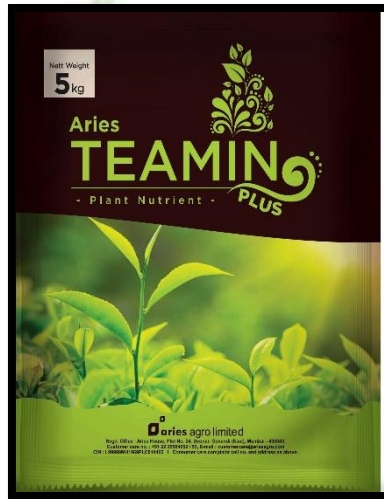
BOON-O-MILK



PRODUCTS LAUNCHED IN 2017-18



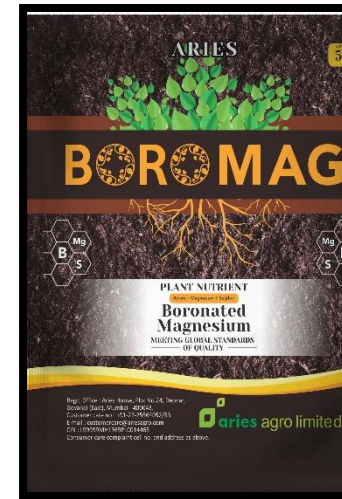
TEAMIN



ANTOX



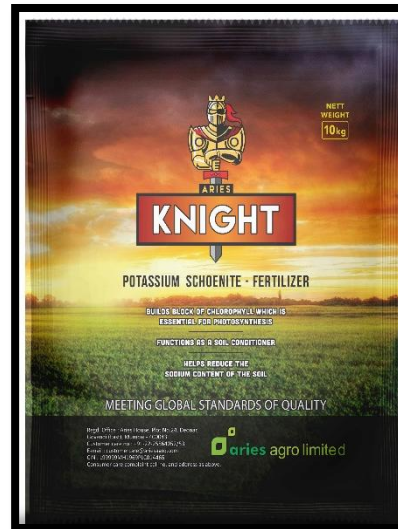
BOROMAG



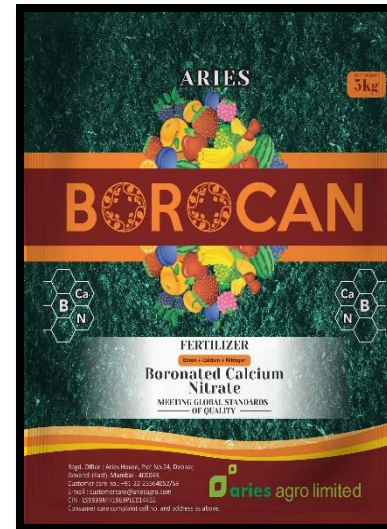
ZINCBOR



KNIGHT



BOROCAN



COFFEEMIN



PRODUCTS LAUNCHED IN 2018-19



AQUA BOOST



AQUACAN



AQUABLEND FORTE



AQUAMAG



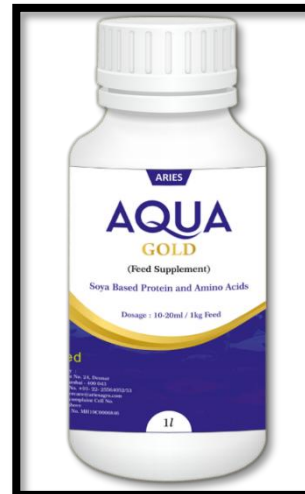
AQUAMIN PLUS



AQUA ZINCMAG



AQUA GOLD



AQUA SHELL



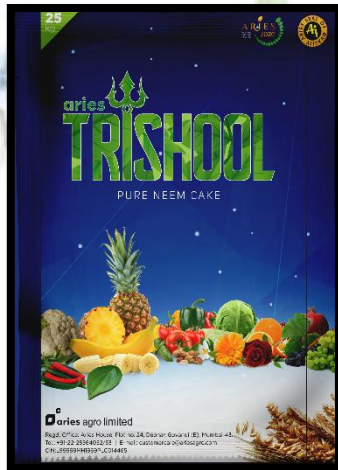
AQUAZIN PLUS



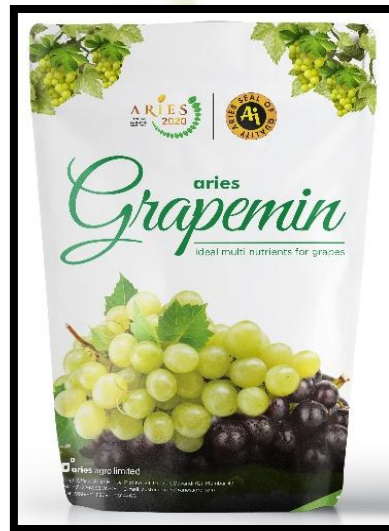
PRODUCTS LAUNCHED IN 2019-20



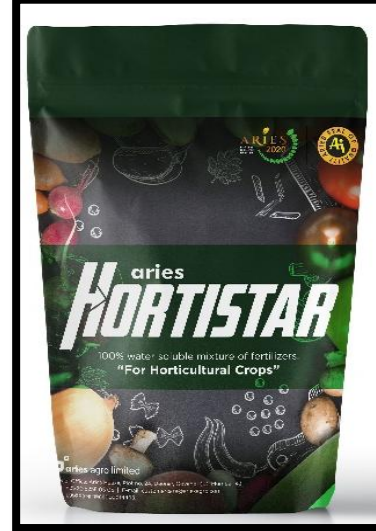
TRISHOOL



GRAPEMIN



HORTISTAR



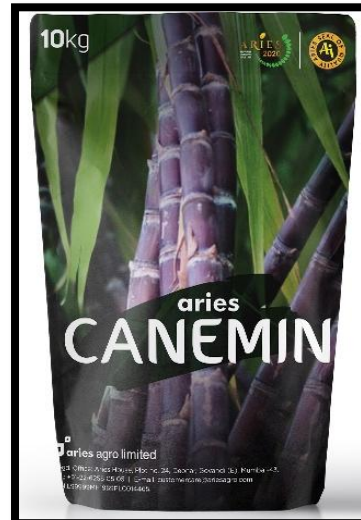
MAJORSOL Wheat



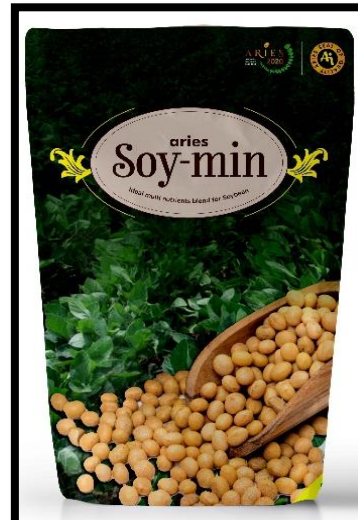
ZINC HD TABS



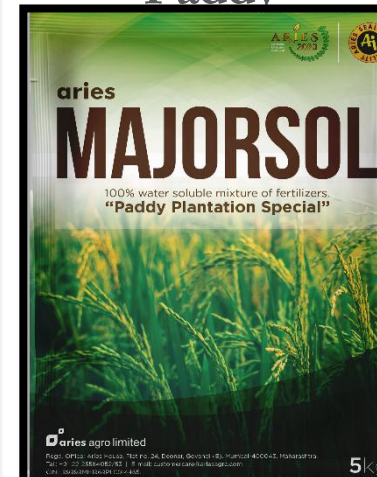
CANEMIN



SOYMIN



MAJORSOL Paddy



Much more in the future

PRODUCT

NEEM OIL

LIQUID POTASH

PLANT
PROTECTION

PLANT HORMONE

PACKAGING

SPOUT POUCHES

HDPE PAPER BAGS

WATER SOLUBLE
PACKS

TUBE PACKS

TECHNOLOGY

DRONES

SOIL KITS

DIGITAL
APPLICATIONS

Online presence:

Amazon, Flipkart,
Dehaat, Agritell



Campaigns : 'Sahi Chuno',
Display Contest



Social media presence:

Agromax TV



@ariesagrolimited



@ariesagro



@ariesagro



@ariesagrolimited

New Media
New Tech



Hassle-Free Payments :

PayTM,
Bharat pay
Google pay

Online payment gateways
Coming soon

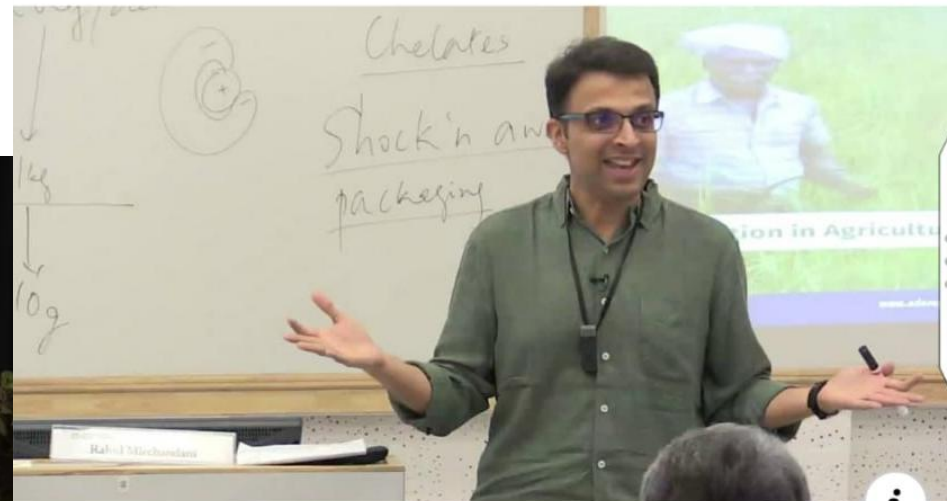
Aries Strategies

Case Studies in leading business schools

IIM-A Agribusiness MBA

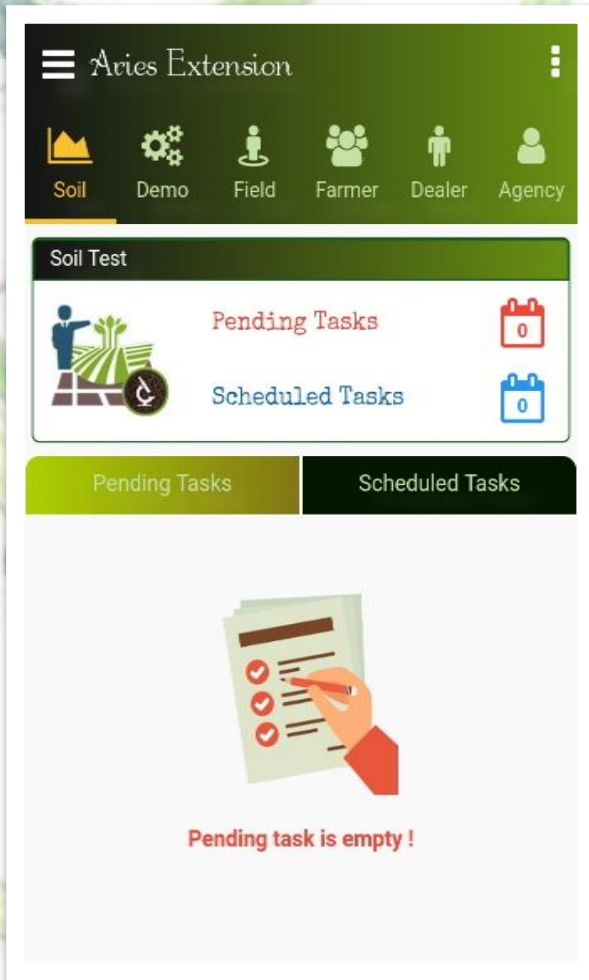


During my annual set of sessions at IIM-Bangalore, Aries Agro was discussed with overseas exchange students wanting to understand unique Indian business models. The lecture was recorded and is available online : https://youtu.be/BXijcTyE_Dg (Be warned it is an entire 1 hour 10 minutes of gyan, but perhaps perfectly timed for some quarantine learning!) Video courtesy : IIMBX

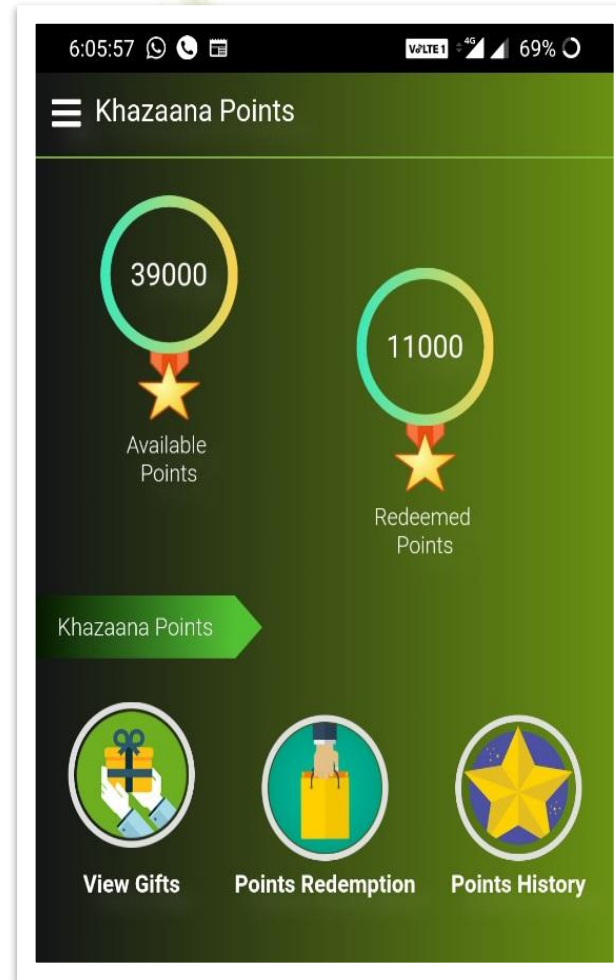


YOUTUBE.COM
AG SM CLSR Rahul
AG SM CLSR Rahul
YOUTUBE.COM

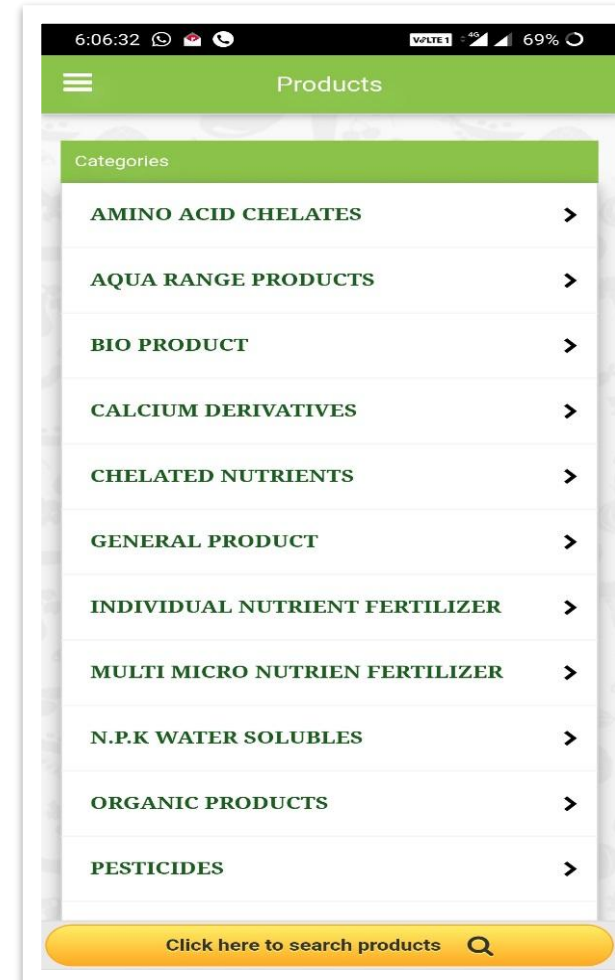
Our Smart Applications



Aries Extension & Sales App



Aries Khazaana App



Aries Agro App

Available on:



And also,
Aries Booking Form, Aries FOMS, AIMS, Etc.

Aries CSR activities



ARIES
GREENCUPS



ARIES
WELL ON WHEELS



ARIES
ANNADANAM



ARIES
E-IQ



ARIES BLOOD
DONATION



ARIES
SCHOLARSHIP



CII
INDUSTRY FARMER'S
ALLIANCE
(India GAP)

Consistent all India growth

NORTHERN REGION (AKT)
122%

CENTRAL REGION (DKT)
84%

BENGAL (BNS)
28%

NE & ORISSA REGION (AKS)
124%

WESTERN REGION (RG)
72%

**MAHARASHTRA & NORTH
KARNATAKA (SKP)**
39%

SOUTHERN REGION(PMS)
79%

**AP, TELANGANA & BELLARY
(JP)**
79%

Awards & Accolades



Champions of
Rural Markets 2018-19
- Economic times



Best Agri Company
2018-19 - Zee Dare to
Dream Awards

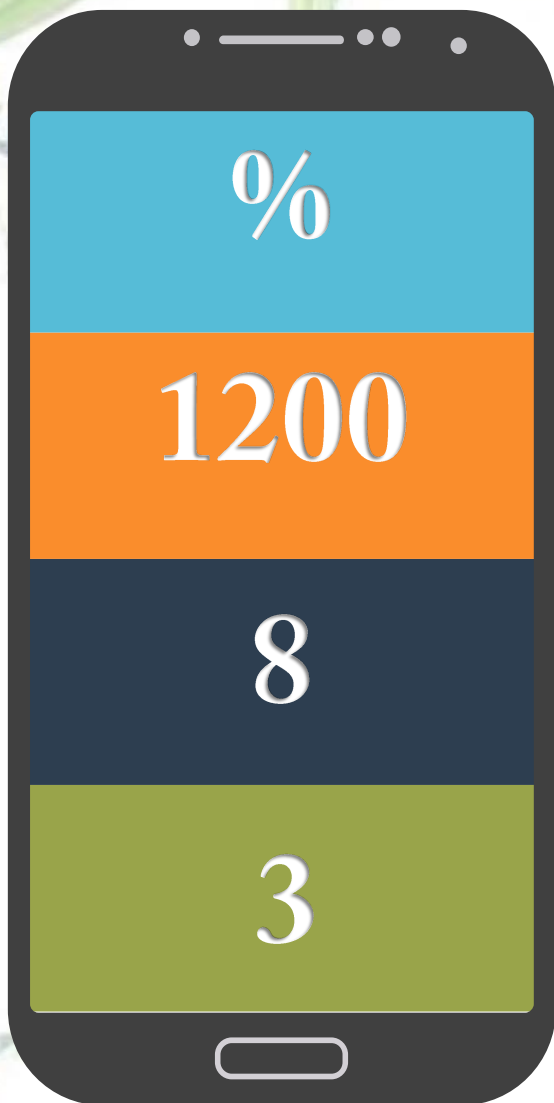


'10 Most Recommended
Agritech Companies in
India-
Insight Success Magazine in
March 2019



Mumbai Corporate Run
2019-20

A Quick Recap of the Year 2019-20



%

Consistent Growth



1200

Manpower



8

New Product
Launches



3

New
Innovations





4

New Types of Packaging



2

New Factory Setup



100

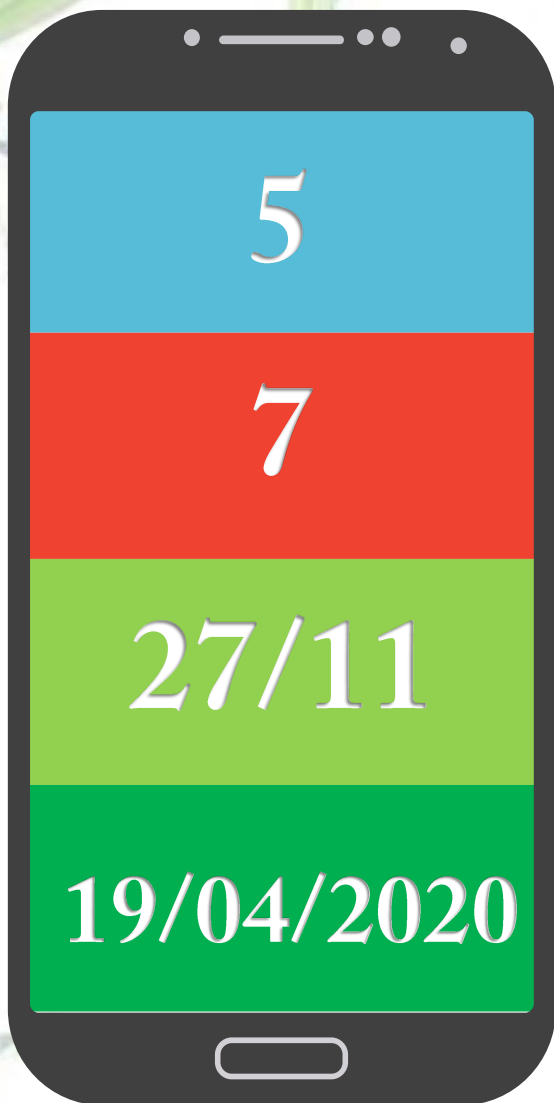
100 Hrs of Training



3

In-House Publications





5

Applications under
Digitization



7

CSR activities



27/11

Aries Foundation
Day



19/04/2020

Aries 2020 Event





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Aries 2020 Scheme



We have a pleasure in announcing 'Aries 2020 Finale booking scheme' for all Annual bookings for the year 2020- 21 made using the Aries 2020 online booking app with effect from 1st April 2020

Scheme option:

Submit booking form on the online Aries 2020 booking app along with payment instrument & token amount on or before 30th April 2020

Summary of benefits under payment options:

Constant billing rate* as per Q1 price list for FY 2020-21 (GST& other levies as applicable on the date of dispatch)	Interest on advance payment inclusive of token amount (Number of days calculated from date of payment instrument till date of adjustment)
YES	2% p.m. for max 90 days

*Fixed rate not applicable for (MIE Division) NPK's, CN, Sulfonite, Tracemin, Boon-o-milk, Trishool and Plant Protection range. (Except JP region)

Aries 2020 Scheme



Additional Lifting benefits:

Aries 20-20 Booking & lifting discount(In addition to routine schemes as applicable – will be credited in the form of equivalent Khazaana points @ Rs.1 = 1 point)	Additional Discount
Conversion above 90%	2.25%*
Conversion between 75%- 90%	1.5%**

- *Subject to 90% conversion value of (products lifted being in line with quantities & product names mentioned on the booking form).
- **Subject to conversion value between 75%- 90% of (products lifted being in line with quantities & product names mentioned on the booking form).
- The date of submission of booking form, payment instrument & token amount (all three are essential) will decide option eligible for booking discount.
- Rate of interest on advance payment will be based on the date on which the advance is realized. I.e. if advance is received in March, rate of interest as announced for March shall be applicable for respective number of days as per options availed.
- For further terms and conditions refer to your respective aries branch or sales staff for details



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Future Innovations

Drone



- *Aries Agri Spray Drone*
- Imaging and monitoring : Soil and Crop
- Used for Nutrition spraying
- Access rough / hilly terrains
- Saves labor cost
- Reach out to dense crop areas like Sugarcane
- Tank Capacity : 10 litres (*water saving*)
- Time for application : 3-4min/acre
- More Drone trials to be conducted soon

Digitization of System and Process



- Online Training session - 384 staff trained in 18 sessions ; 2nd training module started
- Dealer meeting online
- Call centre- Farmers / Dealers
- Khazaana app
- Sales / Extension App
- AIMS – Aries Information Management System (*to streamline supplies / orders / raw material purchase / QC*)

Hydroponics / Soil less Culture



- The art of growing plant without soil
- Systems can be controlled and automated
- Dead spaces can be utilized to grow food
- Conservation of water
- Maximized growing space , can be done vertically
- High yield fast growing
- Clean , healthy , residue-free produce



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Fertilizer Tablets



- Chelated zinc in tablet form
- Effervescent water soluble tablets
- Accurate pre weighed dose
- Reduced dose : 10 tablets / acre
- Easy to handle and store



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Aries Grow Box



- Introduction of Aries in Urban Market with new product – Grow Box
- It's a complete plant nutrient kit which helps you to grow your own plants
- It consists of nutrition products , along with coco peat and seeds sachet



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CSR Activities

Aries Agro Limited, 50 years old Company has always strived to help farmers and rural area development in all way possible. We are proud to say that 2% of our Profits goes in our CSR activities:

Aries Green cups

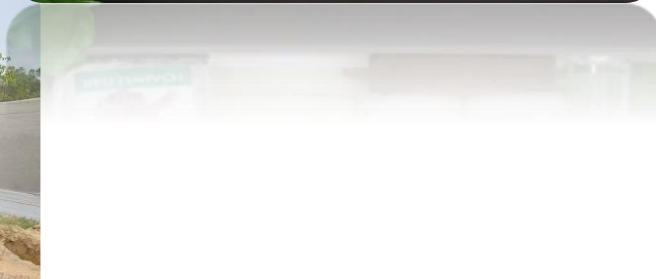
Aries Greencups was an effort to introduce urban and semi-urban children to the concept of 'grow your own food'. A unique concept of soil-less cultivation, Greencups reached out to school students and their teachers directly.

Farmer call centre

Our call centre in Vijayawada continue to provide answers to farmer's queries and provided direct interaction with consumers

Scholarships

Aries have provided learning materials and supported children with monetary and nonmonetary incentives in schools across India. We have been doing this since the last 17 years in the name of our founder, Late Bala Mirchandani.



CSR Activities



Aries Well on Wheels

Aries Well on Wheels is an endeavor to effectively deliver potable water over long distances. It is particularly useful in areas women search for water and carry it back home for their families.



Soil testing services

The Company has organized during the year soil testing camps in North Karnataka, Andhra Pradesh and Telangana using Mobile Soil Testing Kits which analyze 10 parameters including pH, EC, NPK levels in soil, micro nutrient levels including Zinc, Ferrous, Boron, Organic Carbon, etc.



Sahi Chuno – Election Campaign

Aries organized SAHI CHUNO campaign where farmer had to show the inked finger to the dealer for the discount of the Aries Products.

We got positive response from the farmers.

CSR Activities



Aries GOLDEN JUBILEE Annadanam

On the occasion of our Golden Jubilee i.e 50 years to Aries Agro Limited (27th Nov 2020) we did this Annadanam activity across India.



Covid -19 Relief Activities

Due to massive spread of Covid-19 in our country, there were some items necessary for humans such as Masks, our Staff members on field distributed Masks to the citizen of our country at various places.



Disinfectant Tunnel

Knowledge extension

Aries extension team works on the ground with farmers to achieve better results. It is a key resource providing research-based information, programs and technical knowledge to farmers



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Agri Excellence Mission to Israel

- Purpose : Tech transfer and Collaborative Projects from 7th to 12th September 2019, 13 people from Aries (CMD/ Marketing team/ R&D / Business Development/Agronomist)
- Meeting with Israeli start up companies and Institutes (5 companies and 2 educational institutes)
- Companies mainly from the Agriculture / Aquaculture sector (Digitization / Irrigation / Funding / Agro and Food technologies)
- Outcome : Shortlisted agri companies for collaborative product development

Tel Aviv University



Day
1



ARO (*Agriculture Research Organisation*)

Volcani Centre



Day
2



Rivulis

Irrigation Company



Day
3



Biofishency

Water filtration unit , Aquaculture



Day
3



Dizengoff Centre *Rooftop Urban Farm*



Day 4





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Aries Agro's *Future Perfect*

Future Perfect

 aries agro limited

Aries Agro's Coffee Table Book Launch

Foundation & Family: Company's inception, building the foundation of one nation

Future Perfect

Introduction

Over the course of several decades, the Green Revolution spread and brought food security for a young nation, and also prosperity. Many discourses emerged on land use, irrigation, and the bridging of vast socio-economic gaps as farmers became more empowered, in supporting India's economy. While these discourses recount the movement, few chronicle the stories of people who drove this revolution.

This book narrates the story of our family: Aries Agro Limited, and our people. It is an attempt to recount the 50-year odyssey that has led the Aries brand through triumphs and grueling times, from the heights of going public to the immense gravity of people building a company of their own dreams and sweat. When you look at Aries Agro, it would be harsh to conclude that it is simply a contemporary expansion of a family-owned business established in the early days of the Green Revolution. It is anything but.

Today, we, at Aries Agro Limited, have thrived beyond expectations, guided by the vision of our founders, the ambitious, Dr. T. B. Mirchandani and Mrs. Bala Mirchandani. This is much more than a simple chronology of a pioneering organization in Agriculture. It is a human story that follows the narratives of dreams. By any standard, it is beyond a story of heroes. It doesn't glorify milestones or enumerate awards. It is but, a recollection of the little acts of perseverance, loyalty, and commitment.

It is a story of being prosperity to India's core economy-driver – the farmer.

Aries Agro Limited can certainly make some bold claims about working with farmers.

India was dependent on external food supplies in the early 1960s. To meet the growing demands for food, fodder, and fuel, high-yielding cultivars were introduced during the early days of the Green Revolution in India. However, these varieties exhausted the soil of nutrients and minerals.

Aries co-founders, Dr. T. B. Mirchandani and Mrs. Bala Mirchandani saw the potential in helping farmers get more from a nutrient-deficient soil, reliant on the benevolence of the monsoon. They laid the groundwork on the application of micronutrient fertilizers to mitigate soil deficiency. Aries Agro pioneered the concept of agricultural chelates that helped farmers ascertain soil quality and assisted in decision-making for planning crop nutrition cycles.

Aries Agro is a stellar example of prosperity in Indian agriculture. An Indian-born multinational, its story mirrors the success stories of farmers who use its 84 different products today. As an industry pioneer, it sets benchmarks to create world-class agri-productivity levels. It's not just about products that improve yield, but also about bridging the farmer's decision-making pattern with crop management methods and delivering knowledge-based agronomy solutions.

The credit for this success must go first to the 1,200-strong family of Aries Agro. A well-knit and loyal family, it prides on ownership not just in words, but deeds. They have been unfailingly supportive and industrious in carrying the yoke of innovation and responsibilities towards their family, their customer, the farmers, and citizens of India.

We're all stories in the end, and this book attempts to bring together all stories that trace Aries' legacy. A good story that acknowledges and expresses gratitude to each stakeholder.

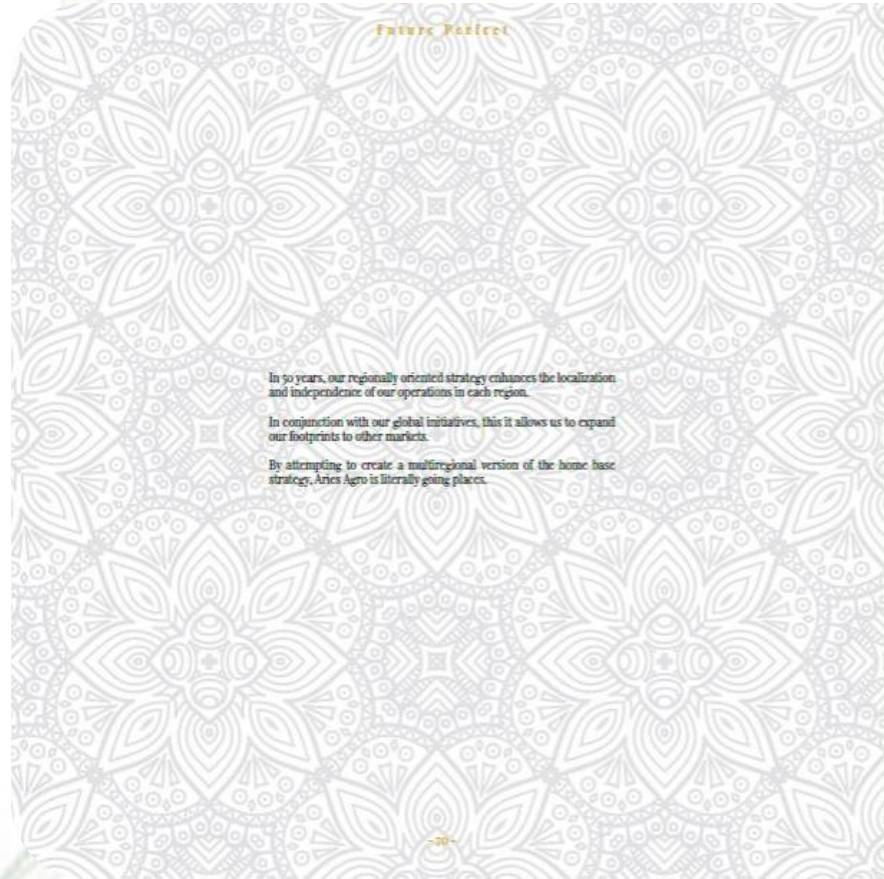
- 12 -



Pioneers Dr. T.B. Mirchandani & Bala Mirchandani created Aries Agro Aries, an Indian-born multinational in 1979.

Aries Agro's Coffee Table Book Launch

Breaking new ground:
Innovations, Research wing, our presence across nation



Aries Agro's Coffee Table Book Launch

The road ahead:

Step towards Sustainable development, New agriTech innovations

Future Perfect



Future Perfect



Visual merchandising affects consumer affective responses.

The utilitarian aspect relates to the actual needs of the farmer and is addressed by Extension teams. Products are arranged in creative ways to create and contextualize aesthetic, symbolic and cultural perceptions. Our exciting packaging only strengthens our competitive edge.

Aries Agro's Coffee Table Book Launch

Through the looking glass:
Loving memories of Aries Agro family, Our own Publications



Aries Agro's Coffee Table Book Launch

Nurturing Values: Company's strength of values, awards & recognitions & our remarkable CSR

Future Perfect

Future Perfect



Leading Sustainably: words to deeds

As we celebrate 50 years of transforming Indian agriculture, we are mindful of the role and responsibility we have in working towards a sustainable future for India, the planet, and communities we serve. India is home to one-sixth of all humanity. Technology and innovation, are key to creating food security for the future.

The Sustainable Development Goals (SDGs) are an ambitious universal development agenda agreed by all member states of the United Nations. They are an opportunity for all of us to improve our world collectively.

Aries Agro is proud have aligned our business in furthering the SDGs in India. Our products directly affect India's food security. The growing number of harvests to meet the rising food demand over the past decades has led to the depletion of nutrients naturally present in the soil. When Aries Agro pioneered micronutrients, it was a boon for Indian farmers and crop productivity.

Knowing how valuable technology can be applied to the future of food, we encourage any and every possible innovation in agriculture and allied fields to secure a better future for all.

This is a snapshot of how Aries Agro is furthering the SDGs through our own initiatives and spheres of influence especially in promoting farmers' welfare.

SUSTAINABLE DEVELOPMENT GOALS



- Double farmer income by focusing on more on income security
- Increase farming efficiency to free people to enter other industries



- Increase farm productivity through systemic use of high-quality agro-chemicals
- Improve soil fertility through advanced products



- Enhance nutritional levels of vegetables by improving nutrient uptake via Aries Agro's micronutrient water-soluble formulations
- Farmer insurance



- Support meritorious students through various scholarship programs
- Enable farmer education & skill-training through various training programs by specialized Extension Teams



- Actively promote equal access to decent work and representation to women through advocacy, knowledge creation, on-ground interventions
- In our Hyderabad and Chhatral units, women factory workers outnumber men
- Mumbai head office has a greater ratio of women in empowered and important positions especially Research & Development, Purchase, and Accounts



- Aries Agro installed water filters & new washrooms for access to clean sanitation



- Hyderabad manufacturing run by Solar Power Generation System
- Exclusive use of CNG for manufacturing at Chhatral ensuring a reduction in emissions and pollution



- Support progress of agricultural communities by improved yield
- Make agriculture an engine of employment and pro-poor economic growth for small landowners and agrarian communities



- Develop sound agronomic recommendations in the form of diverse formulations using chelation technology
- Adopt and propagate hydroponic farming as a more energy-intensive practice than traditional forms of agriculture
- Expand agricultural knowledge and productivity assets across all 29 Indian states to improve livelihood opportunities
- Improve manufacturing capabilities through automation

- 304 -

- 305 -



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Aries Agro's *Future Perfect*

Aries Agro's 'Future Perfect' will soon be available online and offline for purchase.



Follow @ariesagro on twitter & Instagram for more updates on the book