

AUGUST 2023



15th August
India
Happy Independence Day

NOVA™
AGRI GROUP

75
Azadi Ka
Amrit Mahotsav



Foreword of the Managing Director Sri A. Kiran Kumar – Nova Group

I would like to greet you all on the occasion of the 76th Independence Day celebration of our nation. Since last year our country has been celebrating 'Azadi Ka Amrit Mahotsav'.

It is an inspiring day for all of us. On this glorious occasion, we from Nova Agri Group shall join in paying homage to all great souls who made sacrifices during the freedom movement. Let's take a moment to recall their supreme sacrifices and what they had to pay for the freedom of our nation.

On this particular day let's take a pledge with a commitment towards the spirited performance of our duties adopting high ethical standards, towards creating Atmanirbhar Bharat and to protect the peace and unity of our great nation.

Continued on #3

Regarding Newsletter.

I believe this newsletter provides all the updates and 'what's new' in the company. It can also be used to promote the resources and communication tools of the company for better and more effective communication. Monthly newsletters will be released from the head office.

Stay tuned for updates and upcoming events

Our story is the story of courageous and dedicated people. A story of people finding themselves by serving society, most visibly through research, manufacture, and development of innovative and useful products. Our people are proud of their achievements, and yet humble in the realization that even the best can and should improve. We always strive to abide by our mission.

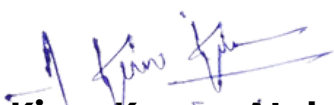
A Trust, A Belief, A Credibility

Our Company has a pioneer status in the field of agrochemicals. This has been made possible due to a spirit of innovation. We have demonstrated this through the timely introduction of several agrochemical products as well as organic fertilizers.

Our Company has a proud record of manufacturing superior quality products and helping the farmer with complete & multiple solutions. We are well poised to continue our research endeavours and its fruition to continue our foray into Soil Health Management products, Crop Nutrition Products, Bio-Stimulant products, Bio-Pesticide products, Integrated Pest Management (IPM) Products, New Technologies and Crop Protection Products. Our strength of innovation combined with ethical work practices is bound to bring the Company accolades from time to time. The Company holds a promising future from organic growth as well as gaining a wider geographical reach.

Finally, I would like to take the privilege to inform you all that we have received in-principal approval from the final approval authority, SEBI, for our IPO. I would like to thank you all, for your continued support.

With best wishes,



Kiran Kumar Atukuri

Managing Director. Nova Agri Group.

August Events

This August we will a showcase a range of events on and on going basis. We are excited to announce the following events:

Free Medical Camp

06th Sunday @ 8 am
@ Inkollu, Bapatla District

Free Eye Camp

13th Sunday @ 8 am
@ Yaddanapudi,
Bapatla District

Varalakshmi Vratam

25th Friday @ 10.30 am
@ Nova Premises

Welcome note to new employees

"Congratulations and welcome on board. We hand-picked you because we know you'll help us rise to the next level, and we hope you'll always feel free to take the necessary initiatives in your work."



Nethikopula Raghavendar

D.O.J. : 06-07-2023

Dept. : Marketing



Javaaji Srinivasa Rao

D.O.J. : 10-07-2023

Dept. : Marketing



Kothapelly Naresh

D.O.J. : 01-07-2023

Dept. : Marketing



Dasari Sai Ram

D.O.J. : 01-07-2023

Dept. : Marketing



Yedla Narendhar

D.O.J. : 01-07-2023

Dept. : Marketing



Shaik Akheelulla Sharif

D.O.J. : 17-07-2023

Dept. : Q.C



Gangavath Ravi

D.O.J. : 01-07-2023

Dept. : Marketing



Seelam Gurumurthy

D.O.J. : 01-07-2023

Dept. : Marketing



Jatoth Upendra Rao

D.O.J. : 17-07-2023

Dept. : Marketing



Putta Anjaneyulu

D.O.J. : 17-07-2023

Dept. : Marketing



Gugulothu Thavurya

D.O.J. : 17-07-2023

Dept. : Marketing



Kalyani

D.O.J. : 15-07-2023

Dept. : Marketing



Tukaram Prabhu Kawane

D.O.J. : 14-07-2023

Dept. : Marketing



Basavaraj Belkoad

D.O.J. : 11-07-2023

Dept. : Marketing



Birthday Wishes

There are two great days in a person's life - the day we are born and the day we discover why. Here are the employees who celebrated their birthday in the month of July



Dhana Raj Boina

01st July



Mohan Arikatla

01st July



Rehana Sulthana

02nd July



Tumma Meena

02nd July



Palakshi Reddy B

05th July



S Tejkumar

05th July



Vikas Kumar

06th July



Venkata Narayana Pathi

06th July



Ailineni Nagaraju

07th July



Guthikonda Ramesh

08th July



Satyendra Dhakar

08th July



Purushotham Reddy Lakkam

09th July



J Koteswara Rao

10th July



Cherukuri Rajesh

10th July



Anil Kumar Boggarapu

11th July



Chandrasekhar U

11th July



Nagaraju Varikallu

13th July



Nalam Kishore Kumar

15th July



Anil Kumar R

16th July



Harini K

16th July



J.Raghava Rao

17th July



Samuvel

18th July



Malles S

19th July



Nagarjuna Budati

21st July



Chandan Kumar

22nd July



Sai Vandanapu

22nd July



Ramesh V

23th July



Palaparthi Veeraswami

24th July



Sambhaji Rajaram Gavali

24th July



Narayanarao Bankuru

25th July



Varadana Jagadeesh

26th July



Sachin Kumar

26th July



Bairaboina Mounika

28th July



Somishetty Sudhakar

30th July



Katru Rani

31st July

Birthday Wishes



There are two great days in a person's life - the day we are born and the day we discover why. Here are the employees who will be celebrating their birthday in the month of August.



Srivennela Nunavathu
01st August



Srinivasa Rao Uppalamurthi
01st August



Tamilarasan
01st August



Sunit Kumar
04th August



Kommineni Pujitha
04th August



Mahesh Goud Theegala
05th August



Naveen Kumar Chityala
05th August



Manoj Kumar Gupta
05th August



Perumboodooru Madhuri
05th August



Raju Somavarupu
06th August



Manoj Kumar Sharma
06th August



Seelam Gurumurthy
06th August



Vijay Kumar Singh
28th August



Mohana Kumari Gudavalli
31st August



Kalyana Rama Krishna Kota
10th August



Tubati Venkata Sai
10th August



Saikiran Punnam
12th August



Shaivaz Shaik
12th August



Dharmendra Kumar
12th August



Mahesh Kailas Khairnar
12th August



Medapally Manmitha
13th August



Venkata Uday Kiran Pydipati
15th August



Dharmendra Singh
15th August



P Rajya Lakshmi
15th August



G Mallikarjuna
15th August



Abu Hurera Mohammad
16th August



Kalagiri Vishnu
29th August



Srinivas Kamoji Gunupudi
18th August



Fayaz Shaik
19th August



Revathi Kudumula
20th August



Mahendra Rajput
21st August



Putta Lakshmibhavani
22nd August



Phani Mohan Chivukula
23rd August



Bharathi Pitla
24th August



Sandhya Rani Kukkamalla
25th August



G Ramu
27th August



Vadiraj Desai
28th August



Sai Teja Narra
28th August



Pavan Kumar Pillala
28th August



Madithati Sri Sai Goutham Reddy
30th August



Medical Camps

@ Inkollu on 6th & Yaddanapudi on 13th August 2023

As part of Corporate Social Responsibility, on 6th August 2023 at Inkollu and 13th August 2023 at Yaddanapudi, Bapatla District, Andhra Pradesh. **Medical Camps was organised on behalf of Nova Agritech Limited.** These camps are aimed to provide free, subsidized, and sponsored medical, eye care services, and surgical support for the poor and needy.





YOUTUBE



Nova Agri Tech YouTube channel has achieved 923,645 views till date with 10,319 subscribers.

A FEW SUCCESS STORIES OF



NOVA DAP Success Story



This farmer has got the highest rate of turmeric till ₹ 30,000/- after using **Nova Nutri DAP** for turmeric

Farmer Name - Ramdas Bombale.
Village Name - Digras.
Tq/Dist - Parbhani.
Ram Krishi Seva Kendra, Parbhani and
Nova Agri Group.

Thanks & Regards !
Sangam Chavan (MO)
Nova Agri Group
Business Unit, Nanded, MH.



SUCCESS STORY - TELANGANA



Jedcharla - BU

Farmer Name :- Ravi
Phn no :- 6301350252
Crop :- Cotton
Raithu fertilizer -
Marikal

Village : Marikal
Mandal : Marikal
Mahabubnagar



KARNATAKA SUCCESS STORY

This farmer has been facing
Sucking pests and less growth
problem in Chilli , Nova Hy-
Clean & Super Pinakil gave him
new hope

Farmer name:- Vijay Kumar
P.no:- 8660137285
Crop : Chilli
Village :- Humral Dodi
Raghavendra agro Mart - Raichur



New Product Launches

Currently, Nova Agri Group has its market presence in 16 States of India and in neighbouring country, Nepal. The plans for expansion into other States of India and into Other countries where the potential for marketing agriproducts exists are underway.

In the Kharif season of 2023-24, 5 herbicide products have been newly launched for use in several crops. Of these, Nova Treebo containing Tembotrione 34.4% SC as its active ingredient is used in Maize crop for effectively controlling grasses as well as broad leaved weeds. NovaSuperSweeper containing Glufosinate Ammonium 13.5% SL is used to control grasses, sedges, and broad-leaved weeds in Cotton and Tea crops. Nova Pulsuit containing Imazethapyr 10% SL as active ingredient is mainly used for controlling grasses, sedges, and broad-leaved weeds in Soybean, Groundnut and Pulse (Red gram, Black gram & Green gram) crops. Nova Penola (Penoxsulam 1.02% + Cyhalofop Butyl 5.1% OD) and Nova Topmix (Metsulfuron Methyl 10% + Chlorimuron Ethyl 10% WP) are combination molecule products, recommended for controlling grasses, sedges, and broad-leaved weeds in both Transplanted and Direct Seeded Rice under pre- and post-emergence scenarios.





Inspirational Voyage

The inspiring life story of KFC's founder Colonel Sanders

Harland Sanders was born in 1890 in Henryville, IN, USA. When he was six years old, his father passed away leaving Sanders to cook and care for his siblings. In seventh grade, he dropped out of school and left home to go to work as a farmhand, already turning into a tough cookie.



At 16, he faked his age to enlist in the United States Army. After being honourably discharged a year later, he got hired by the railway as a labourer. However, he got fired for fighting with a coworker. While he worked for the railway, he studied law--until he ruined his legal career by getting into another fight. Sanders was forced to move back in with his mom and get a job selling life insurance. And guess what? He got fired for insubordination. But this guy wouldn't give up.

In 1920, he founded a ferry boat company. Later, he tried cashing in his ferry boat business to create a lamp manufacturing company only to find out that another company already sold a better version of his lamp. Poor guy couldn't get a break.

It wasn't until age 40 that he began selling chicken dishes in a service station. As he began to advertise his food, an argument with a competitor resulted in a deadly its shootout. Four years later, he bought a motel that burned to the ground along with restaurant. Yet this determined man rebuilt and ran a new motel until World War II forced him to close it down.

Following the war, he tried to franchise his restaurant. His recipe was rejected 1,009 times before anyone accepted it. Sander's "secret recipe" was coined "Kentucky Fried Chicken", and quickly became a hit. However, the booming restaurant was crippled when an interstate opened nearby so Sanders sold it and pursued his dream of spreading KFC franchises & hiring KFC workers all across the country.

After years of failures and misfortunes, Sanders finally hit it big. KFC expanded internationally and he sold the company for two million dollars (\$15.3 million today). Even today, Sanders remains central in KFC's branding and his face still appears in their logo. His goatee, white suit, and western string tie continue to symbolize delicious country-fried chicken all over the world.

At age 90, Sanders passed away from pneumonia. At that time, there were around 6,000 KFC locations in 48 countries. By 2013, there were an estimated 18,000 KFC locations in 118 countries. WOW. If you're overwhelmed by rejection or discouraged by setbacks, remember the story of Colonel Harland Sanders. Fired from multiple jobs, ruined his legal career, and was set back by the Great Depression, fires, and World War II, yet still created one of the largest fast-food chains in the world. Sanders wouldn't let anything, or anyone defeat him. We should all be more like Colonel Sanders (besides the fighting and getting fired part).



HEALTH TIPS

- Measure and Watch the Weight Keeping track of your body weight on a daily or weekly basis will help you see what you're losing and/or what you're gaining.
- Limit Unhealthy Foods and Eat Healthy Meals. Do not forget to eat breakfast and choose a nutritious meal with more protein and Fiber and less fat, sugar, and calories.
- Take Multivitamin Supplements - To make sure you have sufficient levels of nutrients, taking a daily multivitamin supplement is a good idea, especially when you do not have a variety of vegetables and fruits at home. Many micronutrients are vital to your immune system, including vitamins A, B6, B12, C, D, and E, as well as zinc, iron, copper, selenium, and magnesium. However, there's currently NO available evidence that adding any supplements or "miracle mineral supplements" to your diet will help protect you from virusus or improve recovery. In some cases, high doses of vitamins can be bad for your health.
- Drink Water and Stay Hydrated, and Limit Sugared Beverages Drink water regularly to stay healthy, but there is NO evidence that drinking water frequently (e.g., every 15 minutes) can help prevent any viral infection.
- Exercise Regularly and Be Physically Active At this time, at-home workouts may be a good idea. But you can also walk your dog or run outside. Be sure you know what's going on in your area and if there are any restrictions or mandatory self-quarantines.
- Reduce Sitting and Screen Time Exercise can't immunize you from your sedentary time. Even people who exercise regularly could be at increased risk for diabetes and heart disease and stroke if they spend lots of time sitting behind computers. Practically speaking, you could consider taking breaks from sedentary time, such as walking around the office/room a couple of times a day.
- Get Enough Good Sleep - There is a very strong connection between sleep quality and quantity and your immune system. You can keep your immune system functioning properly by getting seven to eight hours of uninterrupted sleep each night. Find Ways to Manage Your Emotions, it is common for people to have feelings of fear, anxiety, and sadness

Thank You