



“
A journey of
a thousand miles
begins with
a single step



Integrity:

Refusal to compromise on product purity.

Sustainability:

A circular approach to business and nature

Community:

Focusing on local empowerment over personal profit alone.



Cultivating Excellence: Our Vision for 2026

Dear Team,

We have entered 2026 with a renewed sense of optimism and purpose. As we begin this new chapter, I invite you all to take an oath: let us not merely meet the standards of the past year, but strive to exceed them, ensuring all-around growth for ourselves and the communities we serve.

In India, our heritage is rooted in the soil. Makar Sankranti stands as a profound celebration of our farmers—the backbone of our nation and the very pride of our country. At Nova Agri Group, our mission is inextricably linked to their success. Let us align our efforts to provide superior services that empower them, recognizing that when the farmer prospers, the nation thrives.

Excellence is a collective effort driven by individual brilliance. Every member of our team brings a unique set of strengths to the table. I challenge you this year to discover your greatest talents and leverage them to eradicate negativity and inefficiency.

Together, let us make 2026 a year of transformation, resilience, and harvest.

Wishing you all a joyous New Year and a bountiful Makar Sankranti.

Sincerely,

A. Kiran Kumar

Managing Director - **Nova Agri Group**



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."



Talluri Laxmi Bharath Rao

D.O.J. : 02-01-2026
Designation : Executive Assistant
Dept. : Operations



Pabpu Ganesh

D.O.J. : 02-01-2026
Designation : Sr. Officer
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 January.



Abhishek Kumar

Junior Officer - Production
1st January



Babu Shahab Kumar

Junior Operator - Production
1st January



Dilkhush Kumar

Junior Operator - Production
1st January



Eesam Udaykumar

Trainee - Finished Goods
1st January



Gadari Prashanth

Trainee Officer - Marketing
1st January



J. Prasanth Kumar

Trainee Officer - Marketing
1st January



Jara Rajashekhar

Junior Operator - Production
1st January



Jara Sarvesh

Junior Operator - Production
1st January



Kainu Hansda

Junior Officer - Logistics
1st January



Karelal Kumar

Helper - Finished Goods
1st January



Kasarlla Prashanth Reddy

Officer - Marketing
1st January



Kasipeta Sraavan Kumar

Jr. Officer - Finance &Accounts
1st January



Katigar Ajay Kumar

Forklift Operator - Maintenance
1st January



Konakalla Naveen

Officer - Marketing
1st January



Kurakula Adinarayana

Officer - Marketing
1st January



Makkena Ramya

Helper - House Keeping
1st January



Malyala Raju

Helper - General
1st January



Manne Swamy

Jr. Operator - Finished Goods
1st January



Nanhu Sharma

Helper - Finished Goods
1st January



Pathajogalla Chandra

Officer - Marketing
1st January



Putty Gayathri

Helper - Production
1st January



Sanjiv Kumar

Junior Officer - Production
1st January



Shaik Dilbahar

Helper - Production
1st January



Sunil Baburao Dhawale

Officer - Marketing
1st January



Vasam Raju

Trainee - Finished Goods
1st January



Vitthal Gulabrao Ugale

Junior Officer - Marketing
1st January



Chintakindi Harish

Driver - Finished Goods
3rd January



K. Venkata Sai Babu

Trainee - Production
6th January



Ch. Leela Prasad

Assistant Manager - EHS
11th January



Goutam Kumar

Officer - Marketing
11th January



Pulipati Saivamshi

Jr. Supervisor - Maintenance
16th January



Ram Bhajan Kumar

Helper - Finished Goods
17th January



Vaishnavi Vilas Gokhare

Technical Coordinator - NKSK
17th January



Injeti Shakeel Basha

Officer - Marketing
18th January



Gutta Ganesh

Officer - Marketing
19th January



N Manjunath

Officer - Marketing
23rd January



Kammari Vinaychary

Jr. Officer - Finance &Accounts
30th January



Top achievers for this month

Congratulations on such a remarkable accomplishment!



Pathi Venkata Narayana
Regional Manager-Marketing



Vaddempudi Sandeep Reddy
Regional Manager-Marketing



Ganguri Ashok Kumar
Area Manager-Marketing



Kalagiri Vishnu
Asst. Area Manager-Marketing

Activities by Marketing Team





Elevating Collaboration

A Deep Dive into Teamwork

Our HR Department successfully hosted its latest "Elevate" sessions in the month of January 2026 turning the spotlight on the essential art of Teamwork. The workshop was designed to move beyond theory and get teams connecting in real-time.

The session kicked off with an insightful presentation that explored the mechanics of high-performing teams. However, the energy truly shifted during the **interactive ice-breaking activities**, where colleagues stepped out of their daily roles to tackle creative challenges together.

Key Highlights

- **Dynamic Participation:** Team members brought high energy to every exercise, proving that we're at our best when we're engaged.
- **Knowledge Sharing:** The room became a hub of ideas as participants actively shared personal insights and professional opinions on what makes a team thrive.
- **Interactive Learning:** The mix of visual learning and hands-on activities ensured the concepts of "Elevate" were both memorable and actionable.

A huge thanks to everyone who participated and contributed to the vibrant discussion. It's clear that when we elevate each other, we elevate the entire company!



Nova Agri Group Hosts Mega Health & Blood Donation Drive

On January 24th, 2026, the Singannaguda plant became a center for community wellness as Nova Agri Group hosted a successful Blood Donation and Health Camp. Organized in association with Red Cross India and Policy Bazar, the event focused on both lifesaving contributions and proactive employee healthcare.

Impact at a Glance

- **50 Units of Blood Collected:** In partnership with the Red Cross, our employee donations will provide a "gift of life" to those in critical need.

Comprehensive Screenings: Specialist teams provided expert care across multiple disciplines:

- **AINU (Nephrology & Urology):** Specialist consultations and health guidance.
- **Clove Dental:** Professional oral health check-ups.
- **Solis Eye Care:** Comprehensive vision screenings.
- **Renova Hospitals:** General health assessments and vital blood tests.



A Message of Gratitude

The overwhelming response at the Singannaguda plant is a powerful testament to the compassion and community spirit of Nova Agri Group.

Every unit of blood donated is a gift of life. Thank you to our donors, Policy Bazar, and our healthcare partners for your time and for being the heroes our community needs. Your commitment to humanity is what makes us strong.

Farmer Feedback

Farmer Name **T. Vinesh** Village: **Chinthakunta**, Mandal: **Abdullapur**, District: **Nirmal**, State: **Telangana**, Phone : **9542099609**

The farmer applied Nova Dhruva products in his maize crop. After using the product, the crop showed healthy growth with improved plant vigor and uniform development. Overall crop performance was very good, resulting in better yield and quality. The farmer expressed high satisfaction with the results.



Crop: **Maize**, 1 Acre

★★★★★ Product Used: **Nova Dhruva**

Free Medical Camps

at Isukadarsi (Village), Martur Mandal of Bapatla District



Nova Agritech Limited partnered with **Shankara Netralaya**, Guntur to host a comprehensive **Free Health Camp** at Isukadarsi Village on **January 26, 2026**. The event provided residents with free eye screenings, no-cost cataract surgeries, and general medical consultations. By delivering essential healthcare and medications to the community, Nova Agritech continues to prioritize social responsibility and regional wellness.

Nova Agri Groups Unveil Comprehensive 2025-26 Product Portfolio for Enhanced Crop Protection and Nutrition

In 2025-26, several new pesticide and fertilizer products from **Nova Agri Sciences Pvt Ltd (NASPL)** and **Nova Agritech Ltd (NATL)**, respectively, have been launched during Kharif and Rabi seasons for use in different agricultural crop ecosystems. Among NASPL products launched, **Pryze, Nova Penochlor, Nova Topper, Nova Mezine 227, Nova Quit Weed, Nova Vizil, Nova Metrino, Nova Aurora** are herbicidal products; **Nova Thisor, Nova Trisense, Nova PropiSkab, Nova Maar** are fungicidal products; **Indon SC, Innova 545, Nova Cynoxa, Nova Lufenor, Triger, Nova Alexa GR**, are insecticidal products; and **Nova Pac Bloom** is a plant growth promoting (PGP) product.

Among the herbicides, **Nova Penochlor**, a combination product of Penoxsulam and Butachlor, and **Pryze** containing Pyrazosulfuron Ethyl as active ingredient are Paddy-specific herbicides controlling grasses, sedges and broad-leaved weeds. While **Nova Topper** containing Topramezone as active ingredient and **Nova Mezine 227**, a combination product with Mesotrione and Atrazine active ingredients, are Maize-specific herbicides controlling the above types of weeds. **Nova Quit Weed** containing Pyriithiobac Sodium is helpful in controlling grassy and broad-leaved weeds in Cotton crop ecosystem. Whereas **Nova Vizil** containing Propaquizafop, **Nova Metrino** containing Metribuzin, and **Nova Aurora**, a combination product of active ingredients, Fomesafen and Quizalofop Ethyl, are recommended for controlling grassy and broad-leaved weeds mainly in Soybean and Pulses crops.

Nova Thisor containing Thifluzamide active ingredient controls diseases in Paddy, Tomato, and Potato crops. **Nova Trisense**, a combo product of Picoxystrobin and Tricyclazole is recommended for controlling fungal diseases in Paddy and Chilli crops. **Nova PropiSkab**, on the other hand, containing Propineb active ingredient controls several diseases including Scab in Apple, while **Nova Maar** containing Ziram active ingredient is useful in controlling fungal diseases in Tomato, Potato, Grapes and Apple crops. Of the several insecticides launched, **Indon SC** with Indoxacarb active ingredient, **Nova Lufenor**, an insect growth regulator product containing Lufenuron as active ingredient, **Triger** containing Spinosad as active ingredient and combination products, Innova 545, Nova Cynoxa and Nova Alexa GR containing Novaluron & Indoxacarb, Cypermethrin & Indoxacarb, and Thiamethoxam & Chlorantraniliprole, respectively, are recommended for controlling mainly biting and chewing type caterpillars/borers and some sucking insect pests on various field and horticultural crops.

Nova Pac Bloom is a PGP product containing Paclobutrazol as active ingredient that promotes growth, flowering and fruit setting in Redgram crop at recommended dosage.

Among the NATL products launched **Nova Defender** and **Nova Virus Doctor** are Orthosilicic Acid based products, which protect the plants from sucking pests by strengthening the cell walls with silicon as well as forming a layer over treated surfaces of the plants and adversely affecting insect feeding thereby preventing the transfer of disease causing viruses and viral diseases. **Nova Dhruva**, on the other hand, is a Carrier based Consortia product with nutrient supplying bacteria that provides nourishment to crop plants for better growth, development and yield as well as improves plant tolerance to stresses. **Diasil** (Diatomite Silicon) and **Sodosili** (Sodium Silicate) are silicon based products for improving the crop tolerance against various insect pests. **Nova Fert 2424, Nova Fert 2828, Nova Nutrimato 1, Nova Nutrimato 2, Nova 555+ K** are 100% water soluble mixed fertilizers with different proportions of macro-elements i.e. Nitrogen (N), Phosphorous (P), Potassium (K) and supply these nutrients to crop plants when applied through foliar and/or soil application.





Cost Saving and Cost Control: **A STRATEGIC IMPERATIVE** Driving Financial Discipline in Challenging Times

In the current economic environment marked by rising costs, inflationary pressures, and operational uncertainties, cost saving and cost control have emerged as strategic imperatives rather than optional initiatives. While revenue growth is often influenced by external factors, effective cost management remains largely within our control.

Sustainable organizations are those that consistently monitor expenses, optimize resource utilization, and embed cost consciousness into their culture. This article aims to create awareness on the importance of cost reduction and cost control and how these principles can be practically applied both within the organization and in our personal lives.

Although closely related, cost saving and cost control serve distinct purposes:

- **Cost Saving** focuses on reducing expenditure through efficiency improvements, elimination of waste, and adoption of better alternatives.
- **Cost Control** involves monitoring expenses against planned budgets to ensure that costs remain within approved limits.

Together, these practices help organizations maintain financial discipline and ensure long-term sustainability.

Why Cost Control Is the Need of the Hour

Organizations today operate in an environment influenced by factors such as volatile raw material prices, supply chain disruptions, regulatory changes, and increased competition. In such circumstances, controlling costs becomes critical to protecting margins and ensuring operational stability.

Effective cost management enables organizations to:

- Maintain profitability during challenging periods
- Improve cash flow and liquidity
- Allocate resources more efficiently
- Build resilience against unforeseen disruptions

Cost control also promotes accountability, ensuring that every expense is justified and aligned with organizational objectives.

Cost Saving at the Organizational Level: A Shared Responsibility

Cost efficiency is not the sole responsibility of the finance or leadership teams. Every department and employee plays a role in influencing costs through daily decisions and operational practices.

Key Areas Where Employees Can Contribute

Elimination of Waste

- Minimize our carbon footprint through the diligent cessation of power to all inactive electronic assets and climate systems.
- Minimizing paper usage and encouraging digital processes
- Preventing material wastage through proper handling and storage

Planned and Informed Spending

- Avoiding urgent or unplanned purchases that increase costs
- Evaluating alternatives before incurring expenses
- Utilizing existing resources optimally before seeking new ones

Control of Recurring Expenses

- Small but repetitive expenses such as stationery, courier services, utilities, and travel costs can accumulate significantly if not monitored.

Process Efficiency and Accuracy

- Reducing rework, delays, and errors directly contributes to cost reduction by saving time, effort, and resources.

Long-Term Cost Perspective

- Decisions should consider lifecycle costs rather than only initial price, as quality and reliability often reduce future expenses.

Cost Discipline at Home: Extending the Same Principles

The principles of cost control and cost saving are equally applicable in personal finances. Practicing financial discipline at home reinforces responsible behaviour that naturally translates into professional settings.

Key habits include:

- Monitoring monthly household expenses
- Reducing utility costs through efficient usage
- Avoiding impulse purchases and focusing on planned spending
- Minimizing wastage of food, water, and energy
- Prioritizing savings and financial security

Developing these habits strengthens overall financial awareness and discipline.

Small Savings, Significant Impact

A common misconception is that cost reduction requires major sacrifices. In reality, small, consistent actions can generate substantial cumulative savings.

Examples include:

- Minor daily savings translating into significant annual benefits
- Reduced energy consumption lowering both costs and environmental impact
- Improved efficiency reducing indirect and hidden costs

When multiplied across departments or households, these incremental savings create a meaningful financial impact.

Cost Optimization Without Compromising Quality

Cost reduction should never compromise quality, safety, compliance, or ethical standards. The objective is cost optimization, not indiscriminate cost cutting.

Before incurring any expenditure, it is prudent to evaluate:

- Necessity of the expense
- Availability of more efficient alternatives
- Long-term value addition

Responsible spending ensures sustainable performance without affecting standards.

Building a Culture of Cost Consciousness

A strong cost-conscious culture is established when:

- Employees understand the financial impact of their actions
- Cost-saving ideas are encouraged and recognized
- Transparency and accountability are maintained
- Organizational resources are treated with care and responsibility

When cost awareness becomes part of everyday behaviour, financial discipline is naturally embedded into operations.

Conclusion:

Cost saving and cost control are continuous processes that require collective commitment. In a challenging economic environment, organizations and individuals who practice financial discipline are better equipped to navigate uncertainty and sustain growth.

By adopting mindful spending practices at work and at home, each of us contributes to stronger financial health and long-term stability.

“Effective cost management is not about spending less—it is about spending wisely.”



Late Bloomer, Early Success

How a 60-Year-Old Revolutionized Beekeeping

If you have a strong determination to achieve what you set your mind to, you can achieve anything, anytime. Vishwas Nerurkar, a 60-year-old from Maharashtra, is a great example of this. He is an inspiration to many by making 'Sankalp Natha', providing employment to locals.



The state government has declared Gholwad village in Palghar district of Maharashtra as the third village with the highest honey production. Vishwas Nerurkar took advantage of this opportunity. He founded the company 'Sankalp Honey' with the aim of taking from nature and giving back to nature and humanity. Vishwas Nerurkar studied up to class 12. He was not interested in a job. Due to this, he did business related to electrical appliances for a few years. He could not tolerate adulteration in honey. Due to this, he left the electrical business and took training in beekeeping in Kosbad. After that, he founded Sankalp Honey and included others as partners in it. He has become a successful businessman and is an inspiration to many people.

Background & Early Career

- **Location:** Maharashtra, specifically active in the Palghar district.
- **Education:** Completed formal schooling up to Class 12.
- **Initial Career:** He began his professional journey in the electrical appliances business. However, his mindset was always geared toward independence rather than traditional employment, as he lacked interest in working a standard "job."

The Pivot: From Electricity to Ecology

His transition into the honey industry was driven by two main factors:

- **Ethical Motivation:** He had a strong personal stance against food adulteration. His inability to tolerate the impure honey found in the market became the catalyst for his career change.
- **Technical Training:** He didn't just jump in blindly; he sought professional training in beekeeping at Kosbad to ensure his new venture was built on a solid technical foundation.

Entrepreneurial Achievement

- **Founder of 'Sankalp Honey':** He established this brand with a philosophy of "taking from nature and giving back to nature and humanity."
- **Strategic Location:** He leveraged the geographical advantage of Gholwad village, which is officially recognized as the third-highest honey-producing village in the region.
- **Business Model:** Unlike a solo operation, he turned his venture into a collaborative model by including others as partners, thereby scaling the business and its impact.

Socio-Economic Impact

- **Employment Generation:** One of his primary contributions is providing jobs to local residents through his initiative, "Sankalp Natha."
- **Role Model Status:** At 60 years old, his story challenges age-related stereotypes in business, proving that determination and a clean conscience can lead to success at any stage of life.

BENEFITS OF PSYLLIUM HUSK

(Isabgol)

- Promotes Regular Bowel Movements
- Relieves Constipation
- Supports Gut Health
- Regulates Blood Sugar Levels
- Lowers Cholesterol Levels
- Improves Heart Health
- Helps in Weight Management
- Improves Overall Digestive Efficiency



In the sun-drenched fields of Northwest India, a modest plant called *Plantago ovata* sways in the breeze. While it looks like a simple desert weed, it carries a secret that has been prized for centuries. This is the story of Psyllium Husk.

The Origin: From Ancient Soil to Modern Shelves

Psyllium's journey began thousands of years ago in the arid regions of the Mediterranean and West Asia, eventually finding its true home in the fertile soils of India, which now produces about 85% of the world's supply.

Ancient Ayurvedic and Unani practitioners discovered that the tiny seeds—so small they were named after the Greek word *psylla* (meaning "flea")—held a powerful coating. This "husk" was harvested not for its nutritional calories, but for its unique ability to transform when it touched water.

How It Works: The "Internal Broom"

Inside your body, psyllium is a bit of a structural marvel. It is classified as a bulk-forming laxative, but I like to think of it as a smart sponge.

- **Hydration:** When you swallow psyllium, it absorbs up to 10 times its weight in water, turning into a thick, slippery mucilage (a gel-like substance).
- **The Transit:** As this gel moves through your digestive tract, it doesn't break down. Instead, it adds soft volume to your stool, stimulating the muscles in your intestines to move things along.
- **The Cleanup:** Because of its sticky nature, it acts like a "broom," scrubbing the walls of the colon and binding to waste, bile acids, and even some dietary cholesterol.

The Uses: More than Just Digestion

While it's famous for keeping things "regular," psyllium is a bit of a multitasker:

- **Heart Health:** By binding to bile acids, it forces the liver to use up LDL ("bad") cholesterol to make more, effectively lowering your blood cholesterol levels.
- **Blood Sugar Control:** The thick gel slows down the absorption of sugar, preventing those jagged spikes after a heavy meal.
- **Weight Management:** Because it expands in the stomach, it helps you feel full longer, quieting those mid-afternoon snack cravings.

Crucial Precautions

Psyllium is a powerful ally, but it demands respect. If you don't follow the "Golden Rule," it can backfire.

- **Water is Non-Negotiable:** You must drink at least 8 ounces of water with every dose. Without water, the fiber can clump and actually cause a blockage (the exact opposite of what you want!).
- **Start Small:** Introducing too much fiber too fast is a recipe for bloating and "musical" stomach noises. Start with a teaspoon and work your way up.
- **Timing with Meds:** Because it's so good at binding things, it can "trap" your medications. Always take psyllium at least 2 hours before or after other drugs.

Thank You