



## Mr. Jai Shroff attends The World Economic (WEF) Forum, Davos



Mr. Jai Shroff, Global CEO, UPL, was among the 100 Global CEOs of the Indian industry being invited by the Prime Minister of India, Shri Narendra Modi at WEF. At the WEF, Mr. Shroff interacted with many global leaders and discussed various socio-economic issues.



During the event Mr. Carlos Pellicer (1st from Left), COO, Global Innovation, UPL and Mr. Jai Shroff discussed the benefits of Zeba with Mr. N. Chadra Babu Naidu (1st from right), Chief Minister, Andhra Pradesh. Mr. Naidu has invited the UPL team to demonstrate Zeba's immense potential on the farms in his state.

## UPL launches RiceCo in Bangladesh



UPL launched RiceCo in Bangladesh in the presence of all its channel partners in Bangladesh. UPL also launched 12 products Affix, Kachi, Manzate, Cougar, Novofix, Saeta, Samar, Rondo, Lifeline, Eros, Mancor and Kris in Bangladesh.

During the launch event Mr. Farokh Hiloo, Global Sales Director, felicitated Mr. Iftekharul Alam, MD, UPBL and Mr. Samsul Huda, Chairman, Shetu Pesticides with Life Time Achievement awards.

**The UPL family wishes UPL Bangladesh Team the best.**



## CTC, the UPL partner in Sudan adds a new plant in Sudan

CTC, the UPL partner in Sudan inaugurated its new plant at their new complex. On this occasion, Mr. Jai Shroff was invited to attend the Inauguration Ceremony. CTC is the biggest company in Sudan and amongst the biggest in Africa with 300 Mn. US\$ as turnover. CTC and UPL have been partners over the last 20 years.

Mr. Jai Shroff is in a discussion with Mr. Ossama Faycal, the Minister of Investment and Mr. Elsadig Fadl Allah Sabah Alkhir, State Minister of Sudan.



## UPL conducts 5S Booster Drive at all Sites in India



'5S Booster Drive' was conducted across all Manufacturing Sites in India on 30th January 2018 with a purpose to motivate the team for following the 5S System for Workplace Management. 5S stands for, Sort, Set-In-Order, Shine-Standardize and Sustain. The theme of the Drive was "Swachh UPL" (Clean UPL) with an extension stating "5S Hamesha Hamare Liye" (5S for us always) and "Paanch Kadam 5S Ke Aur" (5 Steps towards 5S).

Mr. Sudeep Mathur, 5S Lead, Mr. Rajat Bhogal, Head HR - SCM and the Unit team established a uniform communication laying emphasis on 5S as the foundation for World Class Manufacturing (WCM). The booster drive witnessed celebrations with an overwhelming participation in the form of 5S Rally, Skit and various Competitions highlighting the benefits of 5S.





# Advanta Seeds opens new Biotechnology Center in the US

Advanta Seeds opened a new state-of-the-art biotechnology facility at College Station, Texas, USA. The new Biotechnology Center is a result of a ground-breaking partnership with Texas A&M AgriLife Research headquartered at Texas A&M University. Texas A&M AgriLife Research has been chosen for its premier and world recognised research in agriculture, natural resources and the life sciences.

The Advanta CS Biotechnology Center will support Advanta Seeds local and international research programmes.

"We are pleased to form this partnership and look forward to discovering new crop technologies to meet the challenges of an ever-expanding global population," said Dr. Craig Nessler, Director of Texas A&M AgriLife Research at College Station during the launch.

Bhupen Dubey, CEO, Advanta Seeds, said, "The completion of this new Biotechnology Center is part of our corporate commitment to farmers and food security.

The Center will accelerate Advanta Seeds research and development (R&D) capabilities for the company's key crops - sorghum, corn, vegetables, sunflower, canola and rice."

**The UPL Family wishes Advanta Seeds and Texas A&M AgriLife a bright future.**



## UPI donates to local groups as it prepares to open first plant in the US



*In the picture from left to right: William Freeman, Main Street Project Director; Tim Duke, Kingstree Fire Chief; Richard Treme, Kingstree Town Manager; Rafael Castro, UPI Plant Manager; David Brink, UPI Warehouse Manager and Praveen Thomas, UPI EHS Manager.*

UPI believes in becoming a part of the community wherever it is present in the world. Continuing the same passion, UPI which is in the process of setting up its first plant in the US, offered financial help to Kingstree Fire Department in the US for improvement and modernization.

**The UPL family is proud of UPI's noble initiative.**



# UPL Marketing Conclave 2017 on the theme of IMPACT

UPL's India Marketing team steered the first of its kind Marketing Conclave at Jaipur, the Pink City. Over 55 marketing team members from different Zones and the Head Office participated in the event.

The Marketing Conclave created a platform of learning and development for both the marketing teams of UPL and SWAL.

The Conclave gave the teams an opportunity to showcase their marketing achievements. At the event 11 winners were felicitated with the Certificate of Excellence in various categories.

The theme of the very first Marketing Conclave was "IMPACT" comprising Innovation, Merchandising, Productivity, Action and Customer Connect.

The Marketing Workshop conducted by Mr. Sameer Tandon, Regional Director, UPL India, and Mr. Anil Thomas, a renowned Business Coach propelled the teams to inculcate the learnings of Strategy, Innovation and Productivity in order to generate IMPACT for the Company.



## UPL Mexico Marathon team participates in the Marathon to spread awareness for good health



UPL Mexico launched Uplift, a health and well-being initiative with the objective to promote health awareness and well-being. There were 10 teams led by a captain and their step count was tracked for six months. To take it to the next level, the Mexico office team participated for the first time in the Marathon organized by the Ministry of Health promoting well-being in line with its objectives.

The Mexico office team are proud to have fulfilled this incredible challenge together and looks forward to the next step in their health promotion initiative.