



August 20, 2026

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 Limited Expands its Crop-Specific Nutrition Portfolio with the Launch of JAI KISAAN NAVRATNA CROPFIT

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

Corporate Office: Adventz Centre, 3rd Floor, No.28, Union Street, Off Cubbon Road, Bengaluru-560 001 **Tel:** +91 80 46812500/555
Email: info-ppl@adventz.com

Registered Office: 5th Floor, Bayan Bhawan, Pandit JN Marg, Bhubaneswar -751 001 **Tel:** +0674 666 6100 | **Fax:** +0674 2392631
www.paradeepphosphates.com



PRESS RELEASE

Paradeep Phosphates Limited Expands its Crop-Specific Nutrition Portfolio with the Launch of JAI KISAAN NAVRATNA CROPFIT for Sugarcane Cultivation in Karnataka – New customized fertilizer designed to deliver balanced major, secondary and micronutrient nutrition for sugarcane

Karnataka | 20 August 2026: Paradeep Phosphates Limited (PPL), one of India's leading integrated agri-nutrient companies, today announced the launch of **JAI KISAAN NAVRATNA CROPFIT**, a scientifically formulated customized fertilizer developed specifically for **sugarcane cultivation in Karnataka**.

The launch reinforces PPL's commitment to advancing **crop-specific and balanced plant nutrition** by offering farmers solutions that address the actual nutritional requirements of individual crops, while improving nutrient use efficiency, crop productivity and farm economics.

Addressing the Nutritional Needs of Sugarcane

Sugarcane is a long-duration crop with high and sustained nutrient requirements. Imbalanced fertilizer practices, including excessive application of nitrogen and inadequate supplementation of secondary and micronutrients, can adversely affect nutrient use efficiency, crop performance and soil health.

JAI KISAAN NAVRATNA CROPFIT has been developed to address these challenges through a balanced combination of primary, secondary and micronutrients tailored to the nutritional requirements of sugarcane during its critical early growth stages.

The product contains:

- **NPK:** 14:14:13
- **Sulphur (S):** 4%
- **Zinc (Zn):** 1%
- **Boron (B):** 0.1%
- **Iron (Fe):** 1%
- **Application:** Basal

The precision-blended formulation is designed to provide a more comprehensive nutrient package through a single application, supporting uniform crop establishment and efficient nutrient availability.

Designed for Better Nutrient Efficiency and Farm Productivity

Field evaluations undertaken for the product indicate the potential of balanced crop nutrition to improve crop vigour, nutrient use efficiency and overall crop performance. In suitable agronomic conditions, adoption of balanced nutrition practices can contribute to **higher cane yields, improved sugar recovery and better economic returns**.

JAI KISAAN NAVRATNA CROPFIT is designed to help farmers:

- Improve **nutrient use efficiency (NUE)**
- Promote healthier and more vigorous crop growth
- Address deficiencies of key secondary and micronutrients



- Support improved cane development and productivity
- Potentially enhance sugar recovery
- Optimize fertilizer expenditure through balanced nutrient application
- Reduce nutrient losses associated with imbalanced fertilization practices

With its uniform granule size and precision-blended formulation, the product is also designed to facilitate **even field distribution and efficient nutrient uptake.**

Scientifically Developed for Karnataka's Sugarcane-Growing Regions

JAI KISAAN NAVRATNA CROPFIT has been developed specifically for the nutritional requirements of sugarcane grown under the agro-climatic conditions of Karnataka. The **FCO-approved grade** is recommended for sugarcane cultivation across key sugarcane-growing districts of the state, including **Bagalkot, Belagavi, Ballari, Bidar, ChamaraJanagara, Gadag, Kalaburagi, Koppal, Mandya, Mysuru, Vijayapura, Yadgir and Vijayanagara.**

Leadership Perspective

Mr. Suresh Krishnan, Managing Director & CEO, Paradeep Phosphates Limited, said:

“At PPL, our focus is evolving from simply supplying fertilizers to delivering **science-led, crop-specific nutrition solutions** that address the real needs of Indian agriculture. The launch of JAI KISAAN NAVRATNA CROPFIT for sugarcane in Karnataka is an important step in this journey. Sugarcane is a nutrient-intensive crop, and balanced application of primary, secondary and micronutrients is critical for achieving better nutrient use efficiency and sustainable productivity. Through our Jai Kisaan Navratna portfolio, we aim to make such advanced nutrition solutions accessible to farmers and contribute meaningfully to improving farm productivity and farmer prosperity.”

Mr. Rajeev Nambiar, Joint Managing Director & COO, Paradeep Phosphates Limited, said:

“The development of JAI KISAAN NAVRATNA CROPFIT is rooted in our understanding of crop nutrition and the need to move towards more precise and balanced fertilizer application. Its 14:14:13 NPK formulation, supplemented with sulphur, zinc, boron and iron, provides a comprehensive nutrient package for the basal application stage of sugarcane. By bringing major, secondary and micronutrients together in the right proportions, the product is designed to support strong crop establishment and efficient nutrient uptake. Our objective is to provide farmers with practical, scientifically backed solutions that can translate into better crop performance and improved returns.”

Mr. Harshdeep Singh, President & Chief Commercial Officer, Paradeep Phosphates Limited, said:

“Karnataka is an important sugarcane-producing state, and we see significant opportunity to strengthen the adoption of balanced plant nutrition among its farmers. JAI KISAAN NAVRATNA CROPFIT will be supported through our extensive farmer and channel engagement network, with a strong focus on product awareness, demonstrations and agronomic guidance. We believe that when farmers understand the importance of providing the right nutrients, in the right proportion and at the right stage, customized fertilizers can play a significant role in improving productivity and profitability. This launch further strengthens the Jai Kisaan Navratna portfolio as a provider of differentiated and value-led crop nutrition solutions.”



Strengthening PPL's Commitment to Sustainable Agriculture

The launch of JAI KISAAN NAVRATNA CROPFIT is part of PPL's broader strategy of promoting **balanced plant nutrition, nutrient use efficiency and soil health**.

By developing crop-specific solutions that combine primary, secondary and micronutrients, PPL aims to help farmers move towards more efficient fertilizer use while supporting sustainable agricultural productivity.

With the introduction of JAI KISAAN NAVRATNA CROPFIT, PPL continues to expand its portfolio of innovative agri-nutrient solutions and reaffirm its commitment to its purpose of **"Healthier Soils, Healthier People."**

About Paradeep Phosphates Limited

Paradeep Phosphates Limited (PPL) is one of India's leading integrated agri-nutrient companies and a prominent player in the phosphatic fertilizer industry. With manufacturing facilities, a wide distribution network and a growing portfolio of conventional and innovative crop nutrition products, PPL serves farmers across multiple states in India.

Through its **Jai Kisaan Navratna** portfolio, PPL is focused on providing farmers with differentiated solutions that promote balanced plant nutrition, improve nutrient use efficiency and contribute to better farm productivity and profitability.

Media Contact:

Paradeep Phosphates Limited

Sachin Patil

Company Secretary