



F. BSE/QPA/2588
26th November, 2019

Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai-400 001

Ref: **Scrip Code- 532935**

Sub: **Analyst/Investor Meeting-26.11.2019**

Dear Sir,

Pursuant to provisions of Regulation 30 read with Schedule III of SEBI(Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform the Exchange that Management of the Company met various Analysts from the Investor Community at the Registered Office of the Company today, i.e. Tuesday, 26th November, 2019 and gave a Presentation which is attached herewith. All discussions were based around general business updates and did not involve any Forward Looking Statements or Un-Published Price Sensitive Information.

Kindly take the same on your record and oblige.

Thanking You,

Yours faithfully,
For **ARIES AGRO LIMITED**

Qaiser P. Ansari
Company Secretary & Compliance Officer

Encl a/a



 aries agro limited

ANALYST MEET PRESENTATION 2020

- Aries Agro Ltd, is celebrating its Golden Jubilee in November 2019.
- The company was incorporated in 1969, by Dr. T. B. Mirchandani and his wife, Mrs. Bala Mirchandani.
- Aries started life with a small range of Mineral Feed additives for animals & birds.
- Around the mid-seventies, the company diversified into other products of plant nutrients and launched one or more products every year and soon was considered a brand leader in the field of Mineral nutrition.
- Aries researched into data for compounds that could deliver mineral nutrients to plants more efficiently through Chelation technology.
- A lot of hard work and efforts saw Aries Chelated Micronutrients become brand leaders all over the country.



Dr. T. B. Mirchandani

Handled the
Animal Health division of
Boots Pharmaceuticals Ltd.



Mrs. Bala Mirchandani

Handled the marketing
department of
Vick Products Inc.



Dr. Rahul Mirchandani

Chairman & Managing Director

- 23 years of experience as Director.
- Holds a Doctorate in Management Studies from NMIMS University, Mumbai and is also a Chartered Financial Analyst (CFA) and holds an MBA from the University of Canberra, Australia.
- Ranked amongst the 30 Most Innovative CEOs in India in 2014 and has pioneered several unique marketing processes and brand management tactics at Aries.

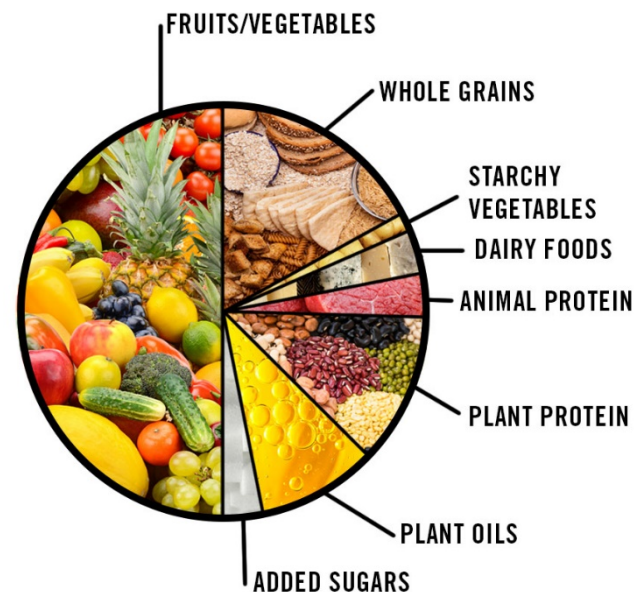


Dr. Jimmy Mirchandani

Director

- Bachelor of Veterinary Science & Animal Husbandry from Konkan Krishi Vidyapeeth-Agri University.
- With Aries for almost 26 years, more particularly involved with the development of new products.

Around the early 2000s India witnessed a major change in the cropping pattern



Government Initiatives

Grow more horticulture crops per hectare of land

Set up of the National Horticulture Mission

Technological Innovation

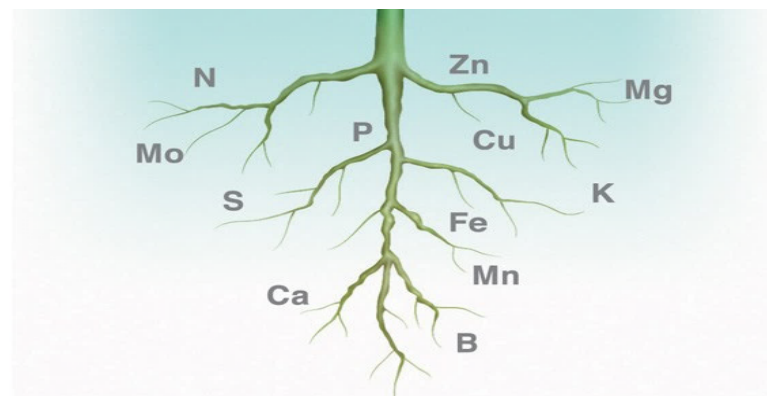
Growth of Hybrid seeds, GMP seeds and oil seeds

Introduction of drip irrigation

Need for an integrated plant nutrition and plant protection

The Nutrient Value Chain

- Plants take up essential elements from the soil through their roots and from the air through their leaves.
- They require **16 nutrients** to boost growth and metabolism and to complete normal life cycle.
- It gets **oxygen, hydrogen** and **carbon** from atmosphere.



Macro Elements

N - Nitrogen
P - Phosphorous
K - Potassium

Secondary Elements

Ca - Calcium
Mg - Magnesium
S - Sulphur

Micro Elements

Fe - Iron
B - Boron
Zn - Zinc
Cu - Copper
Mn - Manganese
Mo - Molybdenum

Nutrients are required throughout the growth cycle



Germination and Establishment

Fe, Zn, Mn



Vegetative Growth

Fe, Zn, Mn, Cu, B



Flowering and Reproduction

Fe, B



Maturity and Senescence

Cu, Mo, B

The role of micronutrients in a plant are:



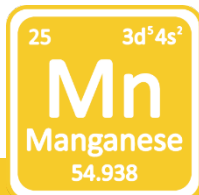
Zinc is crucial for plant hormone balance and auxin activity and it is vital for growth



Iron is necessary for photosynthesis and is present as an enzyme cofactor in plants



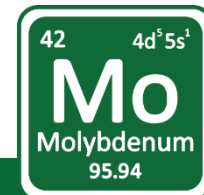
Boron helps in transferring sweetness evenly on all sides of the fruit



Manganese is necessary for photosynthesis, including the building of chloroplasts

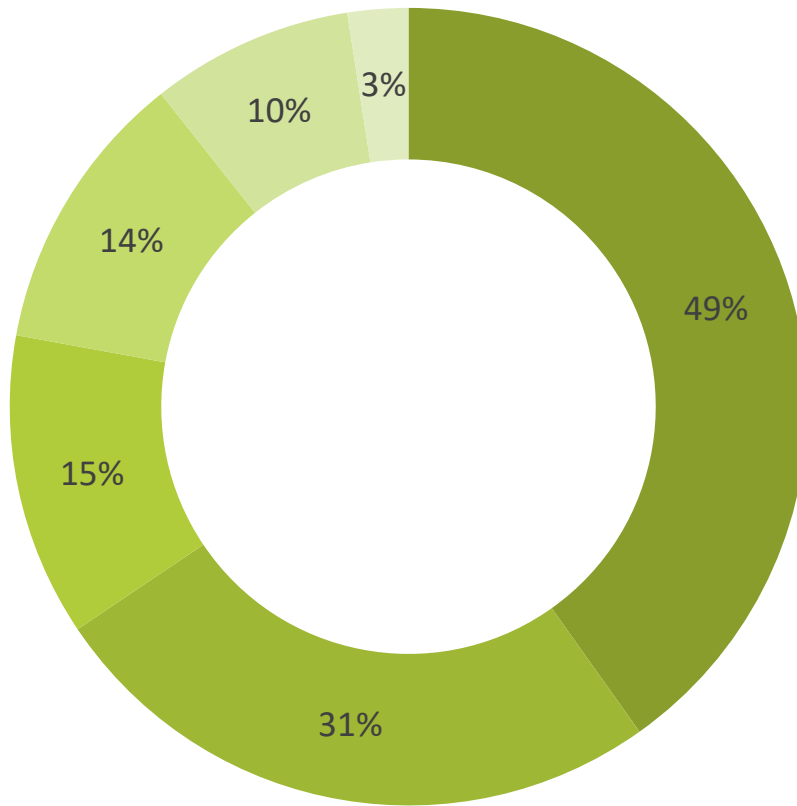


Copper is important for photosynthesis, involved in the manufacture of lignin (cell walls) and grain production



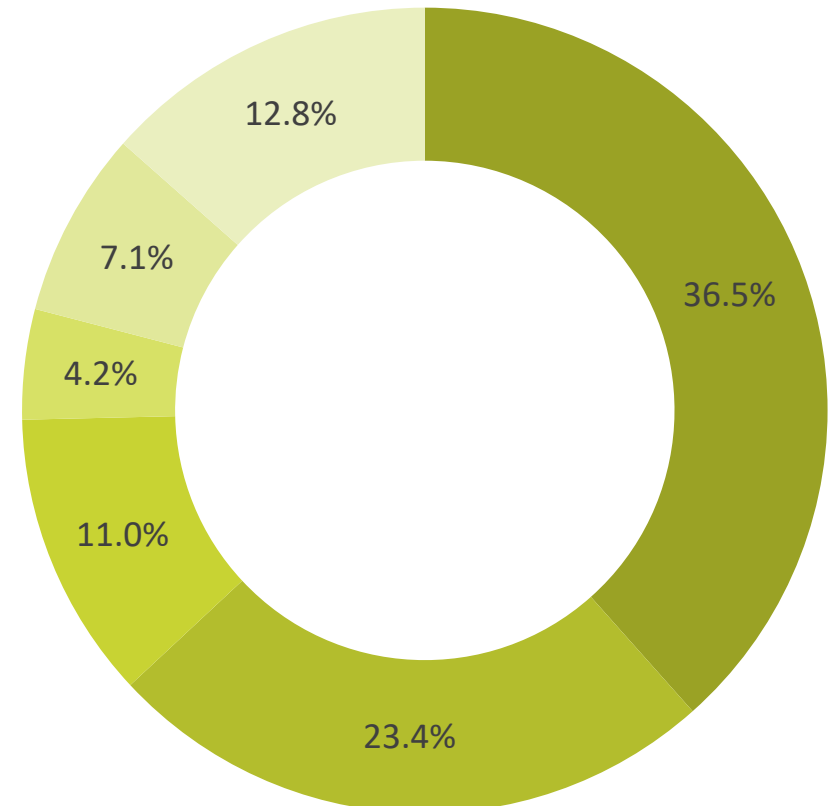
Molybdenum is crucial for the growth of leaves and prevention of diseases in plants and involves nitrogen metabolism

Global Micronutrient Deficiency



Zinc
 Boron
 Molybdenum
 Copper
 Managenese
 Iron

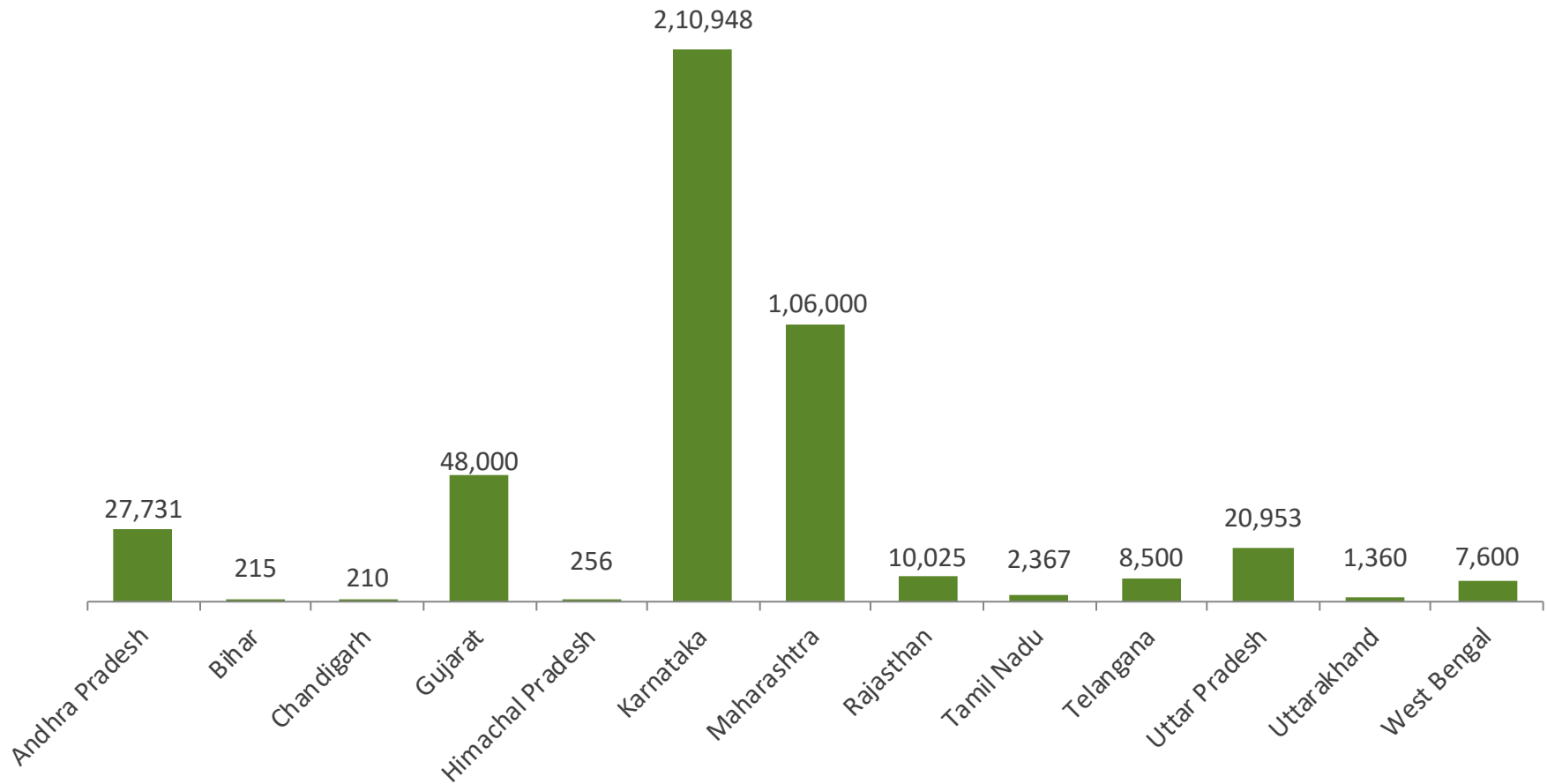
Micronutrient Deficiency in Indian



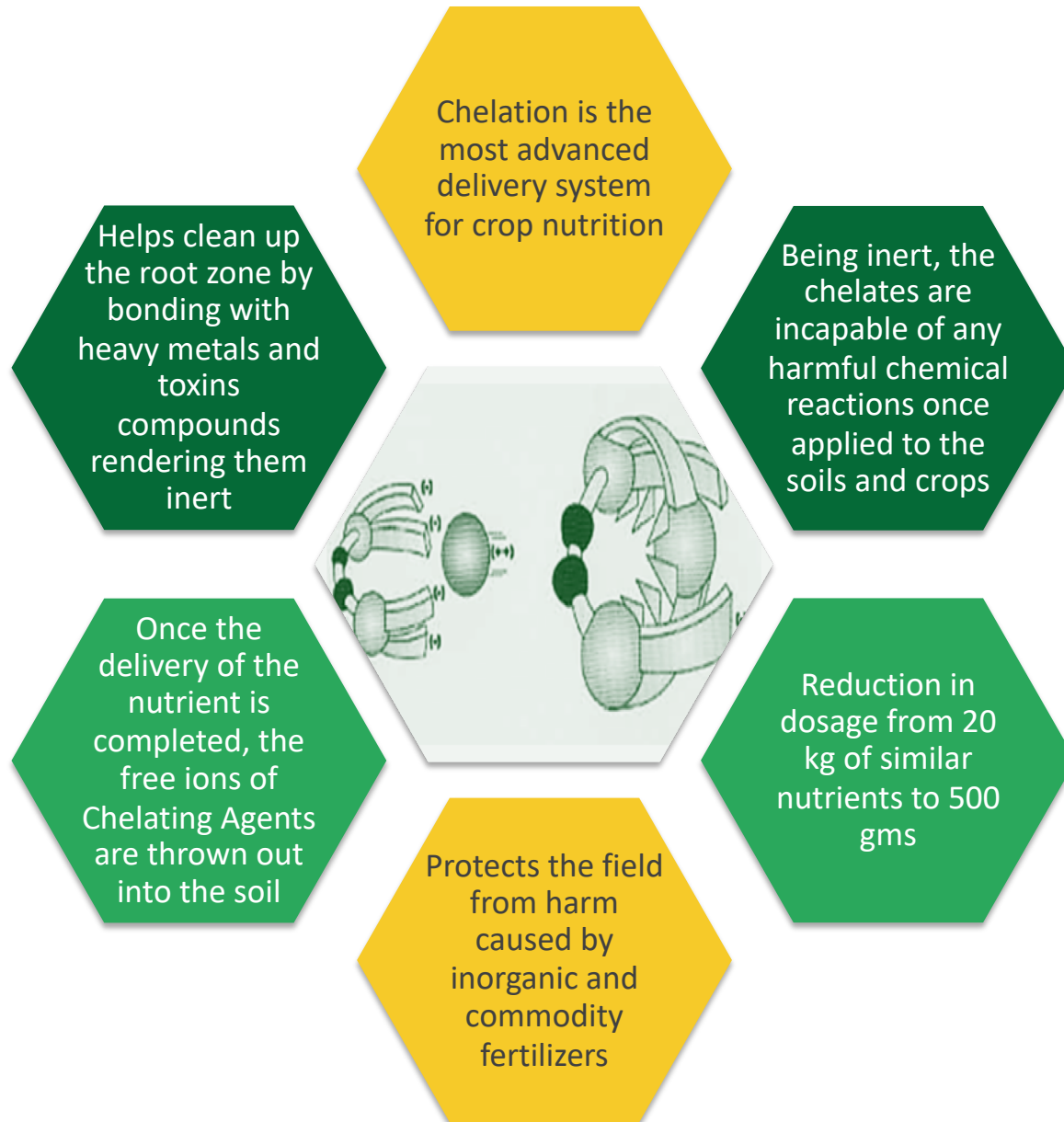
Zinc
 Boron
 Molybdenum
 Copper
 Managenese
 Iron

Source: Indian Journal of Fertilisers, 2018 and PwC analysis.

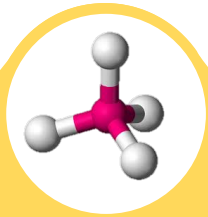
Consumption of Micronutrient Mixture (2017-18) (in MT)



Source: Indian Journal of Fertilisers, 2018 and PwC analysis.



CHANGING THE AGRI-INPUT INDUSTRY



Chelation technology to deliver Inert forms of nutrients that enrich the soil



Complexing of micronutrients to provide desired proportion in each molecule of finished products



Customization of products on the basis of soil, crop and region



Cost Benefit of 6:1 by reduced dosages and increased yields



Improved Soil quality by removing the heavy metals and toxins



Handles all the complexities and makes the work of farmer easy

Since its Inception, the Aries R&D team has been focused on new product development in the area of Chelated micronutrients and speciality fertilizers.

Aries develops crop specific and soil specific formulation of micronutrient complexes, specifically aligned to the requirements of over 100 crops and varied geographical conditions.

Aries also has tie-ups with agri-universities and research centres who conduct trials on our extensive product range. Through these relationships Aries extensively utilises their research centres and trial plots to test product usage and efficiency.

Stringent checks on the quality parameters of our entire product range including raw materials, in process materials, finished goods and shelf life tests.

Mumbai R&D Laboratory



Innovative Packaging





Manufacturing & Distribution Network

Distribution Network

Registered Distributors & Dealers

6,800+

Dealer Counters

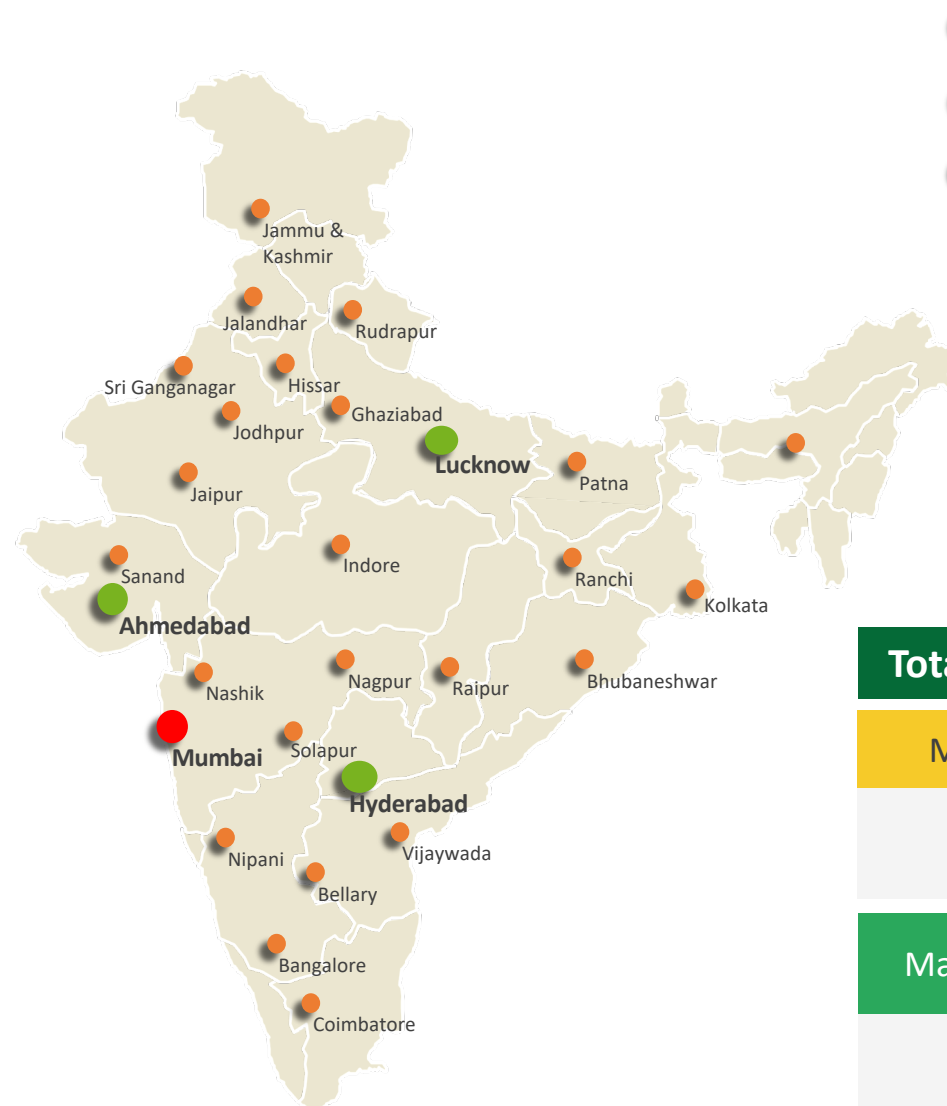
86,000+

Serving States

20

Serving Villages

1,99,000



- Head Office and Factory
- Branches and Factories
- Branches

Total Capacity (MTPA)

Manufacturing Units

4

Manufacturing Capacity

95,400 MT



One stop solutions to all the agricultural nutrient deficiency

India's Plant Nutrient Super Bazaar

N



Yellowing of foliage

P



Abnormal Tillering

K



Necrosis

Zn



Premature leaf death

Fe



Mottling of leaves

Mn



Black specs

Mg



Blight attack

Ca



Calcium deficient tomato

B



Severs fruit cracking

Cu



Gum pocket at node



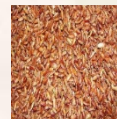
Purple coloration due to anthocyanin pigments



Mottles Chlorosis



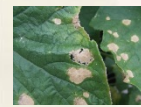
Weak Stems



Rice Zinc Deficiency



Death of tips



Greyish-Brown specs



Marbling attack



Necrotic lesions



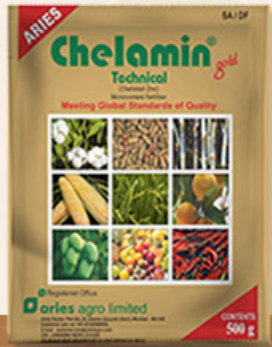
Boron deficient fruits



Stele ear in wheat



Key Brands - Micronutrients



Key Brands – Water Soluble NPK





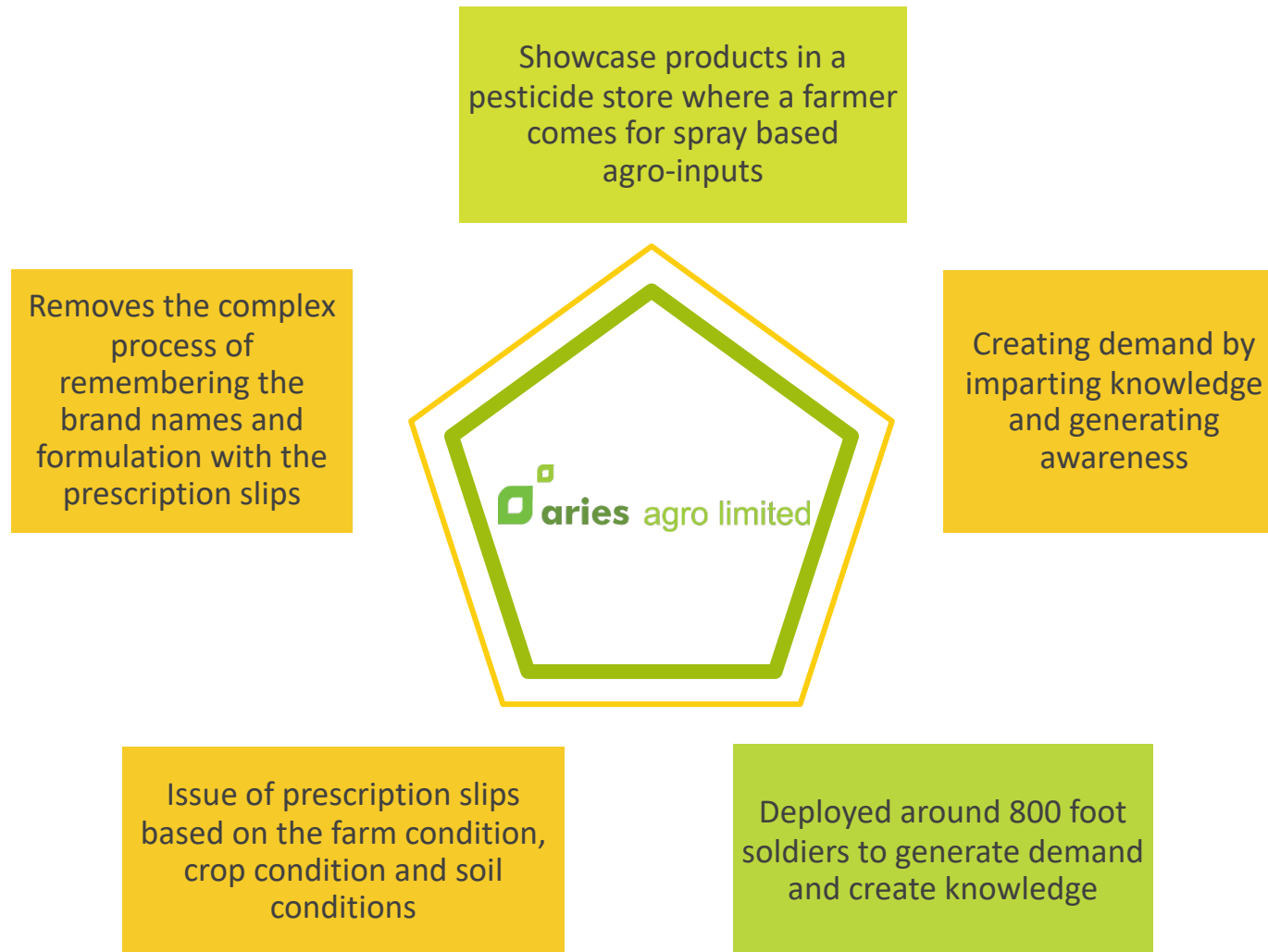
Key Brands – Speciality Nutrients



Key Brands – Other Products



Brand Building Through Concept Development and Knowledge Dissemination



To get attention of the farmers Aries talks firstly of cost benefit and then the under-nourished soil.

A group of influential farmers will allow them to test on their field. Like the Sarpanch or the Mukhiya on showing the industry report.

Aries teaches the local farmer and they give samples to them to work on a small area of their field. In the third season they see conversion to an entire area



Sales call begins with the language of cost benefit of 6:1 ratio which is proven by many universities:

- Reducing the cost of cultivation
- Increasing the yield by 30-35%.

After generating interest among the farmers, Aries uses the influential farmers concept to cover the sales of a village.

Aries organise a farmers meeting and call all the farmers to the field of these influential farmer and that farmer is made to speak.



Combo Sales Concept

A farmer having a paddy field of 6 acres need to take 6 combo kits to fulfil all its fertilizer requirements.

Benefit to the farmer

Cost benefit on the overall fertilizer requirement.

Personal Accident Insurance of INR 50,000 available digitally

Benefit to Aries

Strengthen sale among its diversified product portfolio

Reduction of risk of unfair sales tagging by the competitors

NPK

Complete Nutrient Solutions

Secondary Nutrients

Micro-nutrients

~1,400+ DEALER PARTICIPATION

LAST 3 YEARS CAGR: 36%

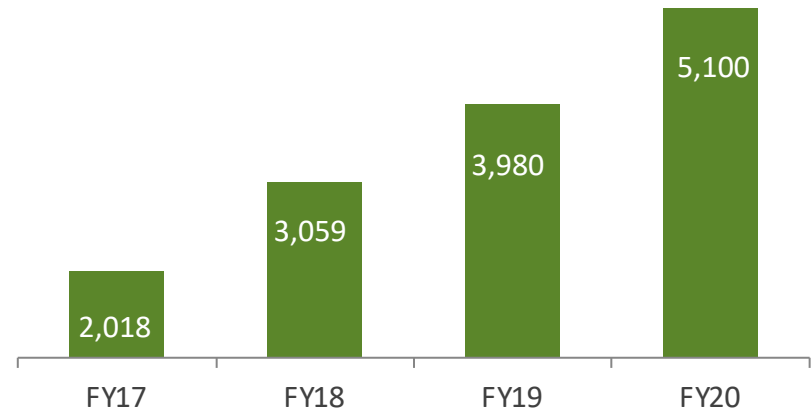
INR 5,100 Mn ORDER BOOK

INCENTIVES TO DEALERS

75% - 80% CONVERSION

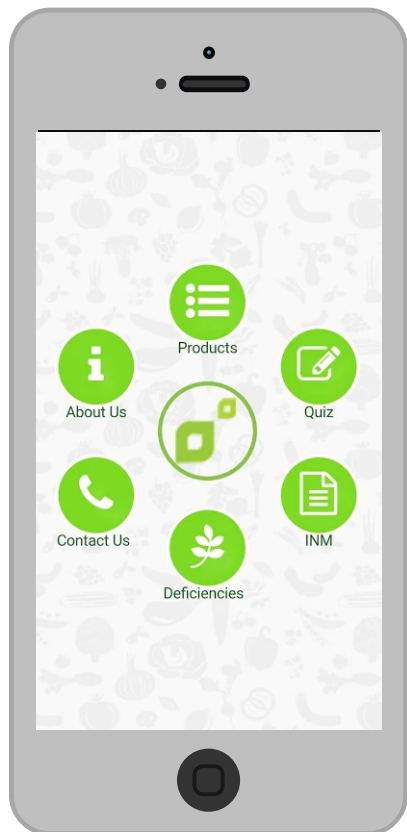
APP ONLY MODE OF FLASH SALE

Flash sales order book (INR Mn)

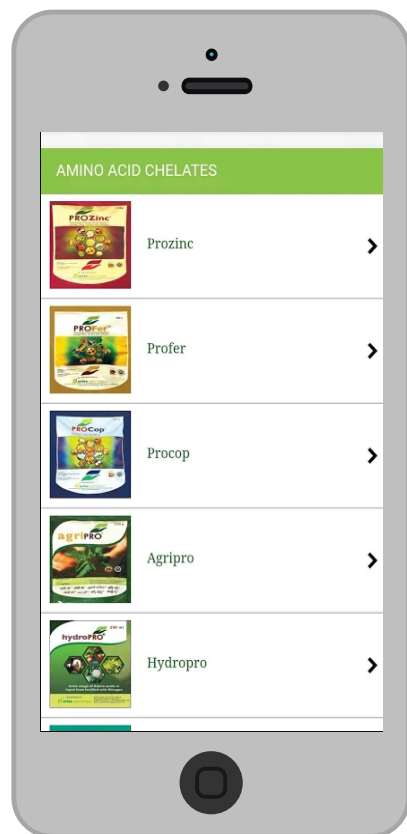




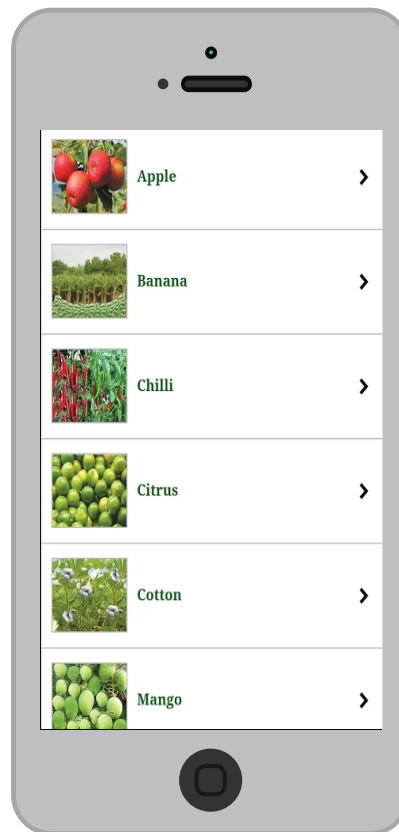
User Friendly Interface



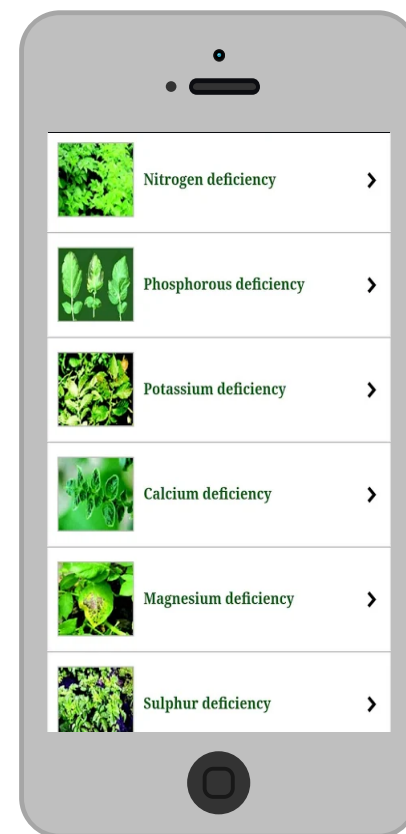
Details About Aries Products



Nutrient Requirement And Suitable Aries Products For Various Crops



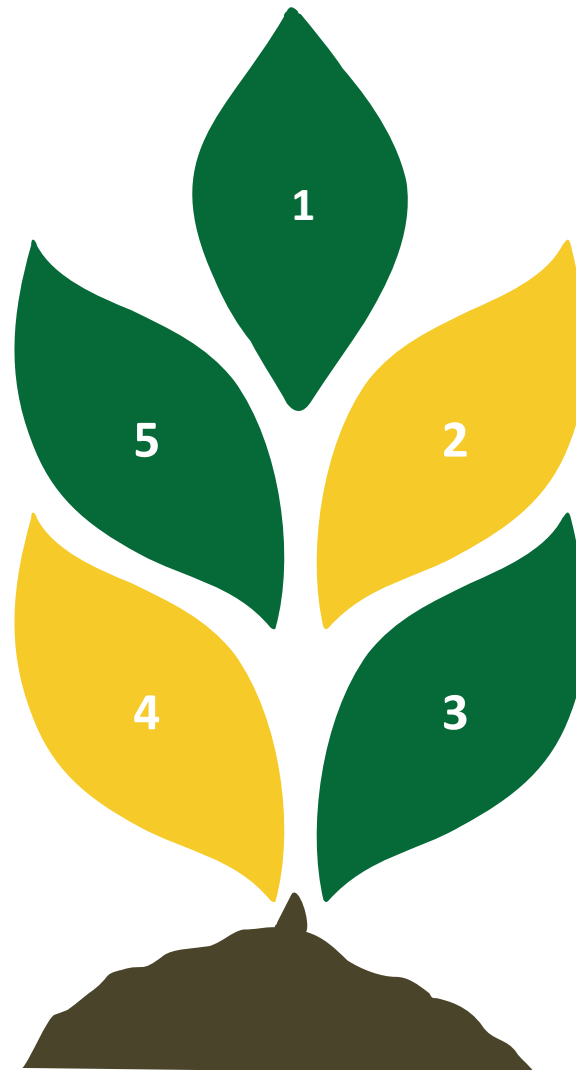
Deficiency Details For Various Crops



Cost control measures along with continued focus on revamping the UAE facility with domestic business will show increase in revenue and profitability

Target to cater to the soil deficiencies with Aries's highly specialized products

The company has shown steady growth in its order book in its flash sales with a historical trend of 75% - 80% conversion. In future we expect the same growth from flash sales

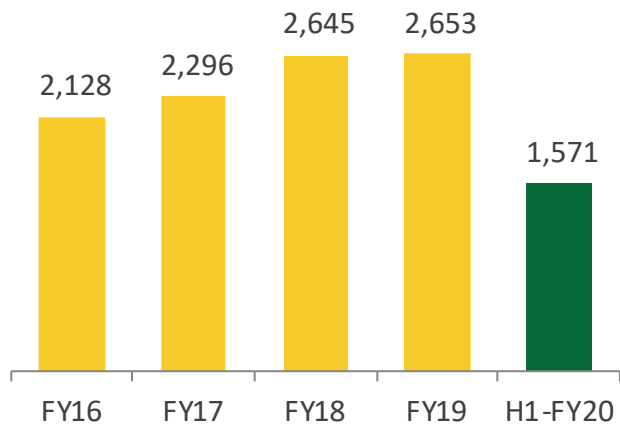


Intend to introduce new products for crops through constant Research and Development

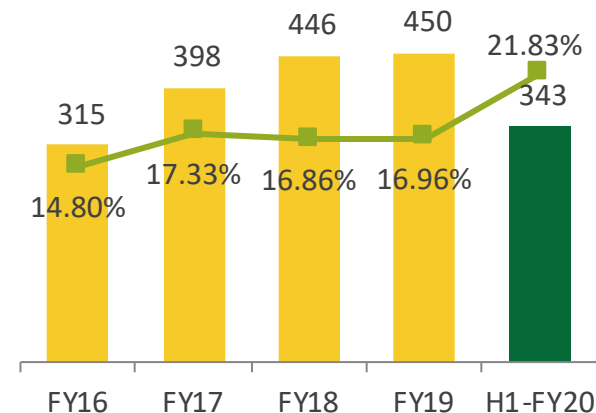
Expect sales from the distributors in Nepal who have shown strong support towards the product of Aries

Key Financial Highlights (Standalone)

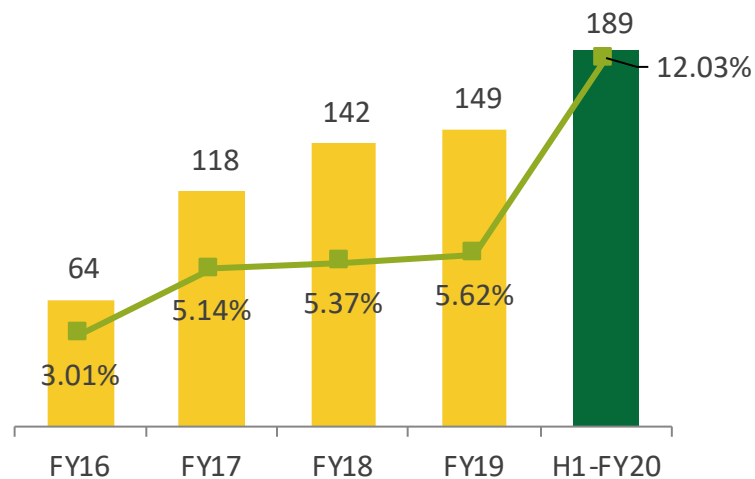
Total Operational Revenue (INR Mn)



EBITDA (INR Mn) & EBITDA Margin (%)



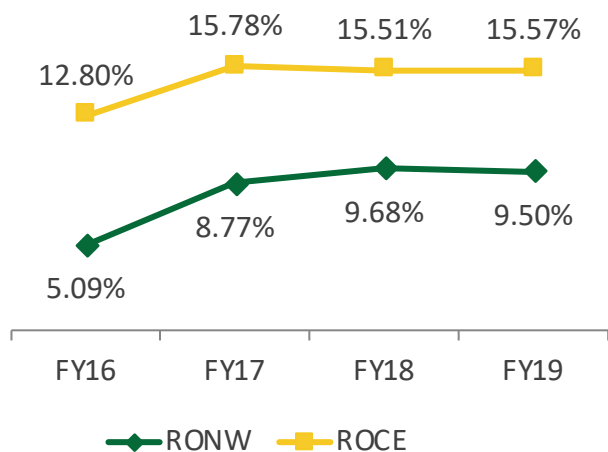
PAT (INR Mn) & PAT Margin (%)



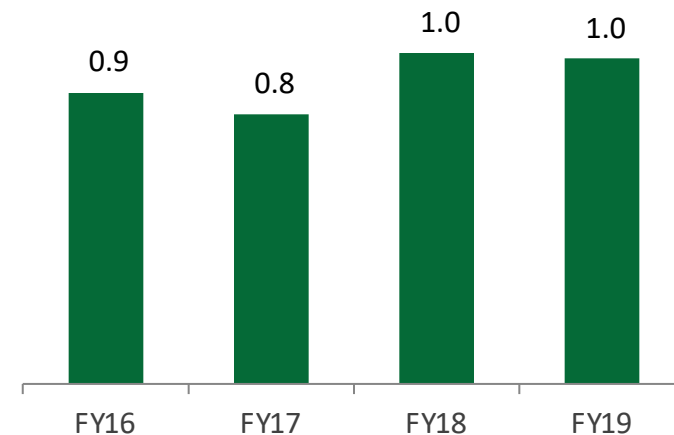
Key Financial Highlights (Standalone)



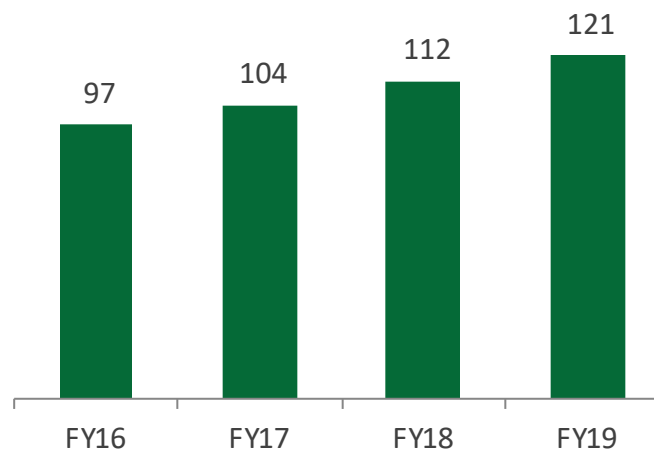
RONW & ROCE (%)



Debt Equity



Book Value Per Share (INR)



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