

UPL India joins hands with Koppert to promote sustainable agriculture in India.

UPL India and Koppert India signed an agreement in Mumbai, on 12th May 2022. UPL offers a biofertilizer produced by Koppert under its new business unit NPP, to its growers in India. Copio, a biofertilizer helps improve soil health, leading to better plant establishment and improved overall output.

UPL and Koppert aim to offer solutions to help growers restore the natural balance in their crops for sustainable agriculture. This commercial relationship is the continuity of the long-term collaboration between both companies.

Rahul Pandey, Commercial & Strategic Marketing Head of the India Region at UPL, expressed his enthusiasm on the collaboration: 'This is one more step towards our vision of reimagined sustainability. Soil health has become a challenge across the globe. Improving soil health is our top priority. This collaboration will help farmers in India to improve the health of their soils.'

'We have been cooperating with UPL for many years and feel that we have entered a new phase in our relationship and making COPIO the best biofertilizer available for farmers in India, which supports our vision of "Partners with Nature", says Uday Bhat, Managing Director, Koppert India.

Ankit Laddha, National Biosolutions Lead at UPL India, adds: 'We at NPP are excited to carry this journey to wider geographies. Millions of farmers are looking to us for the natural solutions. We have created a lot of success stories around healthier soil and this alliance will create millions more'.

'With the growth and demand for more of our sustainable solutions in India, we have had to find a strong partner that has the same common goal of making Indian agriculture more sustainable.' says Koppert's Export Manager for the Middle East, North Africa and India, Yassin Lahiani. 'UPL is such a partner and I have every confidence in a rewarding, long-term relationship in India and beyond'.