



# CREATING VALUE

**SUPER CROP SAFE LIMITED**

34<sup>th</sup> Annual Report  
**2020 -2021**

# 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

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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.



(1971-2021)

**Mr. Nitin Patel**

Managing Director

"That man is a success who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of children; who has filled his niche and accomplished his task; who leaves the world better than he found it; who looked for the best in others and gave the best he had."



# CORPORATE IDENTITY

## About Us

Super Crop focuses on complex solutions in the field of Agrochemicals through channelising the collective strength of more than 80 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.

## Values



Creating friendly environment at work place



Catering customers with quality of supplies for value



Understanding farmers need for cost effective agri-inputs



Integrity in business

## Mission & Vision



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



# FACTS & FIGURE



**121+**

Product License



**34**

Years of Experience



**83**

Employee Strength



**2250**

Distributors



**8 States**

Geographical Presence



**20,693**

sq.yd. plant area



# Milestone

**1987** ➞

Super Crop Safe Pvt. Ltd. Incorporated on 9<sup>th</sup> February, 1987 and started operations in Gujarat

**1989** ➞

Commenced Marketing Operation in Rajasthan & Punjab

**1992** ➞

Converted into Listed Company

**1996** ➞

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

**2000** ➞

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



**2008** ➞

Started Marketing  
Operation in Haryana

**2014** ➞

Started Marketing  
Operation in  
Madhya Pradesh &  
Maharashtra

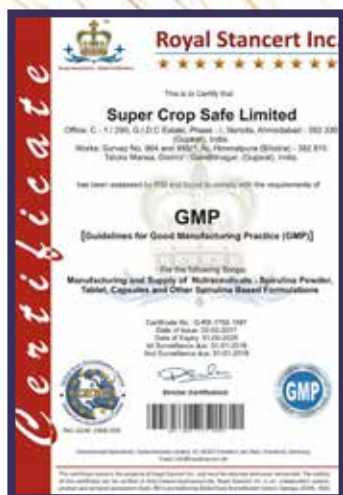
**2016** ➞

The Company added  
Excel Crop Care Ltd.  
to its clientele

**2018** ➞

Started UP operations  
Launched new  
product "Trinetra"

# Awards & Certifications







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



**Gold Star Award**  
from National Institute of  
Economic Development, New  
Delhi.

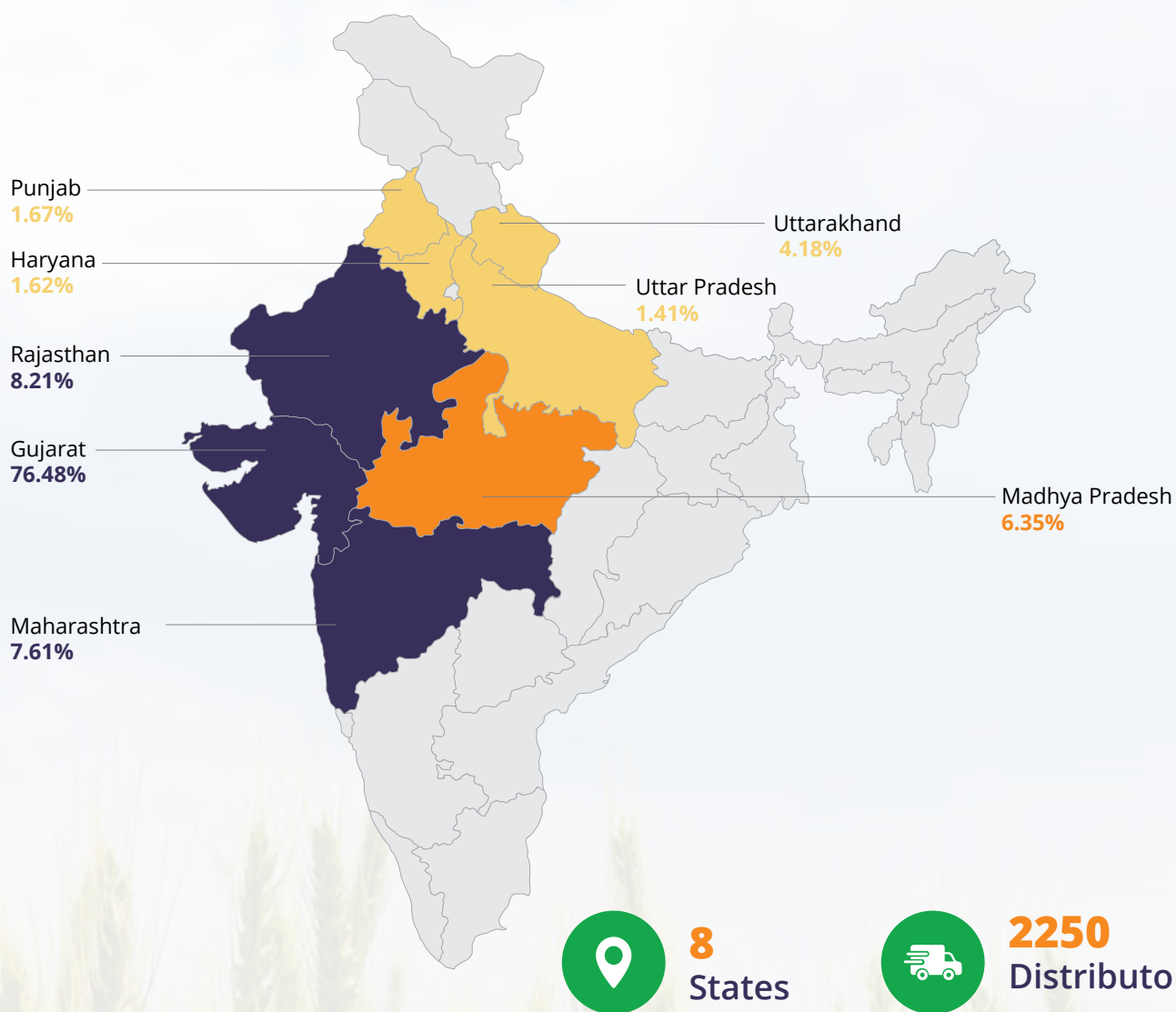


**Waste Minimization**  
from National Productivity  
Council, New Delhi.



**Rajiv Gandhi  
Excellence Award**  
from Institute of Economic  
Studies,  
New Delhi.

# Geographical Presence



	No. of States / UT	No. of Dealers / Distributors	No. of Offices / Stock points
North	4	490	3
West	3	1,480	4
Central	1	280	1
<b>Total</b>	<b>8</b>	<b>2,250</b>	<b>8</b>