

3rd Strategic Meet

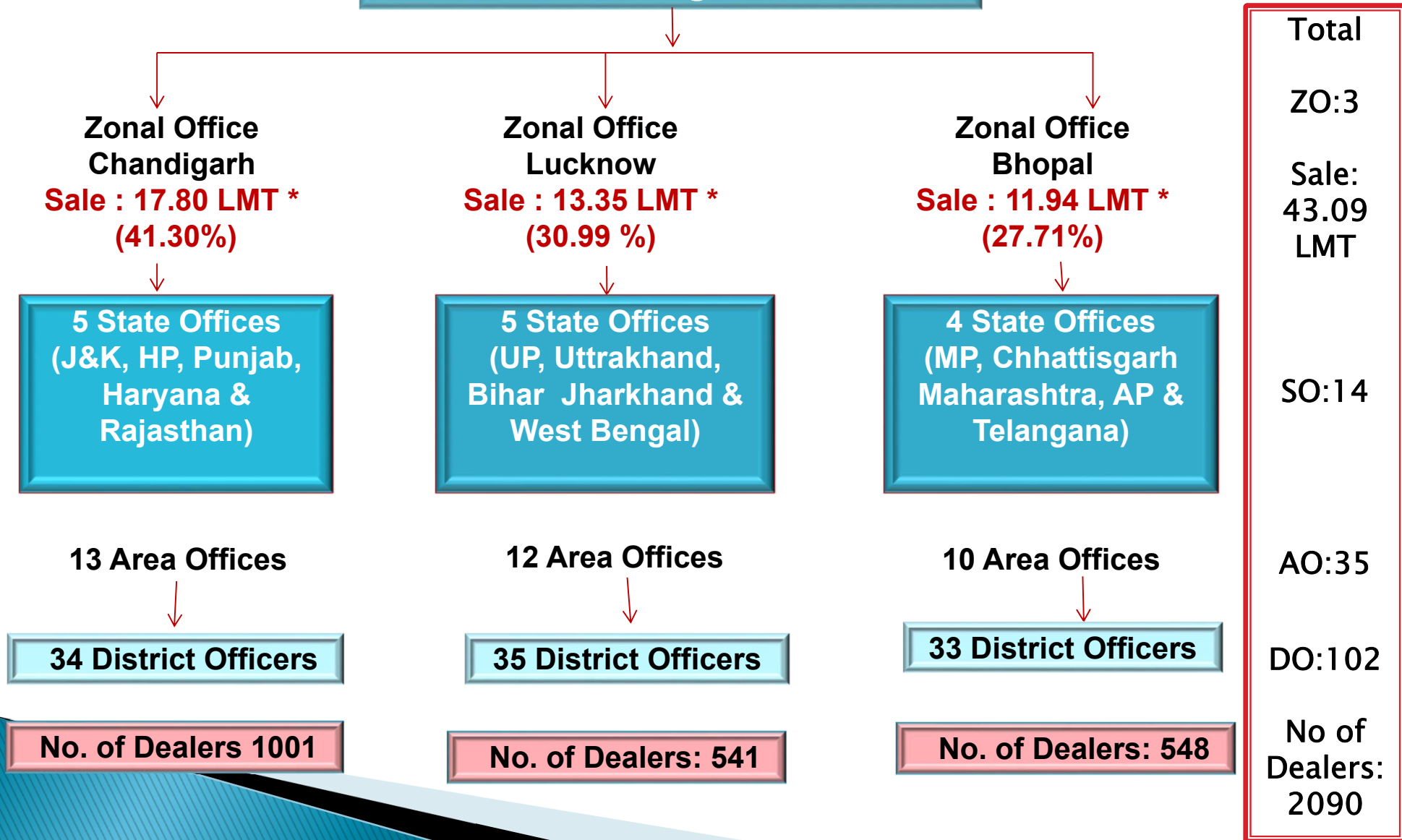
Central Marketing Office (S&D Division)

11-5-2018 to 13-5-2018

Marketing Division

Central Marketing Office, Noida

* Sales 2017-18



STATE-WISE NFL SALES DURING 2017-18**(MT)**

STATE	UREA	DAP	MOP	APS	COMPOST	TOTAL
Punjab	901,266	52,940	8,508	0	3,920	966,634
Madhya Pradesh	728,931	67,955	3,728	1,935	1,938	804,487
Uttar Pradesh	535,188	65,279	3,691	6,126	1,607	611,891
Bihar	491,859	67,701	2,813	13,115	0	575,488
Haryana	484,486	41,430	5,965	0	2,660	534,541
Chhattisgarh	200,838	6,887	623	635	467	209,450
Rajasthan	183,756	16,849	319	0	1,100	202,024
Maharashtra	81,254	828	1,814	0	0	83,896
Jharkhand	55,511	6,065	0	756	0	62,332
West Bengal	59,399	1,587	0	1,073	0	62,059
Telangana	56,761	0	0	1,416	0	58,177
Jammu and Kashmir	37,710	0	0	0	0	37,710
Himachal Pradesh	36,329	0	0	0	0	36,329
Andhra Pradesh	28,246	228	0	1,375	0	29,849
Uttarakhand	23,552	0	0	0	0	23,552
Odisha	8,060	0	0	0	0	8,060
Delhi	2,546	0	0	0	0	2,546
Grand Total	3,915,692	327,749	27,461	26,431	11,692	4,309,025

NFL SALES FOR ALL PRODUCTS & PROJECTED SALES FOR YEAR 2019-20

(LMT)

PRODUCT	2016-17	2017-18	2018-19	Projected 2019-20
UREA	37.57	39.16	39.00	57.00
DAP	2.14	3.28	10.00	10.00
MOP	0.00	0.28	1.00	1.00
NPK	0.00	0.26	1.50	3.00
TOTAL	39.71	42.98	51.10	71.00
CITY COMPOST	2600(MT)	11694(MT)	21000(MT)	25000(MT)
BENTONITE SULPHUR	3336(MT)	317(MT) *	8000(MT)	10000(MT)

* 254 MT PANIPAT

Proposed Marketing Setup & Product wise Projected Sale during 2019-20

Central Marketing Office, Noida

Zonal Office
Chandigarh

Zonal Office
Lucknow

Zonal Office
Bhopal

Zonal Office
Hyderabad

5 State Offices
(J&K, HP, Punjab,
Haryana &
Rajasthan)

5 State Offices
(UP, Uttrakhand,
Bihar Jharkhand &
West Bengal)

3 State Offices
(MP, Chhattisgarh &
Maharashtra)

4 State Offices
(AP, Telangana,
Karnataka & Tamil
Nadu)

Urea : 17 LMT

Urea : 13.50 LMT

Urea: 13.50 LMT

Urea: 13 LMT

DAP : 4 LMT

DAP : 3.00 LMT

DAP: 2.75 LMT

DAP: 0.25 LMT

MOP : 0.10 LMT

MOP: 0.25 LMT

MOP: 0.25 LMT

MOP: 0.40 LMT

NPK : 0.10 LMT

NPK: 0.65 LMT

NPK: 0.75 LMT

NPK: 1.50 LMT

NFL Market Share SEEDS

(Fig in Qtl)

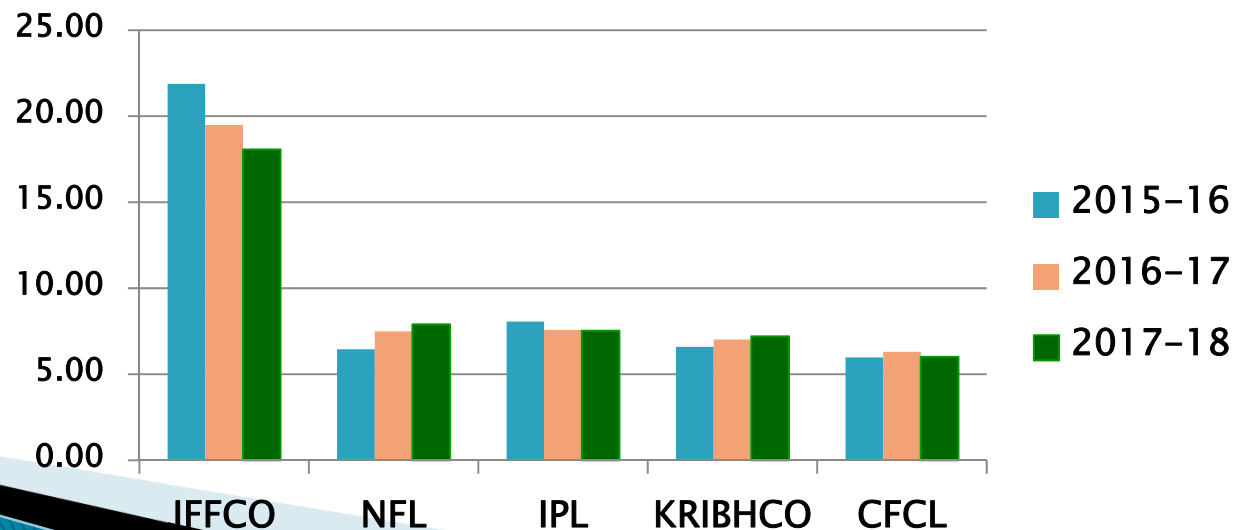
State	Requirement	Sale during 2017-18	%age Share 2017-18	Proposed Sale during 2021-22	%age Share during 2021-22
Punjab	1151693	11336.80	0.98	34700	3.01
Haryana	1850750	6526.20	0.35	27500	1.48
Rajasthan	2280000	8570.00	0.37	40000	1.75
Bihar	1679205	13885.40	0.83	55500	3.30
U P	5598930	7925.90	0.14	130000	2.32
M P	4181285	5043.70	0.12	76500	1.82
All India	27905280	53288.00	0.19	364200	1.30

Agro Chemicals & Bio-Fertilizers Sale

		Agro Chemicals	Bio-Fertilizers	
Sno	Year	Amount (Rs. Lakhs)	Quantity (MT)	Amount (Rs. Lakhs)
1	2016-17	51	545.44	2608
2	2017-18	1052	496.02	1434
3	2018-19 (Target)	1500	860	

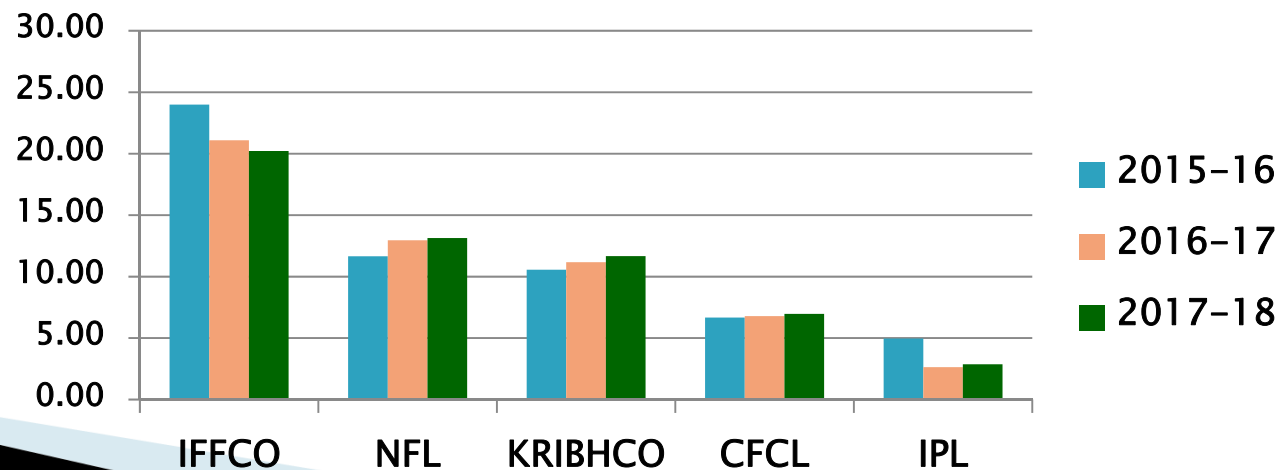
Company Wise All India Sales & Share (All Products) For last 3 years

	2015-16		2016-2017		2017-2018	
NAME	QUANTITY	%AGE	QUANTITY	%AGE	QUANTITY	%AGE
IFFCO	12428792	21.88	10340958	19.49	9855983	18.07
NFL	3666022	6.45	3974295	7.49	4309059	7.90
IPL	4576030	8.06	4016905	7.57	4107127	7.53
KRIBHCO	3745421	6.59	3720598	7.01	3929531	7.20
CFCL	3396880	5.98	3341772	6.30	3282073	6.02
Others	28996211	51.04	27652961	52.13	29062654	53.28
Total	56809356	100.00	53047489	100	54546427	100



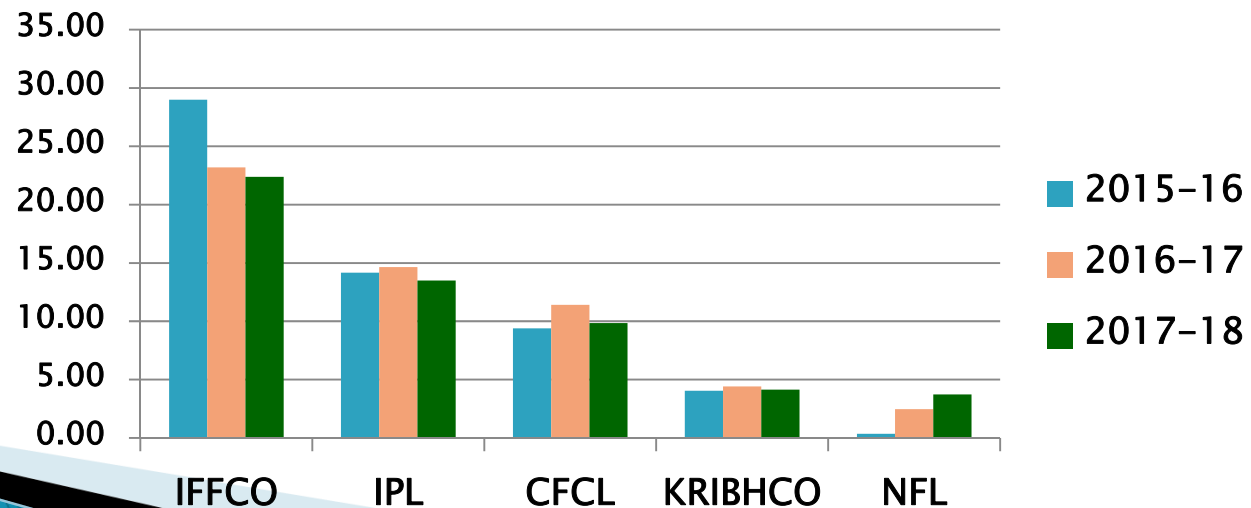
Company Wise All India Sales & Share (UREA) For last 3 years

	2015-2016		2016-2017		2017-2018	
NAME	QUANTITY	%AGE	QUANTITY	%AGE	QUANTITY	%AGE
IFFCO	7471260	23.99	6116327	21.09	6024270	20.21
NFL	3632586	11.66	3757743	12.96	3915714	13.14
KRIBHCO	3289225	10.56	3243262	11.18	3477013	11.67
CFCL	2076255	6.67	1967833	6.79	2073795	6.96
IPL	1544413	4.96	764588	2.64	854112	2.87
Others	13129283	42.16	13152355	45.35	13457551	45.16
TOTAL	31143022	100.00	29002108	100.00	29802456	100.00



Company Wise All India Sales & Share (DAP) For last 3 years

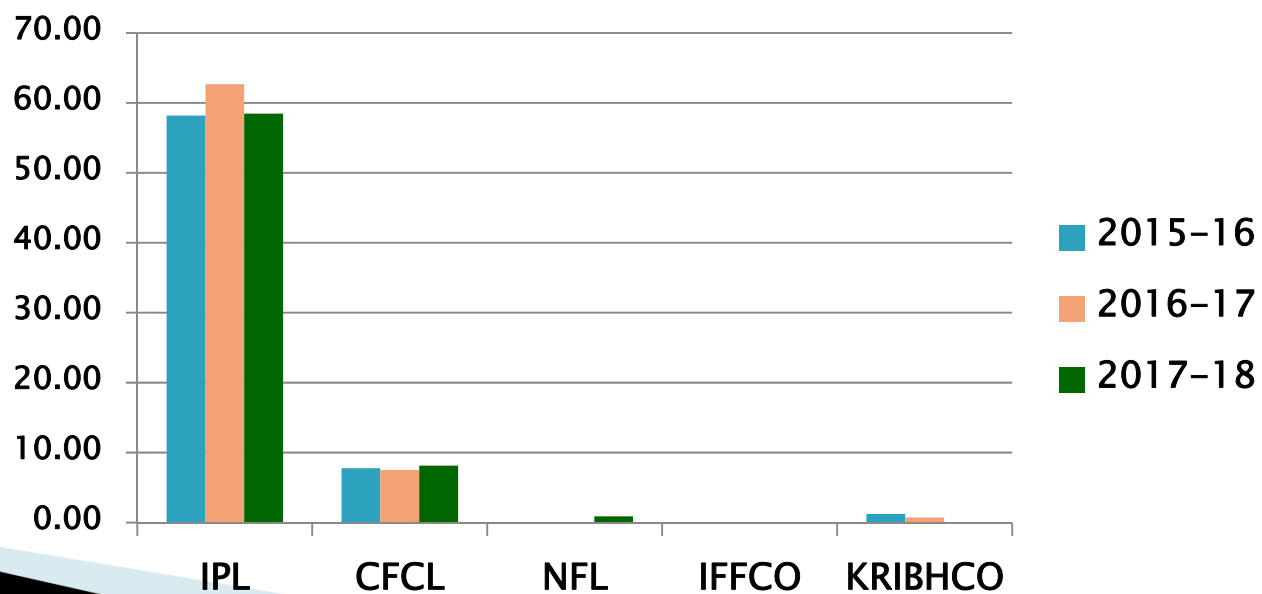
	2015-2016		2016-2017		2017-2018	
NAME	QUANTITY	%AGE	QUANTITY	%AGE	QUANTITY	%AGE
IFFCO	2783219	29.00	2009745	23.20	1973503	22.39
IPL	1360784	14.18	1269660	14.66	1190180	13.50
CFCL	900957	9.39	989089	11.42	867625	9.84
KRIBHCO	388299	4.05	381732	4.41	364118	4.13
NFL	33436	0.35	213891	2.47	327754	3.72
Others	4129924	43.04	3797972	43.85	4089710	46.41
TOTAL	9596619	100.00	8662089	100.00	8812888	100.00



Company Wise All India Sales & Share (MOP)

For last 3 years

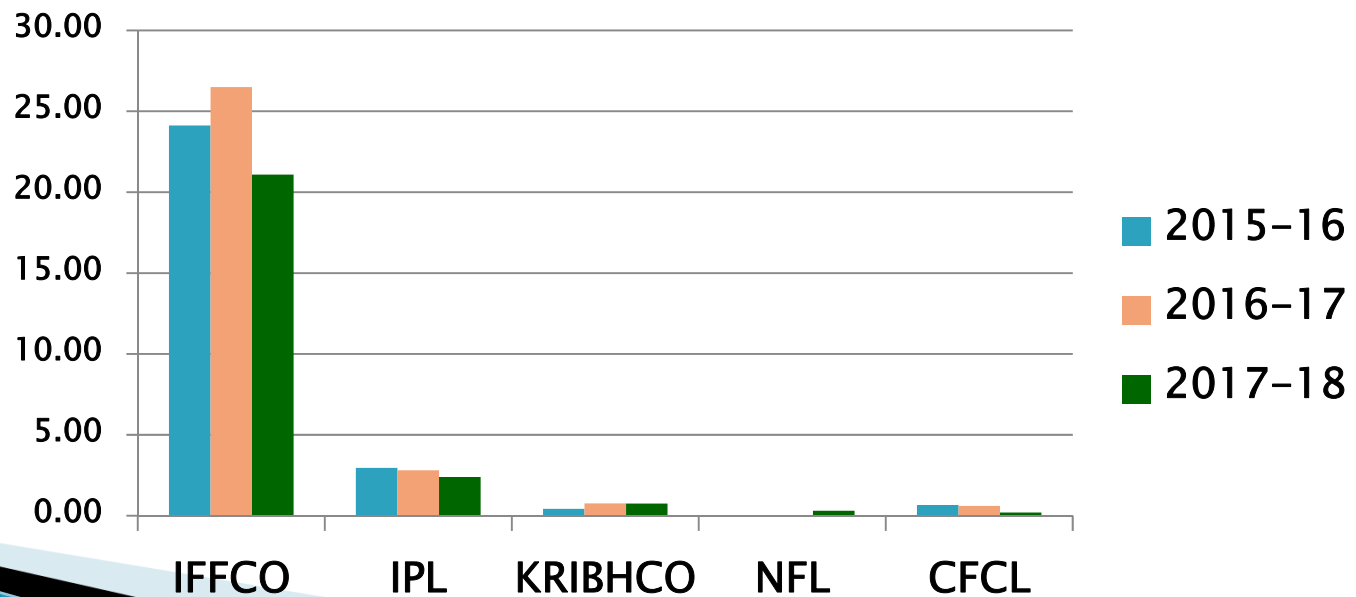
	2015-2016		2016-2017		2017-2018	
NAME	QUANTITY	%AGE	QUANTITY	%AGE	QUANTITY	%AGE
IPL	1404481	58.19	1746561	62.65	1845191	58.45
CFCL	187506	7.77	209427	7.51	256218	8.12
NFL	0	0.00	0	0.00	27463	0.87
IFFCO	0	0.00	0	0.00	0	0.00
KRIBHCO	29578	1.23	19704	0.71	145	0.00
Others	792095	32.82	811917	29.13	1027921	32.56
TOTAL	2413661	100.00	2787609	100.00	3156938	100.00



Company Wise All India Sales & Share (NPKS)

For last 3 years

	2015-2016		2016-2017		2017-2018	
NAME	QUANTITY	%AGE	QUANTITY	%AGE	QUANTITY	%AGE
IFFCO	2174313	24.13	2214885	26.49	1857971	21.09
IPL	266351	2.96	234774	2.81	210369	2.39
KRIBHCO	38320	0.43	63727	0.76	65772	0.75
NFL	0	0.00	0	0.00	26435	0.30
CFCL	59480	0.66	50137	0.60	17302	0.20
Others	6473900	71.83	5796987	69.34	6632885	75.28
TOTAL	9012363	100.00	8360511	100.00	8810734	100.00



Marketing cost for last 3 years

Particulars	Cost (Rs./MT) 2015-16	Cost (Rs./MT) 2016-17	Cost (Rs./MT) 2017-18
Qty (MT) Sold	3641308	3757683	3915698
Warehouse Rent	10.39	35.89	31.07
Rake Handling	51.49	52.67	54.62
W/H Handling	24.03	37.76	34.22
Operational Expn (A)	85.91	126.32	119.91
Rebates & Discounts (B)	19.27	37.76	45.47
Total A + B	105.18	164.08	165.38
Others (Admn Expn) (C)	7.42	18.42	11.78
Sales Promotion (D)	2.28	3.54	3.82
Total C+D	9.70	21.96	15.60
Secondary Freight(E)	0.33	8.06	10.46
Total Selling Expn	115.21	194.10	180.98
Primary Freight-II	159.88	222.69	220.39
Grand Total	275.09	416.79	401.37

Agriculture Extension Activities

Objective

- To impart the knowledge of best practices of Agriculture production to the framers by way of transmitting latest technical know-how in the field of Agriculture.

NFL Approach (3 way)

Total Budget Allocation= 300.00 Lakhs (FY-2017-18)
Agri. Extn.= 132.00 Lakhs
Promotional Activities =168.00 Lakhs

Direct Interaction with Farmers

- Soil Testing
- Farmer Training
- Field Demonstrations
- Crop Seminars
- Field Day
- Educational visits/tours
- Educational and Promotional Campaigns

Indirect Interaction with Farmers

- Dealers Training
- Dealers Conference
- Kisan Suvidha Kendra
- Krishi melas and Exhibition
- Farm Forestry
- Crop Literature
- Product Literature
- Promotional Film
- Kisan Prerna
- Krishi Diary

R&D Activities in Agri. Universities and R&D Farm Nangal

- New Biofertilizer Strains
- Zn-solubilizing
- K-solubilizing
- Azospirillum
- Neem based Pesticide
- Urease Inhibitor (AgRHO-N)

STEPS FOR REDUCTION IN MARKETING COST

- **NEEDS QUALITY IMPROVEMENT OF UREA IN PANIPAT AND BATHINDA UNITS.**
- **TIMING OF SHUT DOWN OF UNITS MAY BE PLANNED IN CONSULTATION WITH MARKETING DIVISION.**
- **ARRANGING AVAILABILITY OF 2/3 POINT RAKES FROM RAILWAYS.**
- **OPEN RAKES SHALL BE AVOIDED TO THE MAXIMUM EXTENT TO AVOID TRANSIT AND OPERATIONAL LOSSES.**
- **DEALERS NETWORK NEEDS TO BE STRNGTHENED.**
- **OPENING OF NEW RAKE POINTS.**
- **CONSISTENCY IN BAG QUALITY .**
- **EMPHASIS ON HIRING OF PRIVATE GODOWNS IN PLACE OF GOVERNMENT WAREHOUSES.**

धन्यवाद