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In what ways does Parijat's domestic business turn farmer insights into products and strategies that scale across India's diverse agricultural markets?

We have a very robust product discovery process through our interdisciplinary Product Identification and Development Council, which as a matter of routine collects insights gathered from farmers into need-gap analysis which becomes the seed of innovation at Parijat. Our diversified business does not just leverage insights from one Indian state to another but applies learnings from our international operations to develop hypothesis for emerging pest segments in India. We also aim to be thought leaders in the use of digital technologies for both gathering and leveraging farmer insights for our business through our partnership with Plantix, one of the leading farmer facing apps in India. — UDAY

What guides Parijat's international business in selecting markets and adapting products, registrations, and

partnerships across regulatory environments?

Parijat chooses niche markets with high barriers to entry, both regulatory and distribution. This has resulted in our subsidiaries across West Africa, Tanzania and Russia contributing a significant portion of our investment and sales.

Additionally, Parijat has also signed a global cooperation agreement with the multibillion-dollar Helm AG which gives the company great access to entrenched distribution channels in the Americas.

With over 80% of Parijat's export revenue coming from branded formulation sales, Parijat focusses on key partners to steward its patented and proprietary portfolio across the 65+ countries we work in. — SHIVRAJ

How do Parijat's domestic and international businesses leverage shared R&D and manufacturing capabilities while meeting distinct market needs?

Parijat's key strength lies in its diversification across countries,

products, customers and agroclimatic zones. This allows us to weather the multiple variables that come along with working in an agri facing industry.

The R&D, both chemical and field individually select and register proprietary molecules for the various markets we work in. These are supported by our 4 facilities that are able to manufacture products in a timely manner from 10ml to a 1000 litre tote across every formulation type – be it powder, granule, liquid etc. — SHIVRAJ

We have been able to participate in certain niche molecules in the Indian market based on the fact that we are able to access an international market to create the justified scale required for technical manufacturing. This allows us to bring certain products into the Indian market, that an exclusively domestic focused company wouldn't be able to feasibly do. Similarly insights from our international business have enabled us to foresee the challenges of Indian farmers and also develop new pathways of innovation. — UDAY ■