Serving Over 2,000,000 Villages Across India

6,500 + Distributors
86,000 + Retailers

Creating Value For Farmers and Stakeholders

Energizing Earth
Aries Agro Limited is India’s first and most respected manufacturer of specialty plant nutrition solutions.

Since 1969, we have provided Indian agriculturists with several innovative concepts for farming. Our pioneering innovations include the wonder of Chelation Technology, biodegradable complexes of plant nutrients, water soluble NPK fertilizers, value added secondary nutrients, natural & biological products and water treatment formulations.

Our products provide all the 16 plant nutrients required in agriculture, customized for the specific needs of 107 different crops. Our 85 brands have been successfully tested at over 100 Research Institutions in India and abroad. Currently our products are trusted and used by over 8 million farmers across 2,00,000 Indian villages and in 6 other countries in the Middle East & the SAARC Region.

Aries has been at the forefront of innovation in introducing world class, cost effective products at the doorsteps of Indian farmers. We have a team of over a 1000 professionally trained staff to manufacture and promote our product concepts and next-generation crop nutrition practices.
Aries has the largest manufacturing base for Speciality Plant Nutrients in India with a capacity of 84,600 MT per annum spread out over 6 manufacturing units located at: Mumbai, Hyderabad, Bengaluru, Kolkata, Lucknow and Ahmedabad.

In addition, we have our subsidiaries operating in the U.A.E. with 2 manufacturing units located at Sharjah (for Chelated Micronutrients) and Fujairah (for Sulphur Bentonite). The capacity of our overseas units totals to 70,000MT per annum. Our state-of-the-art manufacturing units use indigenous technology developed by our R&D team and heavily rely on automation.

Our total production capacity is in excess of 1,50,000 MT per annum.
Since its inception, the Aries R&D team has been focused on new product development in the area of Chelated micronutrients and speciality fertilizers. We have developed crop specific & soil specific formulations of micronutrient complexes, specifically aligned to the requirements of over 100 crops and varied geographical conditions. We also have strong working relationships with all the key Agri-Universities & Research Centers who conduct trials on our extensive product range. Through these relationships we extensively utilise their research centers and trial plots to test product usage and efficiency.

In addition, we continuously collect soil sample data from various states using testing facilities located at all our manufacturing units and mobile soil testing equipments. Tracking dynamic soil deficiency trends has helped us reformulate our products and their composition in order to always remain ahead of commonly available brands in the market. Our R&D Labs also ensure stringent checks on the quality parameters of our entire product range including raw materials, in process materials, finished goods and shelf life tests.

Our Quality Management System is ISO 9001:2008 certified
Aries has a comprehensive distribution network spread across India. We operate a distribution channel comprising 6500 distributors and 86,000 retailers which serve 8 million farmers.

Our distribution reach is present in two out of every three major fertilizer consuming districts of the country. Aries is equipped with a strong team of highly skilled, trained and qualified sales staff numbering over 1000 skilled to promote concepts and speciality agricultural inputs across 23 States covering 2,00,000 villages.

The Company also has a wide network of branches in India and abroad. Aries has expanded its global reach by utilizing the manufacturing facilities in U.A.E. for producing its flagship range of chelated micronutrients, water soluble NPK fertilizers and Sulphur Bentonite. We have invested in Global Harvest Middle East FZC and Amarak chemicals, which is Asia’s largest manufacturing unit for Sulphur Bentonite. Our investments in the U.A.E. will help Aries increase its market penetration within Middle East, SAARC regions and also tap North African and European markets in the long term.
Chelation is the most advanced delivery system for crop nutrition which converts metal nutrients (Zinc, Iron, Copper, Manganese, Magnesium etc.) into inert, water soluble compounds. Being inert, the chelates are incapable of any harmful chemical reactions once applied to the soils and crops. This protects the fields from harm caused by inorganic and commodity fertilizers. Since Chelates remain inert till they are absorbed into the plant system, there is zero wastage and a reduction in dosage of up to 20 times. Thus a farmer applies only 500 grams of a Chelate versus 20 kilos of a sulphate of similar nutrient. Despite the low dose of Chelates, yields are reported to increase by an average of 30%. Cost benefit as a consequence is very favourable, with a farmer gaining on average ₹6 for every ₹1 invested in Chelated nutrients. Moreover, once the delivery of the nutrient is completed, the free ions of Chelating agents also help clean up the root zone by converting heavy metals and toxins into inert compounds rendering them incapable of causing any further harm to crop and soil systems.
In addition to the flagship range of Chelates, Aries has introduced an India-first innovation recently by producing Bio-degradable variants of crops nutrients that leave zero residues on soils and crops within 14 days of application. This not only provides the benefits of inert compounds, but post delivery of nutrients, leaves zero residues making the farmers’ output more exportable, thus enabling Indian farmers to compete in the world markets. We have used soya protein to chelate crop nutrients providing a safe, value for money natural alternative to providing crop nutrition.
Aries has also tapped India and the world for the best sources of naturally available minerals for application on Indian soils and crops. Aries brings a unique source of Boron, Sulphur, Calcium and Potash fertilizers to the doorsteps of Indian farmers that have their origins in the volcanic rocks of South America.

Coming from the core of the igneous rocks formed in Chile, Aries sources mined, zero chemical, natural mineral fertilizers that are applied to Indian soils, especially on horticulture, plantation and oilseed crops.

We have also introduced India's first herbal milk booster for dairy cattle, an Ayurvedic formulation of 16 unique herbs that increases the yield of milk and butter fat content in milk.
The company’s entire range of 85 brands is environmentally safe and many products have been certified as organic. All our factories produce zero effluents. To further demonstrate our commitment to preserve the environment, Aries now packs its flagship brands in water soluble packaging. Our unique “single spray tank dose packs” are packed in pouches that self-dissolve in water, yet another pioneering Aries effort in the Indian nutrition industry. This eliminates the use of aluminium foil and plastics. Currently used to pack the bio degradable chelates and the company’s flagship zinc Chelate, Aries will be progressively using this innovative packaging for all compatible plant nutrition brands.
Spray water quality in India is extremely poor. As a result of highly alkaline water sources, farmers are unable to derive the maximum benefit from the agrochemicals that they are applying on their crops and soils. Aries has a unique water treatment formulation that not only indicates the pH of the water to the farmer, but addition of subsequent drops to the spray water corrects the pH of the spray solution and changes the colour of the water till a point that it reaches a pink shade. This demonstrates in a simple manner to farmers that the water has reached a pH level that makes it safe to use. As a result of this product, usage of harmful insecticides and other chemicals can be reduced by an average of 33%, reducing costs and saving the farm ecosystem from unnecessary harm.
Overseas Manufacturing Facilities
Fujairah, UAE

amarak chemicals fzc

Asia's largest producer of Sulphur Bentonite - Production capacity of 60000 MT
Overseas Manufacturing Facilities
Sharjah, UAE

Golden Harvest Middle East FZC

Our first overseas factory for Chelated Micronutrients
- Production capacity of 10000 MT
The company has a total of 85 brands all of which use common branding parameters. Integrated marketing efforts actively involve the trade channel by using display festivals, merchandising contests, etc. There is also a pre-planned usage of high impact rural media including radio, cable television, close circuit television in railway and bus stations, newspaper ads, road shows, nukkad/nataks, point of purchase material, shop counter display gates, LCD Monitors and presentations, rural retail vehicles, cinema ads, etc.

The marketing activities are primarily focused on concept development using systematic demonstrations, farmer contact programmes, customer training and knowledge sharing initiatives. This is achieved through regular staff interactions and focused extension services as well as through the Young National Farmer’s Network conceptualized by Aries. As knowledge grows and farmers experience the agronomic and economic benefits of the use of the Company’s range of products, customer trust is reinforced and sales grow. The Company has always been identified as a speciality plant nutrition company and has focused on introduction of new products in line with this philosophy. This has helped keep the product range distinct in the customer mind space.
Unique in its architecture, the Yi Aries Agro Young Farmers Network involves 10,000 young farmers (25 to 40 years of age) in knowledge sharing activities. The purpose of the network is to utilise knowledge as a catalyst for rural development and improving farm productivity, thus enhancing farmer incomes. The activities are jointly carried out by Yi & Aries and involves all stakeholders, namely the government, industry, farmers, agri researchers and scientists, universities and agri students in sharing best practices and exposing unique crop management techniques. The activities involve farmers meeting (Suryodaya), sessions in Rural schools to spread awareness among high school students of best the agri technology and practices. (Bal Krishak Sambodhan) and connecting farmers and university professors to share latest agri research (UniConnect). The network also provides crop advisories using mobile text messages, soil testing services, trains post masters in 750+ post offices to disseminate information in remote communities, and conduct a series of flagship national conferences, called Agromax. Aries Agro and the Yi farmers network is also undertaking research work aimed at putting together the first ever Indian Good Agricultural Practices (Indo-GAP) document covering key crops grown in India.
Way back in 1969, a couple of very dynamic and ambitious people, Dr. T. B. Mirchandani and Mrs. Bala Mirchandani, decided to prove to oneself and the world that what they could achieve as employees of large multinational companies is much less than what they could do for themselves. Dr. TBM, a Doctorate in Veterinary Medicine, was handling the Animal Health division of Boots Pharmaceuticals Ltd., while Mrs. BM was handling the marketing department of Vick Products Inc., the company that had launched the now famous Vicks Vaporub in India. Both, the technical expertise and the marketing savvy existed with these two daring individuals and their determination culminated in the birth of Aries in November 1969. The Aries team continues to work tirelessly towards the mission and vision of its Founders.
Dr. Jimmy Mirchandani, Chairman & Managing Director
Dr. Jimmy Mirchandani is a Bachelor of Veterinary Science & Animal Husbandry from Konkan Krishi Vidyapeeth-Agri University. He has been conferred “Bachelor of Laws” by Mumbai University. Dr. Jimmy Mirchandani is with Aries for over 35 years; more particularly involved with the development of new products. He looks after the day-to-day operations, finance and overseas expansion of the Company. He was instrumental in propelling Aries Research into the Chelation area. He was also the President of Indian Micro Fertilizers Manufacturers’ Association of India (2001-2005).

Dr. Rahul Mirchandani, Executive Director
Dr. Rahul Mirchandani is a Ph.D. in Management Studies, Master in Business Administration and a Chartered Financial Analyst. He has been a Visiting faculty at over 50 Business Schools in India and has designed and taught courses in marketing, Rural Marketing, Economics and Finance at IIM Ahmedabad, NMIMS, Mumbai and the University of Mumbai. He has held several key positions within the Confederation of Indian Industry’s Young Indians including Past National Chairman, Chair of International Relations, Partnerships and Next Practices at CII’s Young Indians and is a member on CII’s National Agriculture and Innovation Councils. Rahul is also the Founding Chairman of the Commonwealth-Asia Alliance of Young Entrepreneurs and heads the Governance Committee of the G20 Young Entrepreneur Alliance. He heads the marketing activities of the Company since 1999.

Mr. Akshay Mirchandani, Director
Mr. Akshay Mirchandani holds a Master in Business Administration from the University of Canberra, Australia and is a Commerce Graduate from Swami Vivekananda College of Commerce, Arts & Science, Bombay. He is a Director in the subsidiary Company, Golden Harvest Middle East FZC and also a Director of M/S. Amarak Chemicals FZC. He looks after the UAE operations of the Aries subsidiaries.
Awards

Certifications

Certification

Quality Management System

Awards

Listed Amongst The Top 500 Indian Manufacturing Companies For 2011

“Trailblazers Brand Innovator Award 2010” As The Best Brand In The Agricultural Inputs Category

“Awarded For "Model Labour Relations In The Small Scale Sector"

Among The 10 Agri Business Companies Selected To Showcase Agri-innovations @ Indo-US Agri Expo

Ranked 27th Among The Mid-size Companies In 2007

Special Recognition

Other Achievements

The National Unity Award From The Government Of India

Academy Of Grassroots Studies & Research Of India – Bharat Ratna Rajiv Gandhi Yuva Shakti Award – 2011

Listed Amongst The Top 100 Best Employers Of India By Hewitt Associates And Business Today In Their 2004 Survey

American Biographical Institute - Bestowed with “Distinguished Leadership Award”
Innovating Environment Sensitive Products
Aries has introduced for the first time in India, a range of 4 biodegradable chelates which ensure residue free crops within 15 days from application. We have also introduced 5 zero chemical products which are natural amino acid based chelates, which use soya protein as a natural chelating agent. These initiatives have been extremely well received by the farming community.

With our range of single dose, dissolvable sachets we have moved beyond environmentally sensitive products, to include eco-friendly packaging for key brands.

Empowering The Society With Superior Knowledge
We have impacted the lives of millions of farmers, rural children and youth by exposing them to best practices in crop nutrition management using study tours, workshops and also connecting them with Agricultural Universities and Research Stations. The Company is also engaged in best practices sharing with students from 10 Rural Schools in order to prepare future farmers.

Philanthropy
Aries has been constantly supporting initiatives including Dignity Foundation, Mumbai, which offers community services, life enrichment, knowledge sharing, shelter and advocacy for elderly persons and Srishti Foundation, Andhra Pradesh, which feeds nutritious meals to thousands of elderly persons and children in the Kakinada District of Andhra Pradesh.

Soil Testing Services
Through our analytics labs and mobile soil testing units we make the farmer aware of soil health and the specific nutrient needs of their farms.

Providing Advisory Services
Farmers were also provided with commodity prices, crop advisories and weather alerts throughout the year using mobile phone text messages. Aries has partnered with the Multi Commodity Exchange of India (MCX) to provide deferred live commodity prices over the Internet and also to participate in the MCX Grameen Suvidha Kendra (GSK) project.
Down the Memory Lane
Present Perfect
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