

## Smartchem ties up with AgroStar for home delivery of fertilisers

- *Under the partnership, farmers can order high-quality crop nutrition Mahadhan Products home delivered through AgroStar's digital agri-tech platform*
- *Frontrunners of direct-to-end-user distribution strategy by Indian Crop Nutrition Company*

**Pune: 5<sup>th</sup> January 2021:** Fertiliser major Smartchem Technologies Limited, a 100% subsidiary of Deepak Fertilisers and Petrochemicals Corporation Limited (DFPCL), one of India's leading producers of Fertilisers and Industrial Chemicals, today announced its partnership with AgroStar, a leading agri-input e-commerce platform. Since digitalization is rapidly changing the way services and products are delivered to the consumers, this partnership will enable last-mile delivery of value-added, differentiated fertilisers directly to farmers' doorsteps. Home delivery of fertilisers can currently be availed by farmers in Maharashtra & Madhya Pradesh, with plans to extend the scope to other geographies in the future.

Commenting on the development, **Mahesh Girdhar, President, Crop Nutrition Business, DFPCL**, said, "The new normal is all about focusing on obstacles and carving a way through them. The COVID-19 pandemic and low mobile data cost has accelerated the adoption of e-commerce platforms even in rural regions, and this trend is swiftly catching up in the agricultural space and the farmers now have access to diverse choices beyond the traditional services. Farmers will now have high-quality Mahadhan products home-delivered."

"We are happy to partner with AgroStar, India's foremost AgTech start-up, we both share the mission of empowering farmers through improving their productivity and income", **Mahesh** added.

**Shardul Sheth, CEO and Co-Founder of AgroStar**, said "Getting access to good quality nutrients and knowing what to use when and how much is critical for farmers to increase their yield and improve the quality of their output. We are excited to collaborate with Smartchem Technologies to enable broader and deeper penetration of their products across multiple states that we operate in."

### **Deepak Fertilisers And Petrochemicals Corporation**

Deepak Fertilisers and Petrochemicals Corporation Ltd. (DFPCL) is among India's leading producers of fertilisers and industrial chemicals. Set up in 1979 as an Ammonia manufacturer, DFPCL today is a publicly listed, multi-product Indian conglomerate with an annual turnover of over a billion USD, as on March 31, 2020, with a product portfolio spanning industrial chemicals, bulk and specialty fertilisers, farming diagnostics and solutions, technical ammonium nitrate and value-added real estate. The Company has manufacturing facilities in Taloja – Maharashtra, Srikakulam – Andhra Pradesh, Panipat – Haryana and Dahej – Gujarat.

### **AgroStar**

AgroStar is India's foremost AgTech start-up working on the mission of #HelpingFarmersWin by providing a complete range of agri solutions at the fingertips of farmers. AgroStar's tech platform provides a combination of agronomy advice coupled with service and agri-input products that enable farmers to reduce cultivation costs and significantly improve their farm productivity & income. AgroStar operates across multiple states in

the country and services over one million farmers through its digital platform. Farmers can avail agri solutions for their entire crop lifecycle with a simple 'missed call' or through the AgroStar Agri Doctor mobile app available on the Google PlayStore. The app is the most engaged and amongst the highest-rated farming focused apps in India.

For more information, please visit [www.corporate.agrostar.in](http://www.corporate.agrostar.in).