

Press Release

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Rallis India partners with Paryan Alliance for FullPage® Herbicide Tolerance Rice Technology in India

Mumbai, 13th November 2025 – Rallis India Limited, a Tata enterprise and a leading player in the Indian agri-inputs industry, announced its partnership with Paryan (Paryan Alliance Pvt Ltd.) as the licensed technology partner for **FullPage® Herbicide Tolerance Rice Technology** in India.

The collaboration marks a significant step towards advancing sustainable and climate-smart rice cultivation practices in the country. Through this agreement, Rallis India will introduce **FullPage®**, a next-generation rice technology designed to enhance productivity, improve weed control efficiency, and deliver substantial water and cost savings for Indian farmers.

FullPage® is a comprehensive rice cropping system that integrates advanced herbicide-tolerant seeds, compatible crop protection solutions, and tailored agronomic practices. The system supports **Direct-Seeded Rice (DSR)** cultivation — helping reduce water usage, lower methane emissions, and improve overall resource efficiency compared to the conventional transplanting method of rice cultivation.

Speaking on the partnership, **Mr. Gyanendra Shukla, Managing Director & CEO, Rallis India Limited**, said:

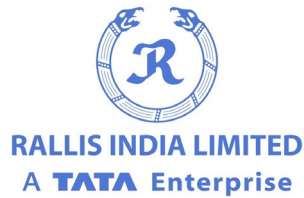
“At Rallis India, we are committed to enabling Indian farmers with innovative and sustainable technologies that address key agricultural challenges. Our collaboration with Paryan for FullPage® technology reinforces our focus on delivering climate-smart solutions that enhance productivity while promoting resource efficiency and environmental sustainability.”

Shirish Barwale, Executive Director, Paryan, added:

“We are delighted to partner with Rallis India, a trusted name in Indian agriculture. With Rallis’ strong presence and deep connect with farmers, we look forward to accelerating the adoption of FullPage® technology, making rice farming more efficient, profitable, and sustainable.”

Why this technology matters for Rallis India Limited

Rice is India’s largest cultivated crop, covering more than **44 million hectares**, yet it faces increasing challenges from water scarcity, labour costs, and weed management. FullPage® technology, combined with rice hybrids from Rallis under the **Dhanya** brand, aims to mitigate the challenges posed by the traditional transplanting method of rice cultivation:



- **Efficient Weed Management:** Enables effective control of weeds and weedy rice, ensuring better yield stability.
- **Water and Labour Savings:** Promotes Direct-Seeded Rice cultivation, reducing water consumption by up to 25–30% and minimizing labour requirement
- **Water and Labour Savings:** Promotes Direct-Seeded Rice cultivation, reducing water consumption by up to 25–30% and minimizing labour requirements.
- **Improved Productivity:** Supports better crop establishment and enhanced yield potential through advanced hybrid genetics.
- **Environmental Benefits:** Helps lower methane emissions and supports India's sustainability goals in agriculture.

For Rallis India, this partnership strengthens its strategic focus on **innovation-led, sustainable agri-solutions** and expands its presence in the high-potential rice segment. It positions the Company at the forefront of next-generation seed and crop protection technologies in India.

Timeline for Technology Introduction

Rallis will work with paddy farmers in India to initiate field demonstrations and gather the required information regarding agronomic performance and stewardship practices, followed by a phased scale-up for broader farmer access, which will help improve cultural practices for maximum benefits. The pilot demonstrations across key agronomic states and limited commercial sales will begin from the Kharif season of 2026.

This timeline aligns with Rallis India's commitment to ensuring responsible technology introduction, supported by farmer training, stewardship, and sustainability protocols.

This partnership underscores both organizations shared vision to advance agricultural innovation and sustainability, driving meaningful impact for farmers and the planet.

**About Rallis India:**

Rallis India Limited is a subsidiary of Tata Chemicals Limited and a part of over US\$ 165 billion Tata Group. It is one of India's leading agri-science companies, with more than 77 years of experience in serving rural markets with the most comprehensive portfolio of products/solutions for Indian farmers. Rallis is known for its deep understanding of Indian agriculture, sustained contact with farmers, quality agrochemicals, branding and marketing expertise along with its strong product portfolio in seeds and crop care which is available through a vast distribution network of 7,000 dealers and over 1,00,000 retailers across India. Rallis has marketing alliances with several multinational agrochemical companies. Rallis is also known for its manufacturing capabilities and ability to develop new processes and formulations; hence it is considered a preferred partner for contract manufacturing by leading global corporations.

For more information about other products in Rallis India's portfolio, please visit www.rallis.com

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