

## Innovative organic plant growth regulators launched

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Tata Chemicals has undertaken mass farmer awareness programmes and farm level demonstration in key target markets to explain the key features and benefits of the products, by offering first-hand user experience.

The highlighting feature of FarmGro is that it helps in the conversion of proteins. Along with this increases the flowering, pod formation, yield as well as the metabolic function. The unique feature of FarmGro is that it can be mixed with all commonly used pesticides. Maintaining the environment friendly mantra it is completely biodegradable and toxin free certified by Ved Organic Certification agency.

FarmGro G is a granular product meant for soil application, which enables application of plant growth substances through soil route. This product is enriched with - mycorrhiza which facilitates faster nutrient uptake by the plant.

FarmGro G aids in the nutrient uptake of the plant from soil, produces uniform seedling. Simultaneously plays a vital role in

nutrient cycling and is more tolerant to adverse soil chemical constraints which limits crop production. Apart from this increases plant resistance to diseases and drought and stimulates the growth of beneficial microorganisms. It is also toxin free and certified by agency.

Speaking about this launch Mr. D K Sundar, Senior Vice President, Crop Nutrition and Agribusiness, Tata Chemicals, stated, "The introduction of PARAS FarmGro and FarmGro g is based on an in-depth understanding of farmers' requirements where we found a clear need for a high quality organic offering in this space. the FarmGro products have been designed to address this need and enable the farmer to efficiently use organic products for improving nutrient uptake and crop productivity."