



F.NSE/QPA/3207
24th September, 2020

Listing Department
National Stock Exchange of India Ltd.
'Exchange Plaza', Bandra Kurla Complex,
Bandra (East), Mumbai – 400 051.

Ref: **Scrip Code- ARIES**

Sub: **Chairman's Speech at the Annual General Meeting held on 24.09.2020**

Dear Sir,

Enclosed herewith please find a copy of the Chairman's Speech delivered at the 50th Annual General Meeting of the Company held on Thursday, 24th September, 2020.

Kindly take the same on your records.

Thanking You,

Yours faithfully,
For **ARIES AGRO LIMITED**



QAISER P. ANSARI
COMPANY SECRETARY & COMPLIANCE OFFICER

Encl: as above

CHAIRMAN'S SPEECH

Thank you for the updates.

I shall now share my views on the performance of the Company during the Financial Year ended 31st March, 2020 and its future plans.

Good evening and welcome to the 50th Annual General Meeting of your Company.

I take this opportunity to thank you all for making it convenient to attend this meeting.

The Annual Report, including the Audited Accounts of the Company for the year ended March 31, 2020 has been with you for some time. With your consent, I shall take it as read.

Aries is 50. Evolving from a dream of two individuals to a thriving globalized organization of over a thousand people, the metamorphosis of Aries has been phenomenal. We have evolved into a strong, vibrant and tough organization. Speed, Scale and precision define our core, with values, trust and unity defining our spirit.

Aries is unique. We are our people, our products and our purpose. Each of these elements within our organization is rare and hard to easily imitate. Our people have a singular goal – to deliver the world's best to India's farmers – using their knowledge, skills and enduring energy. Our products are an unparalleled, comprehensive range of specialty plant nutrition solutions, made to exacting world class standards but customized to uniquely Indian conditions. Our purpose is clear – sustainably build farm incomes and crop productivity and provide prosperity to the Aries family and livelihoods in the markets we serve. Collectively, we are custodians of a proud legacy and creators of a brilliant future.

Let me now review your Company's performance in 2019-20:

The Company is part of the growing specialty plant nutrition industry, which is a niche sector within the crop nutrition segment of agricultural inputs. During the year under review the monsoon was at 110% of the LPA (Long Period Average). Only 5 out of 36 Sub-divisions recorded deficient rainfall. This implies that 85% of the total area of the country received normal or above normal rainfall. This favourable situation continued in July, August and September 2019 after a slightly late monsoon onset during June 2019. Even the Rabi season had favorable reservoir levels and the Company was able to secure winter season business as planned. However, during the month of March – starting March 22nd 2020, the nationwide lockdown due to Covid-19 pandemic began and this affected the financial year end business to negligible extent. Effectively the sales for the year closed by 21st March 2020 since nothing was open past this day. On a standalone basis, the Company's gross revenue increased by 15.98% from Rs.320.31 Crores to Rs.371.50 Crores. On a consolidated basis, international sales were suspended due to non-manufacturing in UAE facilities.

CAPACITY UTILIZATION

The total capacity utilization currently stands at 62% of the total installed capacity of 95,400 MT p.a. in India. During the year under review, import substitution continued due to full scale manufacturing at Hyderabad and Chhatral facilities of items that were previously imported. The manufacturing unit at Fujairah, UAE began the process of securing power connection and restarting the machinery for manufacturing of our products. However, due to lockdown conditions, the commencement of production will be delayed by few months. However, it is expected to commence operations in 2020-21. In the meanwhile, fixed costs have been reduced to bare minimum in UAE. Increased focus on the strengthening of the Indian manufacturing base has been extremely beneficial to improve the profitability of the Company.

COST CONTROL

Stringent cost control measures strengthened with a continued focus on domestic manufacturing showed increase in profitability (PAT) by 4.78%. On a consolidated basis, consolidated PAT showed an improvement in line with domestic business.

GLOBAL BUSINESS

Distributors in Nepal have put up their own manufacturing unit to support and increase sales and distribution network of Aries Products throughout Nepal. Your Company endeavours to create an export market in other countries and is confident of increasing exports. We also recently concluded our International Business Convention which was attended by potential buyers from Nine countries.

CORPORATE SOCIAL RESPONSIBILITY:

Aries continues its tradition of carrying out a range of activities that spread knowledge and adoption of farming best practices in the markets that Aries functions in. During the year, we emphasized more on higher standard of living and sustainable environment. Accordingly we had initiated unique programmes viz. **EIQ (Environmental Intelligence Quotient)** EIQ is a test for both the faculty and kids of schools to create awareness.

Food for Health: Combating Hunger: Aries Foundation Day was marked on 27th November 2019 with Annadanam across the country with Aries Staff in 23 States feeding 1,10,770 number of people in 171 locations with food prepared using crops grown by Aries farmers. The objective was to combat hunger in remote areas and towns across India.

As there was a rising demand for our unique programmes - Aries Green Cups (unique concept of soil-less cultivation) and Aries Water Wheels (an endeavor to effectively delivery potable water over long distance), we continued this activity during FY 2019-20 also.

In addition to the above, Aries' extension team continues to strongly advocate good agricultural practices in all states of India. The activities are conducted under the supervision of Agronomist and Agricultural Research Institutions throughout the year. 32,232 knowledge dissemination activities including farmers meeting were undertaken impacting 1,45,000 number of farmers and these activities exposed farming community to latest plant nutrition concepts.

The Company also provided fees and scholarships to students in addition to series of awards to meritorious students. The Company's Call Centre based in Vijayawada continued to provide answers to farmers' queries on integrated nutrient management, pest management, soil health and post-harvest management.

The Company in coordination with GOONJ transported relief materials to Kolhapur, Maharashtra for distribution to the flood affected people.

We will now present a short slideshow covering our CSR activities during the lockdown period – reaching out to affected communities & for Covid relief work.

PROMOTING DIVERSITY:

We actively promote an equal opportunity work place across the Company. At three of our locations, we have been successful in creating a gender balanced workforce with 42% of women at our Corporate Headquarters in Mumbai, 40% of women at Pashamylaram factory and 33% of women at our Chhatral Unit. We will continue to strive to create such work place diversity at all our locations.

RECOGNITION

The Indian Chamber of Food & Agriculture conferred on the Company the prestigious India Agri Business Award 2019 for consistently serving the Indian farmers. Felicitated by Zee Business as the “Company of the Year 2019 – Agriculture – Dare to Dream Growth Matters” for our outstanding contribution in the Agri sector. For Fifteen consecutive years Aries Quality Management System was audited and certified as NS-EN ISO 9001:2015 with zero non-compliance report showing complete adherence to international quality standards.

Your company has also been listed last week as one of the TOP INNOVATIVE BUSINESS MODEL’s during Covid-19 under the category of innovation in Customer Interface by CII Food and Agriculture center of excellence, NABARD & the ministry of fertilisers Govt. of India.

OUTLOOK FOR 2020-21

The year 2020-21 is a land mark year immediately following our Golden Jubilee and the Company being classified under “Essential Commodities” continued to function from April 2020 with workforce as per the lockdown norms. The demand has been extremely strong and by adding several locations in addition to the existing factories, the Company has been able to meet the demand of farming community across India despite lockdown conditions. The year 2020-21 Annual Distributor’s Meet was conducted online with a record number of close to 850 dealers connecting from 26 states on video conferencing platform on 19th April 2020. This was followed by App only bookings for the year 2020-21 with record booking of Rs. 620.51 Crores conducted entirely online. We are sure with a conversion of 70 – 75%, expect to achieve Gross revenue of Rs. 440/- Crores in the FY 2020-21. In the current year we shall also introduce high density Zinc tablets, high density NPKs, Neem Oil, small range of Pesticides and specially designed nutrients for urban gardens and hydroponic farms. During the lockdown period, digitization of the entire Company and several processes was completed way ahead of schedule. This included sales, marketing, admin and accounts departments. Automation also assisted in business continuity at the manufacturing facilities and we were able to function with prescribed levels of workforce as notified at various times by the Govt. of India and various State Governments. Despite the lockdown, Vijayawada unit construction was completed ahead of time and machineries is expected to be installed and production to commence during 2020-21. Our R&D farm at Raipur is currently producing 4 crops including Moringa, Turmeric, Cucumber and Tomato. The construction of the first phase of our manufacturing facility at Raipur will also be completed towards the end of 2020-21.

Our goal of achieving 100% recyclable packaging has already been achieved and new sustainable packaging solutions are being continuously identified for our flagship brands

Through its products and passion, Aries continually demonstrates that it is a responsible corporate citizen, working hard to retain the delicate balance of nature and the development of communities where it works and grows.

ACKNOWLEDGEMENT

Your Company’s new initiatives could not have come about without the active involvement and support of its staff members. Our staff is aware of the challenges and has fully embraced the Company’s principles. The customers have been extending their patronage and we are confident of their support for the coming year also. The Board of Directors places on record its appreciation for continued support and guidance received from the Government of India, RBI, SEBI, other Regulatory Authorities, various Financial Institutions, Banks and correspondents in India and abroad.

Before I conclude, I would like to thank the Shareholders once again for today's turnout and for their interest in the Company.

I would also like to thank each one of you personally for your confidence in Aries. Together, we will ensure that your Company grows further in the year ahead.

★★★★★★★★★★

ARIES UNSTOPPABLE

Navigating Through Covid-19



On 22nd March 2020

Government announces the Lockdown across the country



Need of the time was National Lockdown, except for
Essential Services

And it was most crucial to support the backbone of
Indian Economy, who are...



Our Farmers

We were determined to fight this pandemic...







Continuous Sanitization
of Aries Premises











COVID -19 Antibody Test Camp



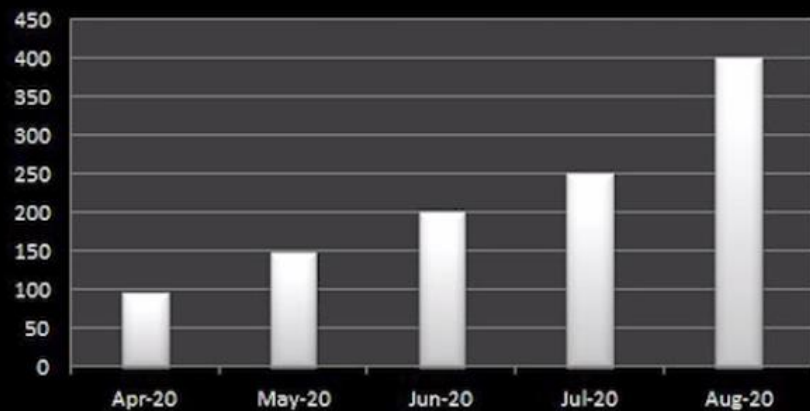


SWAB Test conducted for
Aries Family

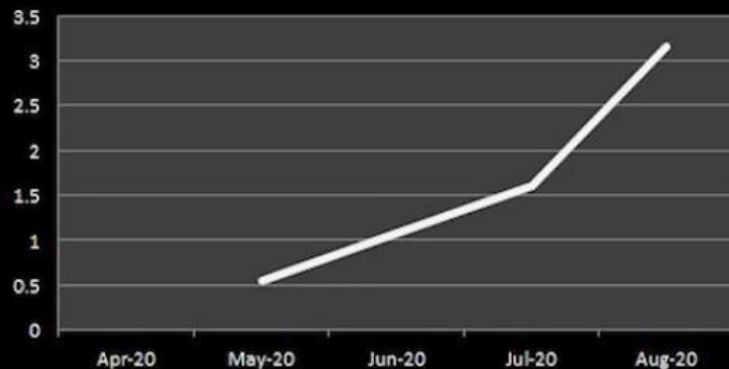
Inspite of many challenges, entire Aries' staff & workers
relentlessly worked to suffice the market demand



Aries staff

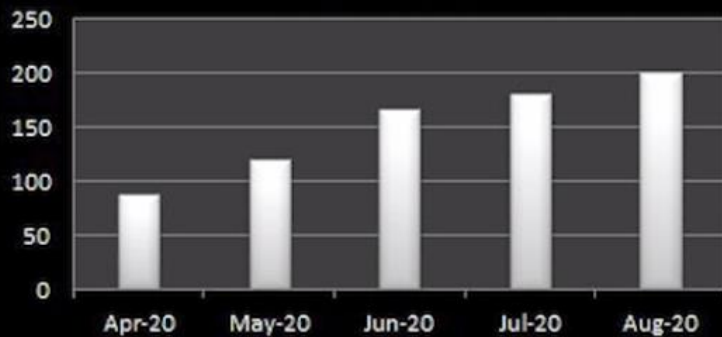


% Increase

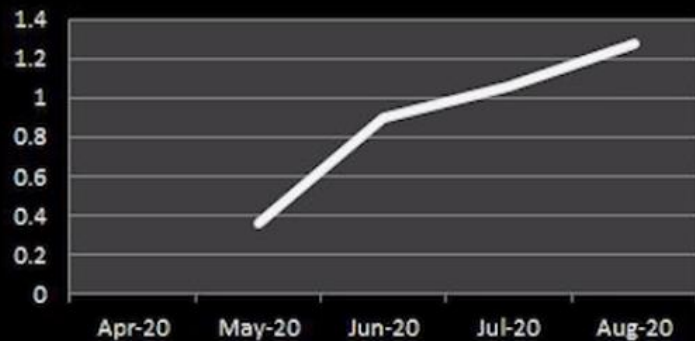


Attendance of **ARIES STAFF during Lockdown Period**

Aries Workers



% Increase



Attendance of **ARIES WORKERS during the lockdown period**

The Q1 results of the company (Apr-Jun 2020) showed an increase in sales of approx. 34%



Mumbai Factory



Chhatral Factory



Hyderabad Factory



Lucknow Factory

Product specifications

Employee Tag

- Form factor: **Wristband or Lanyard attachment**
- Beacon size (excluding attachment): **36mm dia x 11mm thick**
- Weight of beacon incl battery: **9g**
- Ingress protection: **IP66**
- Replaceable battery: **CR2032 3V (220 mAh)**
- Expected battery life: **3+ months**
- Bluetooth chipset: **Nordic BLE 5.0 nrf52**
- Marking on casing: **2D code with UID: MAC address**



Proximity Sensors on the
Factory floor for
Contact Tracing



This pandemic couldn't stop us from celebrating our festivals together (while taking all the precautions, of course)



RAKSHABANDHAN



INDEPENDENCE DAY



GANESH CHATURTHI



ARIES LOCKDOWN EXEMPLARS

When India was Locked Down...They Stayed On Duty Supplying the Farmers of India with Aries Essential Agricultural Inputs

Physically Detached but Digitally Attached



Aries Marketing Team



www.ariesagro.com

 aries agro limited

#AriesEverywhere

ARIES AGRO CREATES HISTORY TO MARK ITS GOLDEN JUBILEE
 856 Aries Distributors and Dealers from villages in 26 States across the country connected for the
 FIRST EVER ALL INDIA VIRTUAL DEALERS CONFERENCE IN INDIAN AGRIBUSINESS
 Thank You to the unstoppable Aries Family for an unforgettable day of discussions

Aries connected 856 dealers across 26 States on to a digital platform for the Annual Dealers Convention. This was record-breaking first of its kind digital customer convention, followed by a 100% digital booking bazaar and flash sale.



Aries Staff Training

Average of 198 field staff in 4 phases were trained for over 30 days on new products and enhancing technical skills

Total number of Products covered : 43 Products

Total number of Hrs : 86 Hrs

paytm



BHARAT
UPI  
UNIFIED PAYMENTS INTERFACE

**all payments were made digitally to avoid
physical contact**

Energizing Earth... Energizing You...

Since 1969

Corporate Social Responsibility

50000 Mask Distribution in 18 States









Aries Sanitization tunnel across 10 States in crowded public places

5000 Immunity Booster Kit distributed in Hyderabad

Immunity Booster kit contains Vitamin &
Zinc Tablets and Sanitizer





**During the lockdown people were facing
difficulty to buy even the essentials**





यहाँ २.३ महिनोसे सबकुछ कम
पड़ रहा था शुक्रिया एरीज
एग्रो.
गोवंडी



Food Distribution to Migrants







**1000 PPE Kit for
our Saviours**



**700 Face Shield for
our Saviours**

**Covid -19 Antibody Test Kits for
400 beneficiaries**





Energizing Earth... Energizing You...

Since 1969