

50TH

ANNUAL REPORT 2019-20

Board Of Directors



Prof. R. S. S. Mani
Independent Director

Dr. Jimmy Mirchandani
Director

Dr. Rahul Mirchandani
Chairman & Managing Director

Mr. B. V. Dholakia
Independent Director

Mr. C. B. Ohriya
Independent Director

Mrs. Nitya Mirchandani
Director



The Aries Family at the 50th Foundation Day
Celebrations in Mumbai, 27 Nov. 2019

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 **aries agro limited**

www.ariesagro.com





Aries Production Facilities



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Aries Production Facilities





Annadanam

On 27th Nov 2019, our 50th Foundation Day, we conducted one of the biggest annadanams (food drive) under our CSR initiative. In over 270 locations across India, nearly 200,000 students, elderly and underprivileged were provided with a nutritious meal cooked with ingredients by Aries farmers.

Through this, we took our lab to the land, and now to food plates across India





#arieseverywhere

6,400+ Registered Distributors & Dealers

86,000+ Dealers' counters serviced

1,99,000+ Number of villages covered

Maharashtra

Mumbai
Nashik
Nagpur
Solapur

Gujarat

Ahmedabad
Chhatral

Uttar Pradesh

Lucknow
Ghaziabad

Karnataka

Bangalore
Nipani

Punjab

Jalandhar
Bathinda

Rajasthan

Jaipur
Sri Ganganagar

Odisha

Bhubaneshwar

Andhra Pradesh

Vijayawada

West Bengal

Kolkata

Telangana

Pashamylaram

Assam

Guwahati

Madhya Pradesh

Indore

Bihar

Patna

Chhattisgarh

Raipur

Tamil Nadu

Coimbatore

Jharkhand

Ranchi

Haryana

Hissar

Uttarakhand

Rudrapur

U.A.E.

Fujairah
Sharjah

Display Contest



Aries smart product placement helps increase their sales, brand awareness, and draw in customers.

The utilitarian aspect relates to the actual needs of the farmer and is addressed by Extension Teams. Products are arranged in creative ways to create and contextualize aesthetic, symbolic and cultural perceptions.

Our exciting packaging only strengthens our competitive edge.

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OUR HISTORY OF CREATING MILESTONES

When Dr. T.B. Mirchandani and Bala Mirchandani founded Aries Agro in 1969, they had their sights on building an organisation of values and quality. This is the story of the Aries family through the first five decades.



1969



- Dr. T. B. Mirchandani & Bala Mirchandani founded Aries with a small team at Kakad Chambers, Worli
- Incorporated as Aries Agro-Vet Industries Pvt Ltd.
- Agro-vet products Poultrymin, Cattlemin launched

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- Launch of animal health products
- Launch of Aries Flash
- Commercial Production starts 12 Jan 1970
- Launch of Prot-o-liv and Boon-o-milk



- Agromin launched
- First ever Introduction of

›1970

›1975

›1974

- SSI Unit Registration certification in Mumbai
- First company to receive manufacturing permission for agricultural chelates



- Aries awarded manufacturing license for Plantomycin
- Deonar HO foundation stone laid in October

- Aries House inaugurated 10 Jan
- New R&D block inaugurated in Mumbai



›1980

›1983

›1981



Awarded Transworld
Seven Star Gold Medal for
contribution to White and
Green Revolution