

MahadhanSmartek wins ET Brand Kaleido Award.

Smartchem Technologies has always kept striving for excellence in innovation with Mahadhan. Various products of Mahadhan have been category firsts and have changed the face of Indian agriculture. The hard work and perseverance of the team has not only made Mahadhan one of India's top fertilizer brands, but also has made up national award bodies to stand up and take notice.

In the recently concluded ET Brand Equity Kaleido awards, Integrated Smartchem launch campaign was selected as the best campaign in agriculture and agri-tech space. The product launch campaign was recognized for the innovation and creativity of campaigns through various media, planning, research and execution, and measurable outcome like farmer connect. The team, Smartchem Technologies Ltd along with the creative agency Tidal 7 Brand Digital was conferred with the award at the India Communication Summit event concluded in Delhi.

Mr. Naresh Deshmukh and Mr. Manish Gupta received the award on behalf of team Mahadhan.

