



# Creating Value.



## 31<sup>st</sup> Annual Report

2017-18

**Super Crop Safe Limited**



# Creating Value

Super Crop Safe utilizes its **unique process** and skills to develop differentiated **organic solutions** which contributed the **value addition** to the entire Agro-Chemical Industry through innovation. We are putting rigorous efforts to cultivate a cultural and a dynamic **prosperous environment** reflecting our vision for **healthy crops** and **economy of farmers**. Consistent with this approach, we are dedicated towards achieving **business sustainability**, to our relationships with local communities. Company is simultaneously working on the pollution control as we **shifted our focus** from generic pesticides to bio-based fertilizer and innovative pesticides

## Performance Highlights: 2017-18

**6,829**

(Rs. in Lakh)  
Revenue

**758**

(Rs. in Lakh)  
EBITDA

**494**

(Rs. in Lakh)  
PAT

**24.83%**

ROE

**18.36%**

ROCE

**2,698**

(Rs. in Lakh)  
Net Worth

**0.88%**

Debt to Equity



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### Caution regarding forward-looking statements

In this Annual Report we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements - written and oral - that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward looking statements will be realised, although we believe we have been prudent in our assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions.





# Corporate Identity

## Mission & Vision

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Healthy Crops & Economy of Farmers



Augmentation of sustainable solution for agriculture and its early incorporation in product basket



High return for investors of the industry



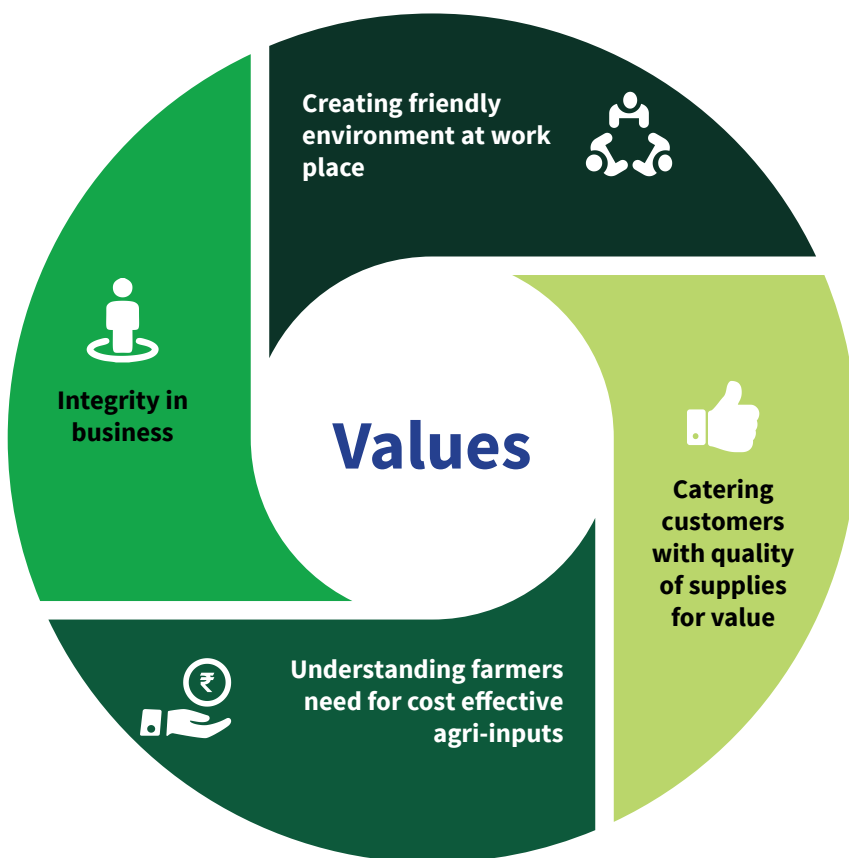
To be one of the popular leader in the Agrochemical industry by providing time tested agri-solutions to farmers



Holistic diversification for sustainable business development



Employee satisfaction

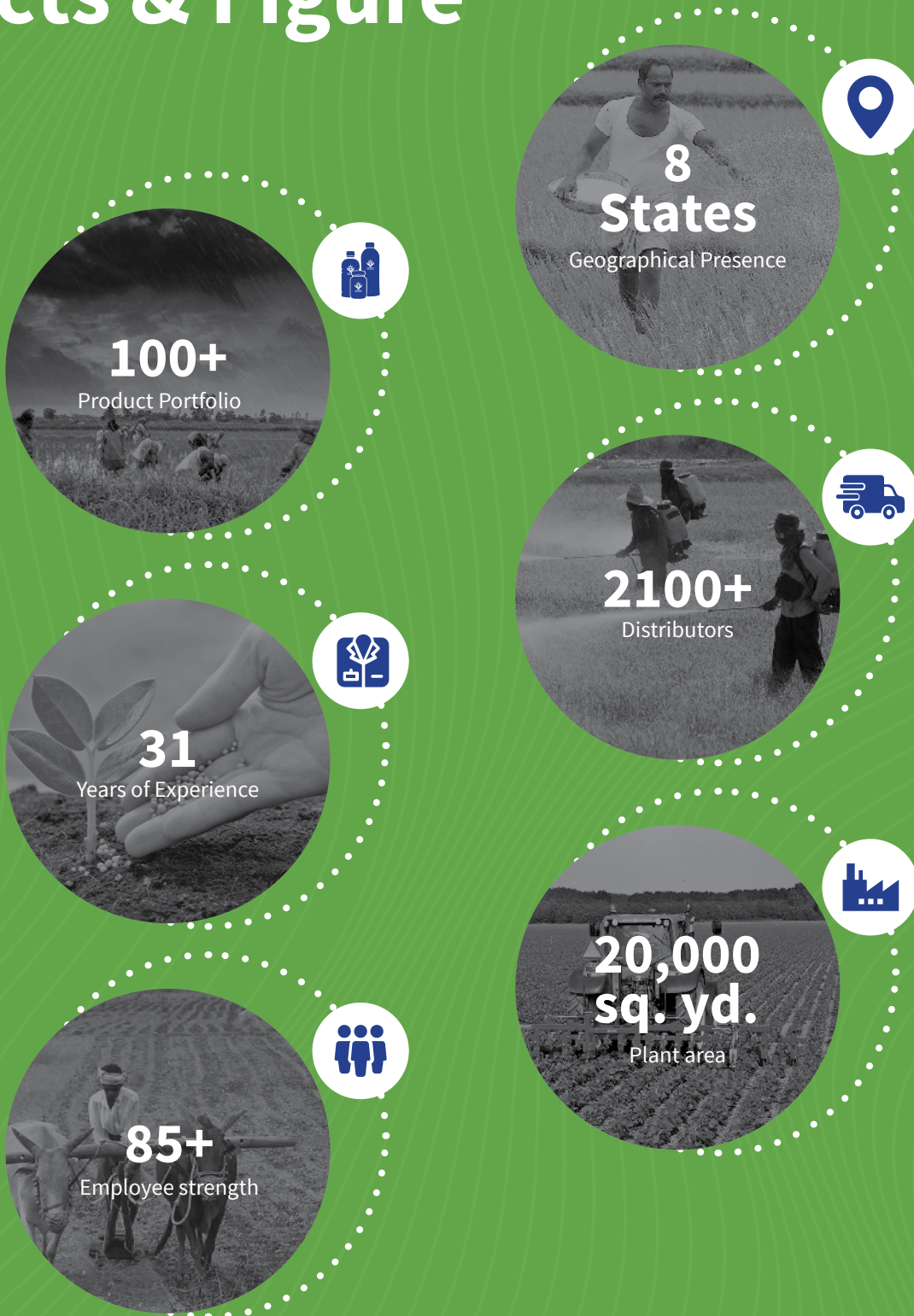


## About Us

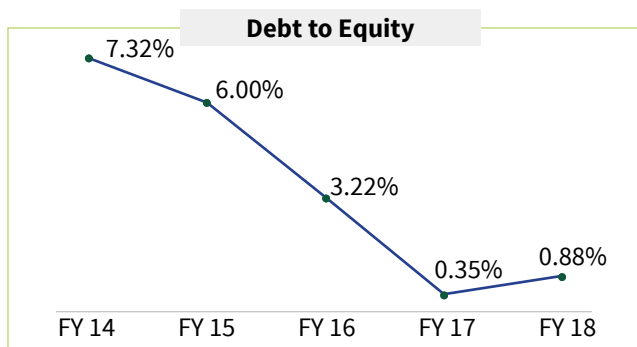
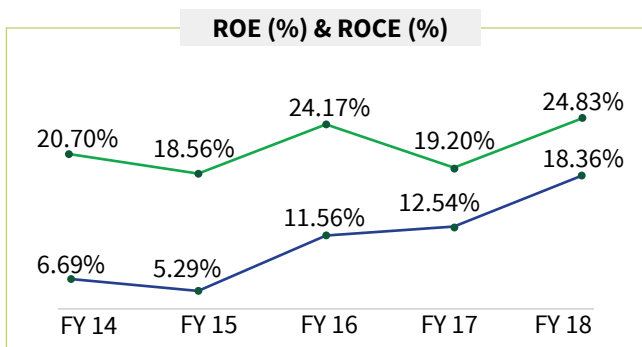
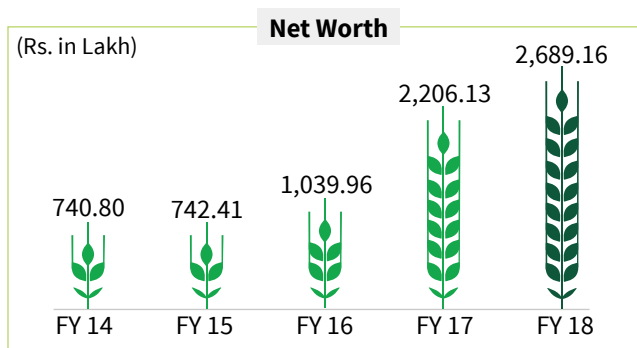
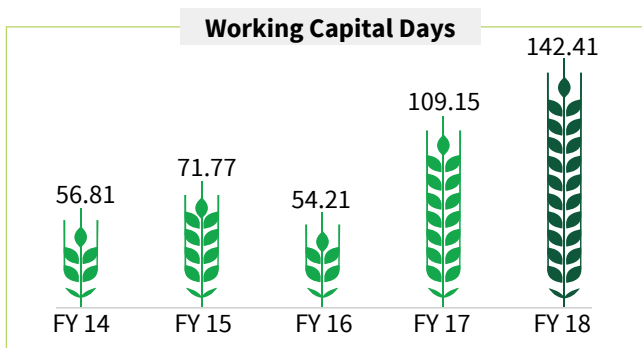
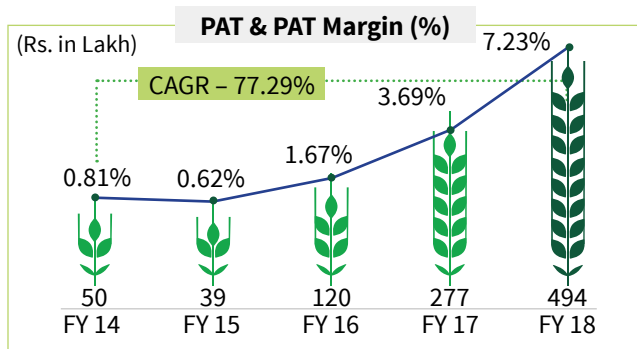
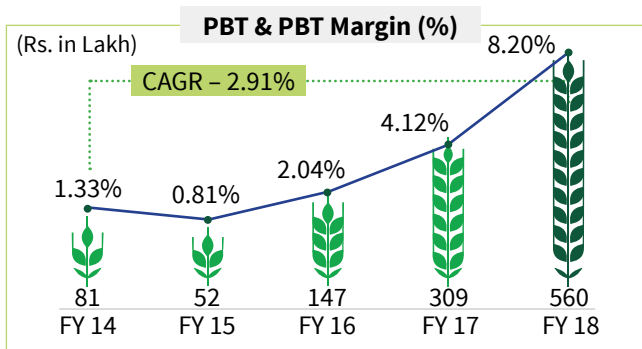
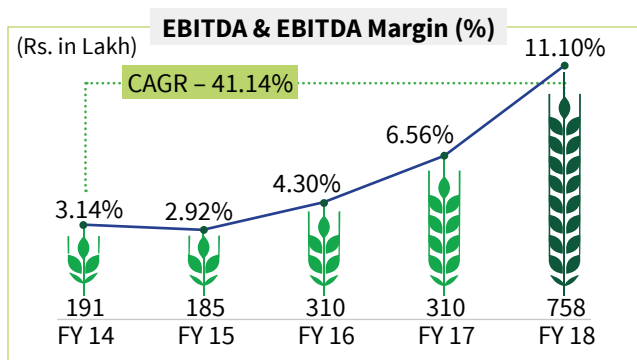
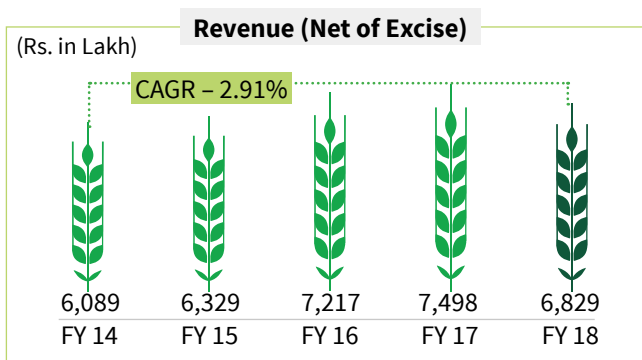
Super Crop focuses on complex solutions in the field of Agrochemicals through channelising the collective strength of more than eighty-five employees. We currently produce multiple products. The state-of-the-art facility has integrated process development with in-house R&D capabilities. We maintain an active research presence which has a dedicated team of scientists and chemists. With a focus on high-growth products and niche markets, Super Crop Safe manages a portfolio of more than 100 products. Strong technical capabilities in the areas of R&D, brand building and strong distribution presence in India help us chart a differentiated path for stakeholder's value creation.



# Facts & Figure



# Key Performance Indicators



# Milestone



Super Crop Safe Pvt Ltd was Incorporated on 9th February, 1987 and started operations in Gujarat

**1987**



Commenced Marketing Operation in Rajasthan & Punjab

**1989**



Converted into Public Limited Company

**1992**



Successful IPO – oversubscribed, listed on BSE on 31st July 1995

**1996**



Won notable awards like Gold Star Award from National Institute of Economic Development, New Delhi and Rajiv Gandhi Excellence Award from Institute of Economic Studies, New Delhi

**2000**



Started Marketing Operation in Haryana

**2008**



Started Marketing Operation in Madhya Pradesh & Maharashtra

**2014**



Launched Bio Division, and developed in the same year

**2015**



The Company added Excel Crop Care Ltd. to its clientele

**2016**



Mycorrhizal commercially introduced and MOU was signed with MAIDC

**2016**



Started new branch at Akola in Maharashtra

**2017**

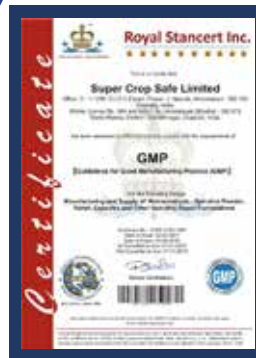


Started UP operations Launched new product "Trinetra"

**2018**



# Awards & Certifications



Udyog Ratna Award  
from the Institute of  
Economic Studies,  
New Delhi.



Waste Minimization from  
National Productivity  
Council, New Delhi.