



“Mahadhan”, a leading fertilizer brand captures the market with a wide range of innovative next generation fertilizers in India

Smart technology-based Smartek with grades 10:26:26 and 12:32:16 are revolutionising the fertiliser market just in time for the kharif season

Pune...June 25, 2018: Smartchem Technologies Limited (STL), one of the country’s leading fertilizer manufacturer is revolutionising the market with its innovative range of next generation fertilisers under its umbrella brand Mahadhan. The brand which is synonymous with quality and trust has been catering to the farming community for over three decades, providing them with high quality products to help them improve their yield and enhance the quality of produce.

Mahadhan has launched an innovative fertilizer under the category brand of Mahadhan Smartek with grades 10:26:26 and 12:32:16. “Smartek” is a revolutionary and non-conventional fertilizer that nurtures soil, strengthens roots and improves nutrient absorbing capability of the roots. A superior fertilizer with each granule specially coated using Smartek Technology, Mahadhan Smartek comes with yield and enhanced capability for nutrient uptake. It has been developed specifically to help farmers not only improve the quality and yield of their crops but also enhance their cost benefit ratios. The special coating is rich in organic carbon and mineral substances which helps in increasing plant uptake of nutrients essential for healthy plant growth. With Mahadhan Smartek, STL is poised to revolutionize the fertilizer sector.

“Brand Mahadhan has always been associated with innovation and technology. It is a great moment of joy as we celebrate launch of such innovative fertilizers as these products 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 in seven states and will help the farmers address their soil nutrition solutions.” **Mr. Arvind Kulkarni, Executive Vice President – Crop Nutrition Business.**

Mr. Kulkarni further added that, “It is our endeavour to support the farmers get better yields, good quality crops and higher return on investments. We are taking many steps to educate the farmers on the latest crop nutrient enhancement system through innovation & technology-based fertilisers by doing pilot farming, product demonstrations and dealer awareness programs. We are moving up the higher value chain from being a product focused company to providing top class crop nutrition solutions in India.”

Mahadhan has also introduced Bentonite Sulphur (Bensulf) with Fast Release Technology (FRT) and high quality assured water-soluble fertilisers (Mahadhan Smart) in the market. In



In addition to this, Mahadhan offers a basket of over 50 traded products which include bulk fertilizers, specialty fertilizers, water soluble fertilizers, micro nutrients and secondary nutrients.

To bring in the best of world class crop nutrition solutions in India, STL last year installed a new manufacturing facility at Taloja 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 augmented manufacturing capacity from 300,000 tonnes to 800,000 tonnes, 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.

Across the universe of farm inputs, which include seeds, fertilizers and agro-chemicals, other than the fertilizer sector, both seeds and agro-chemicals has witnessed research and innovation over a period. This is first time in past few decades that any company has tried to bring innovation in the fertilizer sector.

About STL

Smartchem Technologies Limited (STL) is one of the leading fertiliser manufacturers in India. It is a wholly owned subsidiary of Deepak Fertilisers and Petrochemicals Corporation Limited (DFPCL), a publicly listed, multi-product Indian conglomerate with a multi-product portfolio spanning industrial chemicals, farming diagnostics and solutions and value added real estate. Deepak Fertiliser is the parent company of Smartchem Technologies Ltd, handling the fertilisers, bulk fertilisers and TAN businesses. Its fertilizer brand "Mahadhan" has been serving the farming community for over 25 years and is a leader in specialty fertilizers. DFPCL's products conform to world-class quality standards and are preferred brands among various sectors.