

## Zuari Farmhub Launches Revolutionary Nano Fertilizers, Poised to Transform Indian Agriculture



Bengaluru, India – 10<sup>th</sup> Jan 2024– Zuari Farmhub Ltd, a leading agricultural solutions provider, today unveiled its nano fertilizers in the form of Nano Shakti Nano Urea and Nano Shakti Nano DAP. ZFHL has received an approval for manufacturing nano fertilisers such as Nano Urea and Nano DAP from the Govt. of India, vide Gazette of India notification dated 29th November, 2023. These nano fertilisers are designed to boost crop yields and improve soil health.

Zuari Farmhub has developed the nano fertilisers in collaboration with (The Energy and Research Institute (TERI) using cutting-edge green nano bio-technology. Nano fertilisers are nano-sized nutrient particles that are readily absorbed by plants, leading to superior nutrient utilization and reduced wastage.

Compared to conventional fertilizers, these advanced fertilizers offer several compelling advantages:

- **Enhanced Nutrient Uptake:** Nano-sized particles effortlessly penetrate plant cell walls, ensuring faster and more efficient nutrient delivery, leading to healthier and more productive crops.

- **Increased Crop Yields:** Improved nutrient uptake translates to demonstrably higher crop yields, empowering farmers to maximize their output and income.
  - There are no chances for fertiliser runoffs into nearby water sources hence avoiding adverse health and environmental impact.
- **Reduced Fertilizer Usage:** Nano fertilizers require significantly less application compared to traditional fertilizers, leading to substantial cost savings for farmers and a reduced environmental footprint.

### **Marketing a Revolutionary Technology:**

These Nano fertilisers will be exclusively marketed by Paradeep Phosphates Ltd (PPL) under the brand name of Jai Kisaan Navratna Nano Shakti. This move will ensure widespread accessibility of this technology to farmers throughout the country.

### **A Green Collaboration for a Sustainable Future:**

“The development of nano fertilizers is a testament to the transformative power of green nano bio-technology. TERI's expertise in this field, coupled with Zuari Farmhub's commitment to sustainable agriculture, has resulted in a technology that can revolutionize Indian agriculture. This collaboration represents a significant step towards a greener future for the agri inputs industry” said **Mr. Madan Pandey , MD of ZFHL**

The launch of Zuari Farmhub's nano fertilizers is a pivotal moment for Indian agriculture. With its potential to enhance yields, this technology has the power to create a more prosperous and sustainable future for farmers and the nation as a whole.