

F.BSE/QPA/021
30th April, 2024

Listing Department
BSE Ltd.,
P. J. Towers, Dalal Street,
Mumbai – 400 001

Ref: **Scrip Code: 532935**

Sub: **Press Releases**

Dear Sir,

We would like to inform you that the Company has released the attached Press Releases on Monday, 29th April, 2024 in the following:

1. Online publication by MINT(<https://www.livemint.com/brand-stories/mou-milestones-aries-agro-expands-range-on-55th-year-celebration-11714393031083.html>)
2. Online publication by HINDUSTAN TIMES(<https://www.hindustantimes.com/brand-stories/innovation-takes-root-aries-strengthens-alliances-at-emerald-jubilee-101714392530854.html>)

This is for your information.

Thanking you,

Yours faithfully
For **Aries Agro Limited**

Qaiser P. Ansari
Company Secretary & Compliance Officer



MINT

Headline: MoU Milestones: Aries Agro Expands Range on 55th Year Celebration

Navi Mumbai, April 29, 2024: In a strategic move to expand its product range and strengthen its position in the agricultural sector, [Aries Agro Ltd.](#) announced the signing of three Memorandums of Understanding (MOUs) with prominent Indian manufacturers of Plant Protection Products.

The MOU signing took place at Aries' grand 55th Emerald Jubilee Year celebration, held on the 19th of April 2024 at the CIDCO Exhibition Centre in Vashi, Navi Mumbai. Attended by **1500+** of Aries' top distributors, dealers, farmers, agripreneurs, and industry stakeholders, the event provided a platform to showcase not only the company's illustrious 55-year legacy but also its vision for the future.

The Emerald Jubilee highlighted Aries' initiatives to use cutting-edge technologies to create an extensive range of **130+ products**. The brand also provides data-driven and custom-made solutions to millions of farmers across India.

Landmark MoUs Welcome a New Era of Robust Partnerships

Aries marks another highlight by signing three significant Memorandums of Understanding (MoUs) between the company and leading Indian manufacturers of Plant Protection Products – Rallis India Ltd., Seedlings India Pvt Ltd (100% subsidiary of Best Agrolife Ltd), and Godrej Agrovet Ltd. **This strategic collaboration marks Aries' entry into the co-marketing of patented molecules.**

Such an arrangement further strengthened its product portfolio, establishing the company as a one-stop destination for all farmers' agri-input needs.

Expanding Market Reach for Indian Farmers

Aries' robust distribution network reaches over **13 million** farmers across 200,000 villages in 26 Indian states. The agreements with these leading manufacturers provide the farmers with instant access to this vast network, scaling up their presence for these patented molecules.

The launch of Aries' new products will be progressive throughout the financial year 2024-25, strategically aligned with agro-climatic seasons to maximise benefits for farmers.

A 55 Year Legacy: Built on Innovation and Collaboration

Since its inception in 1969, Aries has been introducing innovative agricultural concepts to Indian farmers. From offering the widest range of products in the primary, secondary, and micro-fertilizer sectors to catering to the specific needs of 107 different crops, Aries has remained focused on the quality of its products.

Aries' rock-solid commitment to produce the best has resulted in over **130+ brands**, currently trusted by millions of farmers in India and across the globe.

Farm Solutions that Empower Indian Agriculture

The grand Emerald Jubilee celebration commemorates Aries' numerous achievements over the past 55 years. From launching India's first loyalty program for agribusiness to achieving a national record for the highest number of calls received on a customer helpline in a single day, Aries has consistently broken new ground in the industry.

The company is also the first micronutrient fertilizer company to receive the prestigious BIS Certification for its flagship product, **Chelamin – India's first ISI Marked Chelated Zinc**.

Aries is adding **agritech farm solutions**, supplementing its speciality plant nutrition range. These include a foray into DGCA certified drones for nutrition sprays, AI based soil scanning equipment and robotics to enhance the efficiency in the application of farm inputs.

Such **made-in-India agritech solutions** will add to the already wide range of trusted Aries products available across India. For enabling drone pilot training, the company has also cocreated a pilot training program with ITM skills university.

Aries Agro Ltd. has been founded on the dynamic foundation of digital infrastructure and a commitment to empower Indian farmers. The grand Emerald Jubilee event served as a testament to the company's dedication to Indian agriculture and its vision for a brighter future for the farming community.

Tags

Aries Agro Ltd.

Indian Farmers

Emerald Jubilee event

Chelamin

Agriculture

Expansion

HINDUSTAN TIMES

Headline: Innovation Takes Root: Aries Strengthens Alliances at Emerald Jubilee

Navi Mumbai, April 29, 2024: Leading Indian multinational company [Aries Agro Ltd.](#) (Aries) celebrated its 55th year— **the Emerald Jubilee**, at the CIDCO Exhibition Centre in Vashi, Navi Mumbai on April 19th, 2024. The event marked a momentous occasion for the company, bringing together over **1500+** guests, including Aries' top distributors, dealers, large farmers, agripreneurs, global and domestic suppliers, and other stakeholders from the plant nutrition sector.

This event showcased not only Aries' rich 55-year legacy but also what it has to offer in the near future. Over a dozen exhibits demonstrated Aries' innovations and upcoming product launches planned for the next few years.

The Emerald Jubilee highlighted Aries' initiatives to use cutting-edge technologies to create an extensive range of **130+ products**. The brand also provides data-driven and custom-made solutions to millions of farmers across India.

Strengthening Portfolio through Robust Collaborations

The company has signed three significant Memorandums of Understanding (MoUs) between Aries and leading Indian manufacturers of Plant Protection Products – Rallis India Ltd., Seedlings India Pvt Ltd(100% subsidiary of Best Agrolife Ltd), and Godrej Agrovet Ltd. This strategic collaboration marks Aries' entry into the co-marketing of patented molecules.

Such an arrangement has further strengthened its product portfolio, establishing the company as a one-stop destination for all farmers' agri-input needs.

Empowering Indian agriculture

Aries' extensive distribution network reaches over **13 million** farmers across 200,000 villages in 26 Indian states. The agreements with these leading manufacturers provide them with instant access to this vast network. As a result, it significantly scales up their presence for these patented molecules.

The launch of Aries' new products will be progressive throughout the financial year 2024-25, strategically aligned with agro-climatic seasons to maximise benefits for farmers.

A 55 Year Legacy

Since its inception in 1969, Aries has been introducing innovative agricultural concepts to Indian farmers. From offering the widest range of products in the primary, secondary, and micro-fertilizer sectors to catering to the specific needs of 107 different crops, Aries has remained focused on the quality of its products.

Aries' rock-solid commitment to produce the best has resulted in over **130+ brands**, currently trusted by millions of farmers in India and across the globe.

Celebrating Milestones with Agritech Farm Solutions

The grand Emerald Jubilee celebration commemorates Aries' numerous achievements over the past 55 years. From launching India's first loyalty program for agribusiness to achieving a national record for the highest number of calls received on a customer helpline in a single day, Aries has consistently broken new ground in the industry.

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Agri-tech Farm Solutions