

## Press Release

# Godrej Agrovat launches Dripzyme to meet the special nutrient requirement of horticultural crops

Dripzyme – a seaweed extract based product, specially formulated for use through drip irrigation

**Mumbai, September 15, 2011:** Godrej Agrovat Limited (GAVL), a subsidiary of Godrej Industries Ltd announced the launch of a high performance Seaweed extract based product- Dripzyme. This highly effective product is developed to meet the special nutrient requirements of various horticultural crops across the country. Grappling with labor and water shortage, an increasing trend of progressive framers shifting to drip irrigation system is seen. This has led to the need for a specially formulated product for drip irrigated crops. Aptly named 'Dripzyme', is most effective through the technique of drip irrigation.

Dripzyme helps in growth of additional branches, flower and fruit buds resulting in higher yields. It helps in creating an extended root system giving plants greater access to nutrients and water in the soil thereby enhancing the nutritional value of the yield. It not only improves quality of produce but also aids in saving labor, time and aids in better absorption of nutrients from soil

**Balram Singh Yadav, Managing Director, Godrej Agrovat said,** "Adoption of drip irrigation in grapes is almost 100% and highest in Maharashtra among all the states. Dripzyme provides an opportunity to the grape growers to improve yield, quality of their produce and realize higher price. Godrej Agrovat is focused on developing innovative products & initiatives to help farmers achieve greater productivity. Dripzyme, our latest offering bears the same philosophy and since adoption of drip irrigation is growing in many states across the country, it would definitely add value to a large number of farmers."

Drip variant is gaining acceptance among vegetable and grape growers. In grapes, it increases the formation of fruit buds, improves fertility of existing buds and increases the bunch size. It also improves translocation of sugars in the berries which in turn increases TSS content. In vegetables, it creates an extended root system giving plants greater access to nutrients and water in the soil, increases additional branches, flower and fruit buds resulting in higher yields. Dripzyme would be available in Maharashtra, Karnataka, Andhra Pradesh and Tamil Nadu in 500 ml, 1litre and 5 litre packs.

## **About Godrej Agrovat Limited**

Godrej Agrovat Limited (GAVL), a subsidiary of Godrej Industries, is a diversified agribusiness company dedicated to improving the productivity of Indian farmers by innovating products and services that sustainably increase crop and livestock yields. With FY2010-11 sales of Rs 1897 crore, GAVL has interests in animal feed, oil palm, agri inputs, hybrid seeds, and poultry.

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