



**Merry Christmas and
a wonderful New Year!**
May 2025 be filled with love,
laughter, and cherished memories.

Dear **Novaites**,

As we usher in a **New Year**, I want to take a moment to reflect on our journey in 2024 and express my **heartfelt gratitude** to each of you for your exceptional dedication and hard work. Your contributions have been instrumental in driving the success of our company and your commitment to excellence and innovation has not only bolstered our organization but has also paved the way for meaningful advancements in the **agricultural sector**.

This past year, we have faced challenges that tested our resolve, yet **your resilience and teamwork** have allowed us to not only overcome them but thrive. **Together**, we have made significant strides in enhancing our products and services, and our efforts have not gone unnoticed by our investors, shareholders, and the communities we serve.

As we look ahead, it is essential that we continue to work with even greater **Vigor and determination**. Our mission is to build a **progressive organization** that not only meets but exceeds the expectations of our investors, shareholders, and society at large. **We must strive for excellence in every aspect of our operations, innovate relentlessly, and uphold the highest standards of integrity and professionalism.**

We must remain committed to a **mission of supporting and uplifting the farming community**, who are the ultimate beneficiaries of our innovations. Your efforts have the potential to alleviate their struggles and improve their livelihoods, making a tangible difference in their lives.

In the upcoming year, let us embrace **new opportunities and challenges with a fresh perspective and unwavering determination**. Together, we can build a progressive organization that not only achieves financial success but also fulfils its responsibility to society.

Thank you once again for your hard work, passion, and dedication. I am excited to see what we can achieve together in 2025.

Wishing you and your families a joyous and prosperous New Year!



Mr. Adabala Seshagiri Rao

Chairperson &
Independent Director
Nova Agritech Limited



Mrs. Swapna Kandula

Independent Director
Nova Agritech Limited

Happy New Year, team!

As we step into a new year, let's commit to financial excellence and strategic growth. Together, we will navigate the complexities of the financial landscape, optimize our resources, and drive sustainable value for our organization.

Let's focus on innovation, efficiency, and transparency. By working collaboratively and embracing new technologies, we can achieve remarkable results.

I'm confident that with your dedication and expertise, we will continue to strengthen our financial position and contribute to the overall success of our company.

Let's make 2025 a year of financial prosperity and strategic achievement.

Happy New Year!

Dear Team and Stakeholders,

As we step into 2025, I extend my heartfelt wishes to everyone who has been part of Nova Agri Tech's incredible journey.

A very Happy New Year to the Management, Board of Directors, Key Managerial Personnel, Employees, Customers, Dealers, Regulatory Framework and Society. Your contribution and support have been the foundation of our success.

2024 was a year of remarkable progress. Together, we achieved significant financial growth and delivered exceptional service, growing the company organically.

The guidance of our Board, Management, and Key Personnel has been instrumental in driving our achievements.

To our employees, your hard work empowers us every day, and we remain committed to supporting your growth.

To our customers, thank you for trusting us as we work tirelessly to provide you with better quality goods.

To our dealers and the regulatory framework have played vital roles in ensuring our continued success.

To society, we remain dedicated to humble and selfless service, striving to create a sustainable future.

Let's step into this new year with renewed energy, aiming for inclusive growth, innovation, and greater success. Together, we will make 2025 even more extraordinary.



Mr. Ramesh Babu Nimmani

Independent Director
Nova Agritech Limited



Mr. Kirankumar Atukuri

Managing Director
Nova Agritech Limited

Happy New Year, Champions!

As we step into a brand-new year, let's ignite our passion and set the stage for extraordinary achievements. This year, we're not just aiming for success; we're aiming to redefine it.

Let's channel our inner fire, fuel our creativity, and push the boundaries of innovation. Together, we'll create groundbreaking campaigns, forge strong partnerships, and captivate our audience like never before.

Get ready to make waves, disrupt industries, and leave a legacy. Let's make 2025 our most successful year yet!

Here's to a year of growth, glory, and endless possibilities!

Happy New Year, team!

As we embark on this new year, let's celebrate the power of diversity and the strength of women. Let's channel our collective energy to break barriers, innovate, and inspire. Together, let's unlock our full potential. Let's translate our aspirations into action. Let's push the boundaries of what we thought was possible and create a legacy of excellence.

May 2025 be a year of growth, achievement, and immense satisfaction.

Happy New Year!



Mrs. Malathi Siripurapu

Whole Time Director
Nova Agritech Limited



Mr. Rajesh Cherukuri

Whole Time Director
Nova Agritech Limited

Dear Team,

As we **commence** this new year, I want to extend my warmest wishes for a prosperous and fulfilling 2025. I am incredibly proud of the hard work and dedication you have demonstrated throughout the past year. Your tireless efforts have been instrumental in achieving remarkable milestones in agricultural marketing.

This year, we face exciting new challenges and opportunities. We will continue to strive for excellence in all aspects of our work, while embracing innovative approaches to enhance agricultural productivity and market access for our farmers.

- **Technology Integration:** We will leverage the power of technology to revolutionize our operations. This includes:

Key Focus Areas for 2025:

- **Artificial Intelligence (AI):** Implementing AI-powered solutions for predictive analytics, crop optimization, and personalized marketing strategies.
- **Drones:** Utilizing drones for precision agriculture, including crop monitoring, pest control, and efficient delivery of inputs.
- **Blockchain Technology:** Exploring blockchain applications for enhancing food traceability, ensuring transparency, and improving the efficiency of supply chains.
- **Farmer Empowerment:** We will prioritize initiatives that empower farmers by:
 - **Improving market access:** Connecting farmers to new markets and buyers through digital platforms and innovative marketing channels.
- **Teamwork and Collaboration:** We will foster a collaborative and supportive team environment where ideas are shared freely, and everyone works together towards common goals.

I am confident that with your dedication, hard work, and innovative spirit, we can achieve great things in 2025. Let us embrace the challenges ahead with enthusiasm and a commitment to excellence.

Happy New Year!

Happy New Year, team!

As we embark on a new year, I'm filled with optimism and excitement for the future. Let's harness the power of our collective intelligence, unwavering dedication, and relentless pursuit of excellence.

Together, we can overcome any challenge, seize every opportunity, and redefine the boundaries of success. Let's inspire each other, innovate fearlessly, and strive for greatness.

I believe in the power of our team. Let's make this year our most remarkable yet.

Happy New Year!



Mr. Mandalapu Srinivasa Rao

Chief Executive Officer
Nova Agritech Limited



Mr. Srinivas Kamoji Gunupudi
Chief Financial Officer
Nova Agritech Limited

Health is wealth:

Happy New Year! May this year be a canvas for your dreams, painted with vibrant hues of health, happiness, and prosperity. Let's make it a year of intentional living, where every step brings us closer to our goals. Whether it's a daily walk, a mindful meditation, or a nutritious meal, let's commit to small, sustainable changes that will lead to a healthier, happier you. Cheers to a year of growth, gratitude, and good health!

Wishing entire Nova Family a fabulous 2025!

May this year brings new opportunities, success and endless joy an everybody be blessed with wonderful health and prosperity.

As we celebrate the one-year milestone since the listing of Nova Agritech Limited , we reflect on the significant achievements of the past year. The transition into 2025 offers a valuable opportunity to recalibrate our focus, set ambitious new goals, and tackle both challenges and successes with renewed energy and determination.

The past year has been a testament to our resilience, adaptability, and collective strength. This new year offers a fresh slate – a chance to refine our vision, strengthen our strategies, and continue our journey toward success.

Let this year be one of purposeful progress. May we embrace change, seize opportunities, and continue to push boundaries in both our professional and personal lives. Here's to a year filled with growth, achievement, and meaningful connections.

Wishing once again a prosperous and fulfilling New Year.



Mrs. Neha Soni
Company Secretary
Nova Agritech Limited



Mr. Dr. Dhana Raj Boina
Chief Technical Officer
Nova Agritech Limited

Dear Team,

Wishing you all a Happy, Healthy, Safe and Prosperous New Year filled with success, joy, and great achievements.

In 2025, let us accept New Challenges and push the boundaries of Technology and be Innovative in fulfilling them, and together build an even more Productive, Successful and Safe Future to us and generations to come.

Happy New Year 2025!

Quote of the month:



**“Never say, 'No', never say, 'I cannot',
for you are infinite.**

All the power is within you. You can do anything”

– Swami Vivekananda

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."



Nela Ravi Kumar

D.O.J. : 09-12-2024
Designation : Officer
Dept. : Landscaping



Bhukya Ramesh

D.O.J. : 17-12-2024
Designation : Trainee Officer
Dept. : Marketing



Ch. Nagaraj

D.O.J. : 18-12-2024
Designation : Asst. Area Manager
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 is a list of employees, who celebrated their birthday in the month of December.



Akash Ankush Magar

Junior Officer - Finance & Accounts
01st December



Srinivas Barla

Asst. Manager - Finance & Accounts
08th December



Rajkumar Sharma

Area Manager - Marketing
10th December



Sammaiah Avula

Manager - Legal & Debt Recovery
17th December



Manja Jailsingh

Trainee Officer - Marketing
25th December



Anugu Surender

Assistant Area Manager - Marketing
06th December



Balenu Nagalaxmi

Junior Officer - Logistics
08th December



Shaik Akheelulla Sharif

Junior Chemist - Quality Control
16th December



Payam Naresh

Junior Operator - Production
20th December



Avula Ranjith Kumar

Junior Supervisor - Maintenance
26th December



Balaji M

Officer - Marketing
30th December

Information on Newly Launched Pesticide/Fertilizer Products

In Kharif season of 2024-25, four new products, **Nova Cynebia**, **Nova BPM Clean** & **Novaterra** from Nova Agri Sciences Pvt. Ltd. and **Nova Gild** from Nova Agritech Limited have been launched for use in several Field and Horticultural crop ecosystems.

Of these, **Nova Cynebia** is Cyantraniliprole active ingredient based OD formulation product recommended for controlling Caterpillars, Borers, & Sucking Insect Pests various crops including Cotton, Fruits (Grapes & Pomegranate) and Vegetables (Tomato, Brinjal, Chilli, Cabbage, Bhendi, Gourds, Melons, Gherkins). **Nova BPM Clean** contains Fenobucarb (BPMC) as active ingredient and is recommended for control of Paddy sucking insect pests. **Novaterra** is another spectacular insecticide product in granular formulation containing Chlorantraniliprole as active for controlling Stem borers and Leaf folder in Paddy and Sugarcane. **Nova Gild** is a carrier based consortia product for promoting Soil Health and Plant Growth in various crop ecosystems as well as increasing plant tolerance to biotic stresses.





Top achievers for this month

Congratulations on such a remarkable accomplishment!



Kolla Venkateswarlu
Officer-Marketing



Umesh Uppalapati
Sr. Officer - Marketing



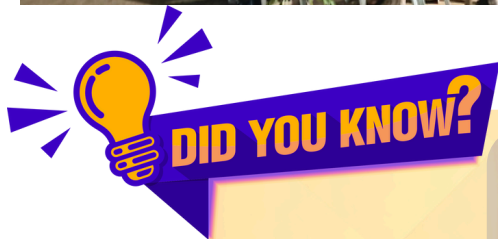
Sambhaji Rajaram Gawali
Sr. Officer-Marketing



Dheerendra Singh Thakur
Area Manager Marketing

Activities by Marketing Team





SELF-CARE TECHNIQUES



Slow your
breathing



Talk it
out



Set
boundaries



Eat nutritious
foods



Get outside
& exercise



Listen to
music

Anything from relationship troubles to work stress and life changes can lead to angst. The best way to get rid of your angst is to employ your favourite self-care techniques. And, if those don't work, it may be time to seek professional mental health support.

Fascinating World of Insects: Ant

We see 'ANTS' moving in homes and surrounding areas with discipline i.e. in lines one after another. 'Ants', one of the most industrious creatures on Earth, are nothing but part of 'Fascinating World of Insects'. Ants belong to the Insect Order, Hymenoptera (Hymen-Married/Together; Ptera-Winged) in which Fore- and Hindwings come together at their anterior (Hindwing) and posterior (Forewing) edges during insect flight. Similar to Termites/White Ants and Honey Bees (please see earlier blogs), Ants are social insects. Ants' colony consists Reproductives (Males & Females) (Figs. 1 & 2), Soldier types (with Strong Head & Mandibles) (Fig. 3) and Workers (Figs. 1 & 4). In an existing colony, developed Reproductives with wings (Fig. 1) emerge from below ground nests after rainfall, fly and unite. The mated females (Queens) enter the soil again to start the new Ant colonies. The Queen Ants lay the eggs continuously from which young ones develop that eventually become Soldier types and Workers and Reproductives (when necessary). Wingless Workers and Soldier types are the driving force in building and running a healthy colony. Some Worker Ants take care of the house keeping job (Fig. 4) and rest do the foraging work (searching for food and bringing it to colony). Soldier types protect the colony from invaders and enemies as well as do the foraging work. Ants collect large quantities of food and store it in their colonies for consumption during periods of food shortage. Foraging ants move in continuous lines (Fig. 5) because of release of a communication signal chemical (a pheromone) called 'Trail Marking Pheromone' using which they move in the same line. When Ants are disturbed, they usually bite with their strong mandibles and release formic acid into the biting site because of which one feels pain and inflammation. When Ants colony is disturbed or invaded by an enemy they release another communication signal chemical known as 'Alarm Pheromone' to inform the other members of colony about the invader because of which they start moving aimlessly and bite the disturber/invader to protect the colony. Foraging Ants move several meters every day to near and far places to identify and collect food. During this process, they release 'Trail Marking Pheromone' to trace and get back to the same food source. Ants play the role of Scavengers and Biological Control Agents in nature by clearing up dead bodies of insects and other small creatures as well as feeding on crop pests (Fig. 6). Ants are also good food locators using the volatile chemicals emanating from food sources as cues. "Ants are one of the great Hard Workers on Earth carrying 10 to 15 times higher loads than their body weight with good cooperation & coordination and never saying tired or need rest". So, 'Work Like An Ant'.

Fig. 1 Different Ant Types



Fig. 2 Queen Ant



Fig. 3 Soldier Type Ant



Fig. 4 Worker Ant Attending Brood (House Keeping Job)



Fig. 5 Ants Moving in Line



Fig. 6 Ants as Biological Control Agents



Financial discipline is crucial for both home and personal life. Here's a breakdown of how to cultivate it:

At Home:

- **Create a Budget:**
 - **Track Expenses:** Use spreadsheets, apps (Mint, YNAB, Personal Capital), or even a simple notebook to monitor where your money goes.
 - **Categorize Spending:** Identify areas like housing, utilities, groceries, transportation, entertainment, and savings.
 - **Set Realistic Limits:** Allocate specific amounts to each category.
- **Reduce Unnecessary Spending:**
 - **Cut Back on "Nice-to-haves":** Ditch expensive coffee habits, limit dining out, and minimize impulse purchases.
 - **Find Cheaper Alternatives:** Explore generic brands, utilize coupons, and look for discounts.
 - **Negotiate Bills:** Contact service providers (internet, phone, insurance) to negotiate lower rates.
- **Prioritize Savings:**
 - **Emergency Fund:** Aim for 3-6 months of living expenses in an easily accessible account.
 - **Long-Term Goals:** Save for retirement (401(k), IRA), down payments (house, car), or education.
 - **Automate Savings:** Set up automatic transfers from your checking to savings accounts each month.
- **Home Maintenance:**
 - **Regular Checkups:** Prevent costly repairs by scheduling regular maintenance for appliances and systems (HVAC, plumbing).
 - **Energy Efficiency:** Reduce energy consumption by using energy-efficient appliances, turning off lights when not in use, and properly insulating your home.

In Personal Life:

- **Set Financial Goals:**
 - **Short-Term:** Pay off debt (credit cards, loans), save for a vacation, or purchase a specific item.
 - **Long-Term:** Retirement plan, buy a house or start a business.
- **Develop Good Spending Habits:**
 - **Avoid Impulse Purchases:** Wait 24 hours before making non-essential purchases.
 - **Practice Delayed Gratification:** Save for larger purchases instead of using credit.
 - **Reward Yourself Wisely:** Celebrate achievements with experiences rather than material possessions.
- **Invest Wisely:**
 - **Understand Your Risk Tolerance:** Choose investments that align with your comfort level.
 - **Diversify Your Portfolio:** Spread your investments across different asset classes (stocks, bonds, real estate).
 - **Consult a Financial Advisor:** Seek professional guidance for complex financial situations.
- **Continuous Learning:**
 - **Read Personal Finance Books:** Educate yourself on budgeting, investing, and debt management.
 - **Attend Financial Workshops:** Gain valuable insights from financial experts.
 - **Stay Informed:** Keep current on financial news and market trends.

By implementing these strategies, you can cultivate strong financial discipline that will benefit you both at home and in your personal life, leading to a more secure and prosperous future.



Unveiling the Product Magic:

A Conversation with Mr. Dacharla Srinivasulu

History & Scope for Maize

India is a developing country, with 65% of the population depending on agriculture. It boasts a vast cultivable area of 394.6 million acres, second only to the USA. Crops grown include fruits, vegetables, cereals, oilseeds, commercial crops, and fiber crops.

In agriculture, the cost of cultivation is escalating year-over-year due to increased input costs, including labor. Growing many crops presents limitations for mechanization, such as chili harvesting, hybrid cotton picking, sugarcane cutting, and vegetable picking. Corn offers a solution with minimal labor involvement and maximum potential for mechanization, adaptable to diverse soil types and cultivable throughout the year across all three seasons.

Numerous national and international private and government organizations are engaged in research and development to cultivate high-yielding, disease/pest-resistant hybrids, aiming to capitalize on the expanding corn market and enhance farmer incomes. In India, corn cultivation has been steadily increasing over the past 20 years, evenly distributed across both the Kharif and Rabi seasons, and to a lesser extent in the Spring season. Maize has emerged as a significant Rabi crop following Kharif paddy and as a second crop after Kharif cotton removal, particularly where farmers have access to protective irrigation. This practice yields satisfactory yields and income.

Crop History:

- Maize, the botanical name for corn (*Zea mays*), is a member of the grass family (Monocots).
- It was domesticated from a wild grass (teosinte, *Zea mays parviglumis*) in Central Mexico approximately 9,000–10,000 years ago.
- Corn was introduced to India by the Portuguese in the 17th century.
- It is used as livestock feed, in meat products, as a salad dressing ingredient, for oil production, and in food and industrial alcohol.

Crop Global Position & Scope in India:

- Globally, the highest-producing countries are:
 - United States (30%, ~382 million tonnes)
 - China (20%, ~277 million tonnes)
 - Brazil (10%, ~129 million tonnes)
 - Europe (5%, ~13.4 million tonnes)
 - Argentina (4.5%, ~55 million tonnes)
 - India (3%, ~34.5 million tonnes)
- India's 3% share of global production is relatively low and presents significant growth potential considering its available cultivable land and resources.

Corn Growing States in India:

- The highest corn-producing states in India are:
 - Karnataka, Bihar, Andhra Pradesh, Telangana, Maharashtra, Madhya Pradesh, Uttar Pradesh, Tamil Nadu, Rajasthan, Gujarat.
- In India, hybrid seed consumption is around 150,000 metric tons per year, with a seed rate of 8–10 kg per acre.

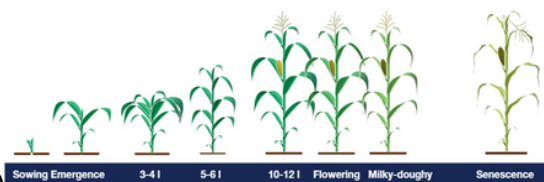
- Crop yield per acre ranges from 2 to 4 metric tons, depending on the season, soil type, hybrid variety, and agronomic practices followed.
- The commercial price for corn is encouraging, ranging from Rs. 2000 to Rs. 2500 per quintal.

Growing Seasons & Methods of Sowing:

- Corn is an irrigated and dryland crop that can be grown in a wide range of soils, from red to deep black cotton soils, during the Kharif, Rabi, and Spring seasons.
- Sowing methods include ridge and furrow, broadcasting, and zero tillage.
- The crop duration is typically 120-130 days.

Crop Stages & Importance:

- Corn crops have distinct stages:
 - Germination stage (3 Days After Sowing - DAS)
 - Vegetative stage (Knee High stage - 30 DAS)
 - Flowering stage (Tasselling and Silking - 55 DAS)
 - Reproductive stage (Pollination, Grain formation, and dough stage - 55-110 DAS)



Corn Usage & Nutritional Values:

- Maize is a staple cereal crop highly valued for its nutritional significance.
- It is rich in macronutrients like starch, fiber, protein, and fat, as well as micronutrients such as vitamin B complex, beta-carotene, and essential minerals (magnesium, zinc, phosphorus, copper, etc.).
- Vitamin B12 and iron contribute to red blood cell production.
- In the United States, glucose syrup is known as corn syrup.
- In Mexico, corn is a staple food.

Related Industries:

- Dextrose (Food, Drug Uses)
- Dextrin (Industrial Uses)
- Cornstarch (Food, Drug, and Cosmetic Uses)
- Corn Oil, Refined (Food, Drug Uses)
- Corn Syrup (Industrial Uses)
- High Fructose Corn Syrup (Food Uses)
- Industrial Alcohol
- Globally, the highest consumption of corn-derived products occurs in the United States and Europe.

Importance & Need of Mechanization:

- While mechanization has limitations in other crops like cotton, chili, fruit crops, sugarcane, and vegetables, corn cultivation is highly mechanized.
- This includes the use of seed sowing machines, drone sprayers for weed control and crop protection, as well as crop harvesting and cob shelling machines.

Hoping for a significant contribution to the agricultural industry.





A Jharkhand farmer uses AI & technology to modernise farming

Binod Kumar Mahto, a former bank official, returned to his village in Jharkhand and embraced modern farming techniques.

He implemented AI-powered solutions to optimize his farms, including:

Automated Irrigation: AI-controlled drip irrigation systems based on real-time soil moisture data reduce water usage and increase yields.

Disease Detection: Early disease detection through AI helps prevent crop losses and improve overall plant health.

Precision Farming: Weather forecasts and AI-driven insights enable precise application of fertilizers and pesticides, maximizing efficiency.

Mahto's success demonstrates the potential of technology to transform agriculture in India, despite challenges like limited landholdings and access to technology for many farmers.

Key Takeaways:

- AI and technology can significantly enhance agricultural productivity and sustainability.
- Modern farming practices can improve water efficiency, reduce input costs, and increase yields.
- Government support and farmer training are crucial for wider adoption of these technologies.
- This shortened version highlights the core elements of the story while maintaining its inspirational tone.



A Journey Through Time: **The History of Camphor**

Camphor, a fragrant crystalline solid, originated in Southeast Asia, particularly regions like Borneo and Sumatra. It's extracted from the camphor tree through steam distillation of its wood and leaves. Historically prized in India and China for its medicinal and religious uses, camphor has found applications in various fields, including traditional medicine (pain relief, cough relief), aromatherapy, and even as an ingredient in certain plastics and insecticides.

Thank You