

UPL wins AGROW Award

United Phosphorus Limited (UPL), the leading Indian generic crop protection company bagged the AGROW award instituted by the British Crop Production Council (BCPC) and AGROW at the Agro award function held on October 16, 2007, at Glasgow, the UK.

While presenting the award at the AGROW awards dinner which was co-hosted by Hugh Oliver Bellasis, the President of BCPC said that even though the criteria for the award included various factors, but the most important factor that decided the winner was UPL's outstanding contribution to the science and the practice of crop protection. Mr. Gyles Brandreth was the host on the August occasion.

The AGROW award is acknowledged as the bench mark of global excellence in the crop protection industry as AGROW is the world's renowned magazine on agrochemicals.

Attended by leading executives and scientists from all over the globe in the field of crop protection, a large number of nominations were received for the category of the Best Company from an Emerging Region and the award went to UPL. Mr. R D Shroff, Chairman of UPL received the award on behalf of the company from Dr. Phil Russel.

UPL had entered the global crop protection market in a big away. That was about ten years ago in 1997. Today it has made its presence felt by expanding the marketing network across the world in Europe, the USA, South America, CIS countries, Asia Pacific, Africa and Australia. Strengthened by its concentrated efforts in R & D and through a few fruitful strategic alliances with some international stalwarts, UPL has renewed its plans for better products aimed at the global agrochemical market. This is the first time when AGROW and the BCPC had decided to present the award to UPL which was truly the most deserving company for the coveted award in this category.