

Dhanuka Agritech to set up 4th manufacturing unit



MK Dhanuka
MD, Dhanuka Agritech Ltd
talks to Sanjeev Sharma

Agrochemical formulation company, Dhanuka Agritech Ltd reaches out to more than 10 million farmers with its eco-friendly crop care products. It has manufacturing facilities in Udhampur, Gurgaon and Sanand. MK Dhanuka, managing director, talks about growth in the industry due to good monsoon, expansion plans and international tie-ups.

Q: Which crop categories your company caters to?

A: Dhanuka has a wide range of products with over 80 brands to serve almost all crop categories across the country. Dhanuka Agritech is engaged in the formulation of wide range of pesticides covering herbicides, insecticides, fungicides, miticides, plant growth regulators /stimulants which are used to protect crops from pests, insects and diseases. We are particularly strong in paddy, soybean and tea crops.

Q: How has the pesticides industry grown with abundant rainfall this year?

A: With good rainfall this year, kharif and rabi crops were abundant. Moreover, there is increasing awareness among farmers about the correct usage and cost-benefit analysis of using plant protection chemicals. Also, with increasing farmers' incomes, availability of better, scientifically advanced and high-efficacy plant protection



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Q: What is the expansion strategy with the new manufacturing plant in Rajasthan?

A: We have three manufacturing units located at Gurgaon, Sanand (Gujarat) and Udhampur (J&K). The company is setting up a fourth unit at Rajasthan to triple its current manufacturing capacities with an investment of Rs 45-50 crore. Construction is in full swing and it is expected that the plant will become operational in financial year 2014-15.

Q: What are the initiatives for farmer awareness?

A: Dhanuka today has over 1,200 trained DDs (Dhanuka Doctors) working as consultants to farmers with regard to agri input practices and bringing modern and world-class technology to Indian farmlands. In addition, monthly farmer

meetings are conducted in the targeted villages. Issues related to the overall development of crop are discussed in an open forum. Annually, more than 10,000 such meetings are conducted on various crops.

On farmlands with successful product demo, field days are conducted. As many as 30-40 farmers from surrounding villages are invited to see the results against their cultural practices. Across the country, more than 9,500 field days are conducted annually on various crops.

Q: What is the strategy on international tie-ups?

A: Dhanuka collaborates with original innovators to bring the latest technology and environment-friendly, high-efficacy products to the Indian farmer, to enhance farm's yield and profitability. These MNCs are keen on partnering with Dhanuka since the company has a pan-India presence. At present, we have strategic tie-ups with three American firms (Dupont Crop Protection, Chemtura Corporation & FMC Corporation) and four Japanese companies (Hokko Chemical, Sumitomo Chemical, Nissan Chemical and Mitsui Chemicals) for specialty molecules. The original research for new agro-molecules is done in the US and Japan.

Q: What is your distribution and marketing strategy?

A: Dhanuka has a pan-India presence through its marketing offices in all major states in India, with a network of almost 7,500 distributors/dealers selling to over 70,000 retailers across the country in over 550 districts. Dhanuka is no. 3 in branded sales among Indian companies selling plant protection chemicals.

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