



05<sup>th</sup> November, 2025

National Stock Exchange of  
India Limited  
Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex,  
Bandra (E)  
MUMBAI - 400 051

BSE Limited,  
Floor 25, Phiroze Jeejeebhoy Towers,  
Dalal Street  
MUMBAI - 400 001

Dear Sir/Madam,

Company's Scrip Code in BSE : 543530  
Company's Symbol in NSE : PARADEEP  
ISIN : INE088F01024

**Sub: Press Release - Paradeep Phosphates Onboards Rahul Dravid as Brand Ambassador to Champion Innovative and Sustainable Farming Solutions**

With reference to captioned subject, we enclose a copy of the press release issued by the Company.

This is for your information and record.

Thanking you,

Yours faithfully,  
**For Paradeep Phosphates Limited**

Sachin Patil  
Company Secretary

Encl: As above

**PARADEEP PHOSPHATES LIMITED**

CIN No.: L24129OR1981PLC001020

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## **Paradeep Phosphates Onboards Rahul Dravid as Brand Ambassador to Champion Innovative and Sustainable Farming Solutions**

**~ Rahul Dravid's discipline, trust, and reliability echo PPL's commitment to empowering India's farmers—together forging a winning partnership**

**~ Launches two integrated campaigns — “Kheti Ka Game Changer” to promote Nano Fertilizers and “NPK & Organic Fertilizers Ki Winning Team” to encourage Balance Fertilisation for Quality Yield**

**Campaign YouTube Links:**

**Nano DAP - <https://youtu.be/7Pu4Vjt9mY>**

**Balanced Fertilization - <https://youtu.be/6laiL4HJQSg>**

**Bengaluru, India, November 05th, 2025:** Paradeep Phosphates Limited (PPL), one of India's largest private sector fertilizer producers, today announced cricketing legend Rahul Dravid as the company's brand ambassador across its product portfolio. The association aims to bring together two names synonymous with trust, discipline, reliability, and performance — values that define both Rahul Dravid's illustrious career as well as PPL's long-standing commitment to the farmer community.

Rahul Dravid's image of discipline and trust aligns with Paradeep Phosphates' farmer first approach. The association also marks the launch of two nationwide campaigns — “Kheti ka Game Changer” for Jai Kisaan Navratna Nano Shakti Nano DAP, and “NPK and Organic Fertilizers ki Winning Team” for Paradeep's NPK and organic fertilizer range. The campaigns use simple cricketing analogies to explain agronomy. The creative mirrors Dravid's character as a coach and mentor, drawing parallels with a farmer's role of nurturing. Having inspired young players to reach their potential, Dravid now guides farmers to choose the right fertilizer for stronger yields. The films aim to make technical and complex concepts easy to follow and to drive adoption at scale.

These integrated campaigns will be featured across television, digital, and print to reinforce the company's commitment to educating farmers on the use of innovative and sustainable farming practices, with the aim of reaching farmers across the country.

**Mr. Suresh Krishnan, Managing Director & CEO, Paradeep Phosphates Limited,** said, “We are pleased to welcome Rahul Dravid to the PPL family. His unwavering integrity, dedication and consistency truly reflect the values we uphold at PPL, making him a perfect representative for the brand. Rahul embodies the principles we bring to farming — trust, consistency, and an evidence-led approach. Just as he has guided teams to success through patience and strategy, our products — from Nano fertilizers to balanced nutrient solutions are designed to help farmers achieve better yields and adopt sustainable practices. Together, we aim to empower every farmer to become a ‘game changer’ in their own field, helping them achieve not just higher yields but winning outcomes, season after season.”

**Commenting on his association, Rahul Dravid,** said, “I'm delighted to partner with Paradeep Phosphates, an organization deeply committed to advancing Indian agriculture. Farmers and sportspersons share a similar mindset, as both rely on patience, timing, and the right support systems

to succeed. I'm proud to work with PPL to help farmers make practical choices and to be part of an initiative that empowers our farming community".

Jai Kisaan Navratna Nano Shakti Nano DAP – developed by PPL's sister company, Zuari FarmHub Ltd (ZFHL) with TERI's nano biotechnology – has shown improved nutrient efficiency and higher yields across ICAR, SAU and KVK trials. Nano Urea trials also indicate that foliar application can reduce conventional urea use while maintaining productivity. The campaign "Kheti ka Game Changer" communicates how nano formulations deliver millions of bio-compatible nanoparticles per drop for faster, more efficient nutrient uptake — enabling better absorption, reducing wastage, and improving crop yield. Just as Dravid's leadership has been instrumental in driving winning strategies on the cricket field, the use of Nano DAP is positioned as a true "game changer" in farming.

Commenting on the development, **Mr Madan Pandey, MD & CEO – ZFHL**, said, "We are pursuing a long-term goal for sustainable farming and the development of Nano products, in collaboration with TERI, is a step towards that end. Our association with Rahul Dravid will help in giving the required fillip to the nano fertilisers".

The Balanced Fertilization campaign uses a cricketing "team" analogy to explain balanced nutrition, emphasizing that the right combination of Nitrogen (N), Phosphorus (P), and Potassium (K) ensures soil health, root strength, and overall crop resilience. It showcases key products as team players — Jai Kisaan Navratna 20:20:0:13 as the Captain, TSP 46% P as the Star Opener, and NPK 19:19:19 as the All-Rounder. Supported by the PM PRANAM Yojana, it also promotes the use of organic fertilizers as the "Mitti ke Rakshak" that enrich carbon content and preserve soil fertility.

**Mr Harshdeep Singh, President & CCO, Paradeep Phosphates Limited**, echoed the upbeat sentiment of the sales & marketing team of PPL. He said, "While PPL has been pursuing the goal of balanced fertilisation through a number of farmer-connect and channel partner engagement programs, our association with Rahul Dravid, who is known as Mr Dependable, fits in well with PPL's reputation in the market. We are expecting the campaigns to create awareness among large number of farmers and reap positive results for the company".

#### **About Paradeep Phosphates Limited:**

Paradeep Phosphates Ltd (PPL) is a leading company in India's phosphatic fertilizer industry, with a total production capacity of 3.7 million metric tonnes (MT), including 2.9 million MT of phosphates and 0.8 million MT of urea. Its three manufacturing units in Paradeep, Odisha (1.8 million MT), Zuarinagar, Goa (1.2 million MT) and Mangalore, Karnataka (0.7 million MT) produce a wide range of fertilizers, including DAP and various NPK grades (N-10, N-12, N-14, N-19, N-20, N-28), as well as urea. PPL caters to over 9.5 million farmers through 95,000 retail points across 16 Indian states and supplies industrial products such as gypsum, HFSA, sulphuric acid, and ammonia.

The company's strengths include raw material sourcing through long-term contracts; backward integration in phosphoric acid, sulphuric acid, and ammonia; efficient storage, inbound, and outbound logistics, a captive berth at Paradeep port; flexible DAP/NPK production lines; and a robust pan-India distribution network, supported by strong brands of "Jai Kisaan", "Navratna" and "Mangala".

Since 2022, PPL has increased its production capacity from 1.2 million MT to 3 million MT, driven by organic growth at the Paradeep plant and the acquisition of the Goa unit in June 2022. The capacity has been further expanded to 3.7 million MT through the merger of MCFL with PPL. The company has also strengthened its backward integration in phosphoric acid to 5 lakh tonnes per annum.

At PPL, ESG is an embedded part of its growth journey and is overseen by the Board and an executive steering committee. The company adheres to global standards, including the GRI, SASB, and UN-SDGs, and annually publishes both ESG and BRSR reports including its carbon footprint across Scope 1, 2, and 3 emissions. PPL has achieved an ESG score of 75 in S&P's Corporate Sustainability Assessment 2024 placing it in the top 98th percentile globally in chemicals sector.

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