

AGRITECH MARKET OUTREACH

Agritech ki Khad Khushali ki Bonyad

Agritech Limited markets its products under the Trusted Brand Name “**Tara**”, a name that is very familiar to the farming community in KP, Punjab and Upper Sindh. This is done through an extensive and loyal Dealer Network spread across the 3 provinces. Market Insights on Trends, Competitor Propositions and Farmer Preferences help formulate effective and targeted marketing strategies that increase sales and market share. Sales team maintain strong relationship with Dealers, and key Large Farmers. They address Customer inquiries and provide support to ensure Customer Satisfaction and continued Brand Loyalty.

INTERNATIONAL HORTI CULTURE EXHIBITION.

Tara Super Danay Dar

Agritech participated in a Hi Profile International event on January 28th & 29th at Expo Centre Lahore, which was the Centre of attraction for International Buyers, Local Farmers, Punjab Agriculture Department and General Public. The Company used this event for publicity of its Security Seal on TARA SSP bags that help farmers in identifying genuine bags from Counterfeit Product, through Farmer Dost App. This was highly appreciated by Farmers, International Visitors and Hi Officials of Agriculture Department of Punjab. A video was developed in Urdu and shared on social media for the benefit of the farming community.

GROW MORE COTTON CAMPAIGN

Agritech carried out a targeted "Grow More Cotton" campaign in Mianwali and Bhakkar (key consumption districts) to support Punjab Government's objective of motivating farmers to plant more Cotton and increase Cotton Production, enabling

local textile industry, and saving precious Foreign Exchange on imports. Seminars, Farmer Meetings, Farm Visits, Demo Plots were used to enhance build Farmer Knowledge and Capacity and enable them to get maximum Cotton Yields through balanced use of Company Brands. The campaign focused on importance of balanced nutrient management for optimal cotton growth and yield, and correct method and timings of Urea and SSP application to maximize nutrient uptake by cotton plants and minimize nutrient losses to the environment. Approx 20k acres of Cotton Crop was covered through these events. Agritech's efforts were recognised and appreciated by Local District Administrations.

GROW MORE WHEAT CAMPAIGN

During the Rabi season, Agritech in support of Punjab Agri Department carried out "Grow More Wheat" campaign to motivate farmers to increase Wheat sowing and make the country self-sufficient in Wheat Production thereby saving costly foreign exchange. Farmers of Mianwali and Bhakkar Districts were educated through Seminars, Farmer Meetings, Farm Visits and Demos on balanced use of Company Brands - Urea and Single Super Phosphate (SSP) to maximize Wheat Yields. Approx 50k acres of Wheat Crop was covered through these events. Wheat Crop literature was extensively distributed amongst the farming community.

FARMER DOST APP

Asli Bori ki Pehchan ab huey Asan

Agritech Limited launched and publicized **SICPA** Company's Farmer Dost App at all events and in Wheat Crop Literature to help guide Farming Community in identifying genuine Company SSP Brand

from counterfeits in Markets. A video in Urdu was shared on social media as well.

TARA UREA AVAILABILITY THROUGH “MODEL FARM SERVICES CENTRE” IN KP PROVINCE.

During 2023, the entire country witnessed Urea shortages, the brunt of which was borne by KP.

Agritech was requested by KP Agri Ext department, through the Federal Govt to support the farmers of KP by providing Urea Fertilizer at MFSCs - Model Farm Services Centres (which is a Farmer volunteer, Public Private partnership program facilitated and finance-shared by the government of KP), that eliminates the role of middle man. The Farmer is the direct recipient and gets to decide on the choice of Crop Input. MFSCs purchase Crop Inputs directly from Manufacturers beforehand, thereby protecting the farmer from market shortages and black marketing. MFSC is run through a Board of Directors, of which Secretary Agriculture, KP is the chairman, Director General Agriculture (Ext.) is Vice Chairman & Director MFSC is the Secretary of Board of Directors along with three other members as per MFSCs act 2004.

Agritech Limited liaised with Director MFSC (HQ) Peshawar and scheduled a program of Tara Urea supplies as per KP Govt Demand during critical times of Kharif & Rabi season of 2023-24. Agritech Limited supplied 91,700 bags of Tara Urea to MFSCs all across Plain and Hilly areas of KP during 2023. Federal Govt as well as KP DG Agriculture Extension and all the MFSCs have all been highly appreciative of the role played by Agritech in ensuring supplies and stabilizing market prices.



353C+HJ8, Havelian Gaoun, Havelian, Abbottabad, Khyber
Pakhtunkhwa, Pakistan

Latitude
34.053785°

Longitude
73.17171666666667°

Local 09:41:20 AM
GMT 04:41:20 AM

Altitude 884 meters
Sunday, 17.09.2023







Directorate General Agriculture Extension
 Khyber Pakhtunkhwa
 AGRICULTURE SERVICES ACADEMY CAMPUS (OLD ATI CAMPUS)
 University Road, Opp. Islamia Collegiate, Peshawar

No. MFSC 7236 / DGAE

Dated Peshawar, 2-4 2024

To,
 Mr. Zaheer,
 Regional Sale Manager,
 Agritech Limited

Subject: **LETTER OF APPRECIATION FOR SATISFACTORY SERVICES.**

I would like to express my sincere gratitude to Mr. Zaheer, Regional Sales Manager, Agritech Limited, for his kind collaboration with Agriculture Department Khyber Pakhtunkhwa regarding smooth supply of Urea in all Districts Model Farm Services Centers. This task couldn't have been successfully completed efficiently without your kind cooperation. This department has also received fantastic feedback/ facilitation regarding your contribution and efforts time to time till the completion of the given task. You set a great example of accurate goal-setting and efficient output. Your self-motivation, dedication and diligence are an inspiration for your team. Your optimistic attitude and good conduct, while at work, is motivating for your peers and senior colleagues alike.

Finally, we wish best of luck of his success and future endeavors.

Director MFSC (HQ)

No. MFSC _____ / DGAE

Dated Peshawar, _____ 2024

Cc: Head of Sales and Marketing Agritech Limited.

Director MFSC (HQ)



No. 2056 Dey:
 Deputy Director of Agriculture
 (Extension), Mianwali
 ☎ 0459-920095
 Email: deputydirector@mianwali.com
 Dated Mianwali the 11/08/2023

The Management,
 Agritech Limited,
 Iskanderabad,
 Distt. Mianwali.

LETTER OF APPRECIATION

On behalf of the Agriculture Department, Mianwali, I am pleased to acknowledge through this letter, the **remarkable contributions of Agritech Limited** to the 'Grow More Cotton' campaign launched by the provincial Government to ensure maximum cotton cultivation in District Mianwali in recent Kharif season.

We couldn't have achieved targets of the campaign without the effective collaboration with Agritech Sales team who arranged 22 farmer meetings across the district to provide technical advisory to the farmers to optimize the yield. In addition to this, Agritech sales team also installed 03 one-acre cotton demos in Piplan and supplied free Tara Urea and SSP to motivate the farmers.

On top of that, Agritech as usual distributed 11000 tons/220000 bags of Tara Urea to the farmers of Mianwali at controlled rate from 1st May to 10th August, 2023.

Once again, we appreciate conspicuous contributions of **Agritech Ltd** towards the agriculture sector of Pakistan's economy and its vital role in ensuring country's food security.

We hope for their continued support to the farmers of district Mianwali in upcoming Rabi Season and the years to come.

Deputy Director Agriculture
 (Extension), Mianwali

- CC:
1. The Worthy Deputy Commissioner Mianwali.
 2. The Chief Agriculture Officer/Director Agriculture (Extension) Sargodha Division Sargodha



