

NARMADA BIO-CHEM LIMITED



Dinesh Patel,
managing director

Himalay Patel,
director

Helping the nation grow its food

Dinesh Patel, through Narmada Bio-Chem Limited, encourages farmers across the country to opt for organic and bio fertilisers to strengthen their soil, crop, and income

Everyone talks in depth about minimising one's carbon footprint, protecting the planet, strengthening agriculture sector, enabling a 'self-reliant India', and focussing on fortifying the income of farmers; but hardly a handful walk the talk.

Since the past 25 years, Dinesh Patel and Himalay Patel, through their venture—Narmada Bio-Chem Limited (NBCL)—are taking massive strides in this direction.

Of the firm belief that 'the growth of India is directly related to the growth of the farmers who form an integral part of agriculture which is the backbone of the Indian economy,' NBCL lends farming community a helping hand by providing them with top-of-the-line agricultural inputs and services. The company prides itself on providing farmers with not just customised products, but customised solutions too; and rigorously developing and evaluating products and processes for improving their satisfaction. Their extensive high-quality product range includes organic manure, chemical fertilizers, micronutrients, soil conditioners, and water-soluble products.

HISTORY

At a very young age, Dinesh had set-up NBCL. "As I hail from the farmer community of Junagadh district, any business related to agriculture is organically in my DNA," says Dinesh with a smile. In an agri-based country, the demand for fertiliser is perennial and humungous. Vis-à-vis this demand, India is producing only 40 per cent while the balance 60 per cent is being imported from other countries. This is precisely where Dinesh identified a good business opportunity and lots of scope for R&D. So, he stepped into the fertiliser business in 1997. Initially, NBCL was only into sales and not production; but gradually, after delving into the



market and understanding the requirement of the clients—national and global—they stepped into production and kept on adding to their product bouquet and today, they have 38 products on-board.

Dinesh proudly shares, "We started from scratch. Today, our turnover is around ₹500 crore, and the most satisfying part is that we are providing our farmer community with need-based products, most of which are organic."

USP

NBCL prints a toll-free number on each product bag/container to facilitate checking of quality, reliability, and services that ensure a healthy crop produce to farmers.

GREEN WARRIOR

Besides rolling out organic and bio substitutes of chemical fertilizers for the farmer community, NBCL

BOUQUET OF PRODUCTS

1. **ORGANIC FERTILISERS** - Narmada PROM, Bio-Gold (Organic Manure),
2. **BIO FERTILISERS** - Narmada Bio-NPK, Narmada Bio-KMB, Narmada Bio-Enriched (Kohinoor), Narmada Bio-ZSB (Krant)
3. **BIO-LIQUID FERTILISERS** - Bio-NPK Consortium; Potash Mobilising Bacteria (KMB), Zinc Solubilizing Bacteria, Phosphate Solubilizing Bacteria, Azotobacter, Azospirillum, Rhizobium
4. **CHEMICAL FERTILISERS** - Narmada Urea (Neem Coated), Himalay DAP, Single Super Phosphate, Cann/Power Gold/Narmada Diamond/Tej, Himalay NPK Fertiliser Range, Cro-Win- Magnesium Sulphate, Narmada Star, Narmada CALC, Bentonet Sulphur, Narmada Zinc 4+, MOP, Ammonium Sulphate
5. **WATER SOLUBLE FERTILISERS** - Narmada Samruddhi

takes care to ensure that raw materials and energy are used efficiently across the production process. All their four units are ISO certified for quality assurance.

FLAGSHIP PRODUCT

Narmada PROM (Phosphate Rich Organic Manure), a niche product of NBCL, is a green chemistry phosphate fertilizer enriched with micro-nutrients like copper, zinc, and cobalt. It enhances the productivity of land and is effective even on hard and heavy black soil. Its benefits are that it acts as a basic nutritional food for soil at the time of sowing, improves the soil structure, maintains the lustre / moisture of soil, keeps the land fertile, improves efficiency of crop growth, prevents land from becoming acidic and toxic, and improves the water holding capacity of soil.

BUSINESS TAGLINE

The tagline of NBCL is 'Jamin Balwaan toh Kisan Dhanwaan' meaning that a sturdy soil guarantees a rich farmer. Elaborating on this, Dinesh says, "The soil will be sturdy if it is fed with required nutrients and that too in the right quantity; and a good soil will translate into rich and quality harvest for the farmer, thereby making him/her rich. NBCL plays a key role in enriching soil of the farmer by providing a range of organic and bio fertilisers, bio liquid fertilisers, chemical fertilisers, and water-soluble fertilisers."



VISION & MISSION

With a mission statement of 'Serving the farming community with care and responsibility in India and beyond', NBCL is committed to produce energy-efficient and environment-friendly fertilizers that ensure sustainability, enhancement of crop yield, and empower rural India by augmenting the farmer's economic growth.

PANDEMIC IMPACT

The pandemic has gravely affected many industries of the nation. But fertilisers being an essential commodity, NBCL had to keep its business running in the times of the pandemic too to support the agricultural sector of the nation. It indeed was a challenge to operate in the pandemic with minimum resources, logistics hurdles, etc., but they managed to keep the cycle moving. But yes, they did undergo a temporary disruption of the global supply chain which fortunately was restored in 2021.

INSPIRING EDGE

While their market competitors manufacture chemical fertilisers, NBCL focuses on organic and bio fertilisers, and they have developed a competitive product named PROM (Phosphate Rich Organic Manure) which they launched in 2014. PROM is a 100 per cent substitute for the chemical product, Di Ammonium Phosphate (DAP). The best part is that farmers can purchase this organic



replacement at a sizeably lower cost.

During the pandemic, as visits had come to a grinding halt, Dinesh and his R & T Team focussed on research. As all crops require nitrogen, potash, and phosphorus—either in chemical, organic or bio-form—they already had on-board a product called 'Bio NPK' which is liquid-based, that is, farmers need to mix it in liquid and spray it. But with his farming background, Dinesh had an on-the-ground understanding of labour challenges (exorbitant labour costs) that the farming community faces. To mitigate this challenge, farming has become hi-tech and lots of equipment have been introduced which ease manual labour and automate many legs of the farming process. Taking a further step in this direction, NBCL converted their liquid-based Bio NPK product into granulated form and viola, the sales were stupendous! According to Dinesh, "Since past two years, this product forms a significant part of our sales; but we still want to expand its reach. Currently, the government is importing three million tonnes of the chemical version of NPK; I aim to prepare half million tonnes of this product and save crores of subsidy of the government. This will ease the financial woes of both, the farmer community and government."

STRENGTHS

- Diverse group of talented personnel that discovers, develops, manufactures, and markets farm inputs
- Unique 700+ distributor network (private and co-operative)
- Manufacturing plants at four locations - two at Changodar, one at Kheda, and another at Bavala
- Production capacity of 3,02,000 MT per annum of fertilizers
- Product presence in more than 10 states - Bihar, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Chhatisgarh, Karnataka, Madhya Pradesh, Maharashtra, Punjab, Rajasthan, and Uttar Pradesh
- Excellent products, performance, processes, costs, and relationships
- Meetings with farmers, product promotion activities, and dealer conferences



Distribution Network

NBCL has strengthened its market penetration through a dealer network spread across more than 10 states. They treat their dealers as 'agents of change' and seek to establish through them a 'single window' concept with dealers serving as a one-stop shop for all agricultural inputs



CHALLENGES

With bulk production being an integral part of this sector, some of the issues that NBCL struggles with are lack of timely availability of raw material, labour, logistics, and railway support.



SUCCESS MANTRA

"Focus on your goal; walk on the path of truth with integrity, dedication, and sincerity; never let down the trust of your customers and dealers. This way you'll never fail in life," believes Dinesh and Himalay for whom these are mantras, and this is how the duo run their business.

Today, this company, with an 'inspiring edge', is working towards becoming the most preferred manufacturer and marketer of organic and chemical fertilisers; and a technologically dynamic, growth-focused yet environmentally sensitive organisation.

In a market, where the fertiliser business is treated as a cooperative business—as 80 per cent of the trading and distribution is done through cooperatives—NBCL is leading in the private sector with a humungous market share and strong brand presence.