

“Mahadhan”, a leading fertilizer brand, expands its portfolio of manufactured products by introducing four new grades of NPK fertilizers

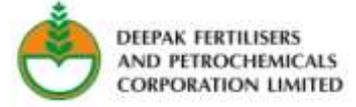
Pune, February 20, 2017:Deepak Fertilisers and Petrochemicals Corporation Ltd. (DFPCL), one of the country’s leading fertilizer manufacturer has expanded its existing product portfolio of manufactured products with the introduction of four new grades of NPK/Complex fertilisers under its umbrella brand Mahadhan. The brand which is synonymous with quality and trust has been catering to the farming community for 25 years, providing them with high quality products to help them improve their yield and quality of produce.

Mahadhan which manufactures the popular NPK grade 24:24:00, will now also manufacture other grades which include, 10:26:26, 12:32:16, 20:20:0:13 and 16:16:16. Mahadhan range of manufactured products also includes Bentonite Sulphur (Bensulf) and India’s first indigenously manufactured water soluble fertiliser (Mahadhan Smart). In addition to this, Mahadhan offers a basket of over 48 traded products which include bulk fertilizers, specialty fertilizers, water soluble fertilizers, micro nutrients and secondary nutrients.

The new manufacturing facility is installed with the latest INCRO technology and has a provision of manufacturing multiple grades of fertilizers. This is the only fertilizer plant in India that has automated bagging facility. With the increased capacity, Mahadhan will be the largest manufacturer of NPK fertilizers in Maharashtra and in addition to its core markets of Maharashtra, Karnataka and Gujarat, will also cater to newer geographies in Southern and Northern agrarian markets of the country.

As Mahadhan celebrates its silver jubilee year of serving the farming community, the brand launches its new range of packaging across the entire range of products. The new design is contemporary with an international feel and breaks away from the usual packaging designs of fertilizer products available in India.

“It is a great moment of joy as we celebrate 25 years of Mahadhan brand by launching four new grades of manufactured fertilizers. These grades are based on in-depth understanding of farmers' requirements and will help in addressing the needs of constant nutritional changes in soil, enabling farmers to efficiently improve soil quality and overall crop productivity. As we rapidly approach the kharif season, the new products will be available across our key markets and will help the farmers address their soil nutrition solutions.” **Mr. Venkat Vasantavada, President – Agri Business.**



About DFPCL

Deepak Fertilisers And Petrochemicals Corporation Ltd (DFPCL) has established a prime position for itself over the last three decades across Indian markets. Set up in 1979 as an Ammonia manufacturer, DFPCL today is a publicly listed, multi-product Indian conglomerate with a multi-product portfolio spanning industrial chemicals, bulk and specialty fertilisers, farming diagnostics and solutions, technical ammonium nitrate and value added real estate.

Its fertilizer brand “Mahadhan” has been serving the farming community for 25 years and is closely associated with quality and trust. It is a leader in specialty fertilizers and one of the leading fertilizer brands in Western India.

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