

IIIrd Strategic Meet

Central Marketing Office
(11.05.2018 to 13.05.2018)



Imports, Agri Business & Industrial Products

- The activity of the division to find business opportunity in other verticals.
- Primary objective is to have growth of the company.
- Finding more avenues to generate revenue and to increase the turnover.
- To promote the outsourced products in NFL's "KISAN" brand.

Import Vision for 2018-23

Value in Crore and Qty in 'ooo MT								
Product/	DAP		MOP		NPS/NPK		Total	
Year	Qty	Value	Qty	Value	Qty	Value	Qty	Value
2018-19	1000	2871	100	182.8	100	203.3	1200	3257
2019-20	1200	3445	200	365.6	250	508.2	1650	4319
2020-21	1500	4307	250	457.1	300	609.8	2050	5373
2021-22	1600	4594	350	639.9	300	609.8	2250	5843
2022-23	1700	4881	500	914.1	350	711.5	2550	6506



Import Vision for 2018-23

Imports Prospectus for future Include

- Water Soluble Fertilizers (2018/2019)
- Technical Grade Urea (2018)
- Urea for Agriculture on Government Account.
- FME for Urea
- Chartering of Vessels
- Imports of Nitric Acid
- Imports of Ammonium Nitrate



STRATEGIES FOR ACHIVING THE VISION

For Import of Fertilizers

- MoU with manufacturers
- MoU with large & reputed traders
- Purchase through global tender
- Trading of fertilizers in bulk to other Indian fertilizer companies (High Sea)
- Pre-qualification of traders & limited global quotation with 1 to 2 days notice
- Opening of subsidiary company overseas access to USD financing for global sourcing & trading
- Overseas equity participation for N, P & K capacity building
- Long term buy back agreement with institution of producer on cost plus basis
- MoU with suppliers for Urea imports on Govt Account.

Zone wise future plan for Seed (Fig in Qtls)

S. No.	Zone	2018-19	2019-20	2020-21	2021-22
Trading:					
01	Chandigarh	7,000	7,000	7,000	3,000
02	Lucknow	15,000	14,000	15,000	2,000
03	Bhopal	6,140	3,500	6,500	5,000
Total trading		28,140	25,500	28,500	10,000
SMP		1,50,000	2,00,000	3,25,000	3,90,000
Target		1,78,140	2,25,500	3,53,500	4,00,000
Turnover (in Lakhs)		5344	6765	10605	11000



Future Plan

1. SMP arrangement at new locations.
2. Own Seed processing Plant at Indore, Bathinda & Panipat.
3. Addition of Oilseed & Pulses in Cropping Plan.
4. Trading of Hybrid Seeds.
5. Own production of Hybrid Seeds.
6. Own production and trading of Vegetable seeds and sale in small packets.

Agro Chemicals Business

Insecticides	Fungicides	Herbicides
Acetamiprid 20% SP	Carbendazim 12% + Mancozeb 63% WP	Glyphosate 41% SL
Cartap Hydrochloride 4% G	Hexaconazole 5% SC	Pretilachlor 50% EC
Diafenthiuron 50% W.P.	Tricyclazole 75% WP	Imazethapyr 10% SL

Total current market size in the country is Rs.25,000 Cr
(including exports)

Agro Chemical Business-Planning

(Fig in Rs. Crore)

Sl No	Year	Turnover	% Margin on turnover
01	2017-18	9.13	13.05
02	2018-19	75	8
03	2019-20	150	8
04	2020-21	300	8



Agro Chemical (New Business Module)

- Agro Chemicals shall be sourced from Tolling units commencing from 2018-19 on long term contracts.
- In the New Module, overall purchase cost shall be controlled.
- The required quantity of desired molecules shall be obtained in time.
- Total 30 molecules are proposed under Tolling mechanism.
- Profit shall be more under the New Module.

City Compost Business Planning

Sl No	Year	Qty (MT)	Turnover (Rs. Crore)	Profit (Rs. Crore)	% Profit
01	2017-18	11,694	4.77	0.66	13.87
02	2018-19	21,000	8.61	1.15	15.49
03	2019-20	30,000	12.30	1.50	12.19
04	2020-21	50,000	17.75	2.50	14.08

The Turnover includes subsidy by GoI @Rs.1500/- PMT

City Compost Business Enhancement Strategy

- City Compost is marketed in various states under “Swatch Bharat Mission” of Government of India.
- City Compost is also procured for NFL’s CSR Program in the State of Haryana and Madhya Pradesh. More CSR program shall be undertaken in other states.
- City Compost is procured for NFL’s own use under Horticulture activities in various Production Units and Corporate Office.
- The product is marketed in 06 states and more states shall be added.
- Marketing arrangement with State Horticulture and Forest Departments on long term basis for sale.

Planning for the Year 2018-19 for Industrial Products

Product	Budgeted Targets			Internal Targets			Likely Contribution
	Qty	Value	Rate	Qty	Value	Rate	Value
Nitric Acid	70000	140.00	20000	72000	165.60	24000	64.80
Ammonium Nitrate	15000	28.50	19000	15000	31.50	21000	7.50
S. Nitrate / S.Nitrite	3000	10.50	35000	3100	13.95	45000	5.25
Ammonia	5000	11.00	22000	7000	16.80	24000	2.45
Total		190.00			227.85		80.00

Strategies for Industrial Product growth

- To operate 2nd stream of Nitric Acid for its use in additional demand for about 50,000 MT/ year of Ammonium Nitrate.
- Imports and trading of Weak Nitric Acid till 2nd stream is operational.



Thank You