

The Operating Context

Macro-economic, geo-political and pandemic-related factors affected businesses, economies, societies and culture during the year. Rallis positioned itself to tap new opportunities in domestic and international markets through appropriate investments in manufacturing, research & development, brands and internal processes through digitalisation.



Rapidly increasing Asian footprint in global crop protection

As per the industry ranking, 15 companies with Asian ownership are among top 20 in global crop protection and contribute 50% of total revenue. Over 50% of patents filed in the last decade were from Asia.



Business consolidation

Consolidation-led industry realignment resulted in top 7 companies holding 70% of the global crop protection business.



Chemistry specialisation

New products are being developed with increasing chemistry specialisation and complexity, supported by advancement in process chemistry and manufacturing technology.



Digital-led manufacturing disruption

Chemical manufacturing industries are leveraging digital platforms for higher productivity and predictable innovation outcomes. Data analytics is driving efficiency, quality and safety.



Emerging formulation technologies

New formulations are developed by leveraging nanotechnology and advancement in adjuvants and surfactants. Combination formulations are being adopted to address challenges of pest resistance.



Big data, diagnostics and precision technologies

'Grow with less' is the mantra to address resource challenges in agriculture. Big data, diagnostics and precision technologies offer sustainable and productive alternatives to traditional cultivation practices.



Increasing role of agri-biotechnology

Researchers in advanced agriculture economies are looking for agri-biotechnology aided solutions. They are working on adoption of advanced tools and technology in genome editing, RNAi, Biochips, DNA sequencing and synthetic biology.



Globally impacting evolving regulations

With an emphasis on sustainable agriculture, regulators are expected to become more stringent and the industry is seen innovating constantly to create a win-win scenario.



Supply source concentration

Covid-19 and geo-political developments compelled global and domestic players to look at alternate strategies to mitigate associated risks.



Doubling of farm income and recent farm reforms

More action is expected to driving productivity and quality, with balanced and judicious use of agri-inputs, providing more opportunities to players.