



Knowledge grows

Yara India: Celebrating 15 years of Impact

15
YEARS

Purpose, Partnership & Prosperity

“

*We grow knowledge
to responsibly feed
the world and
protect the planet.*

”



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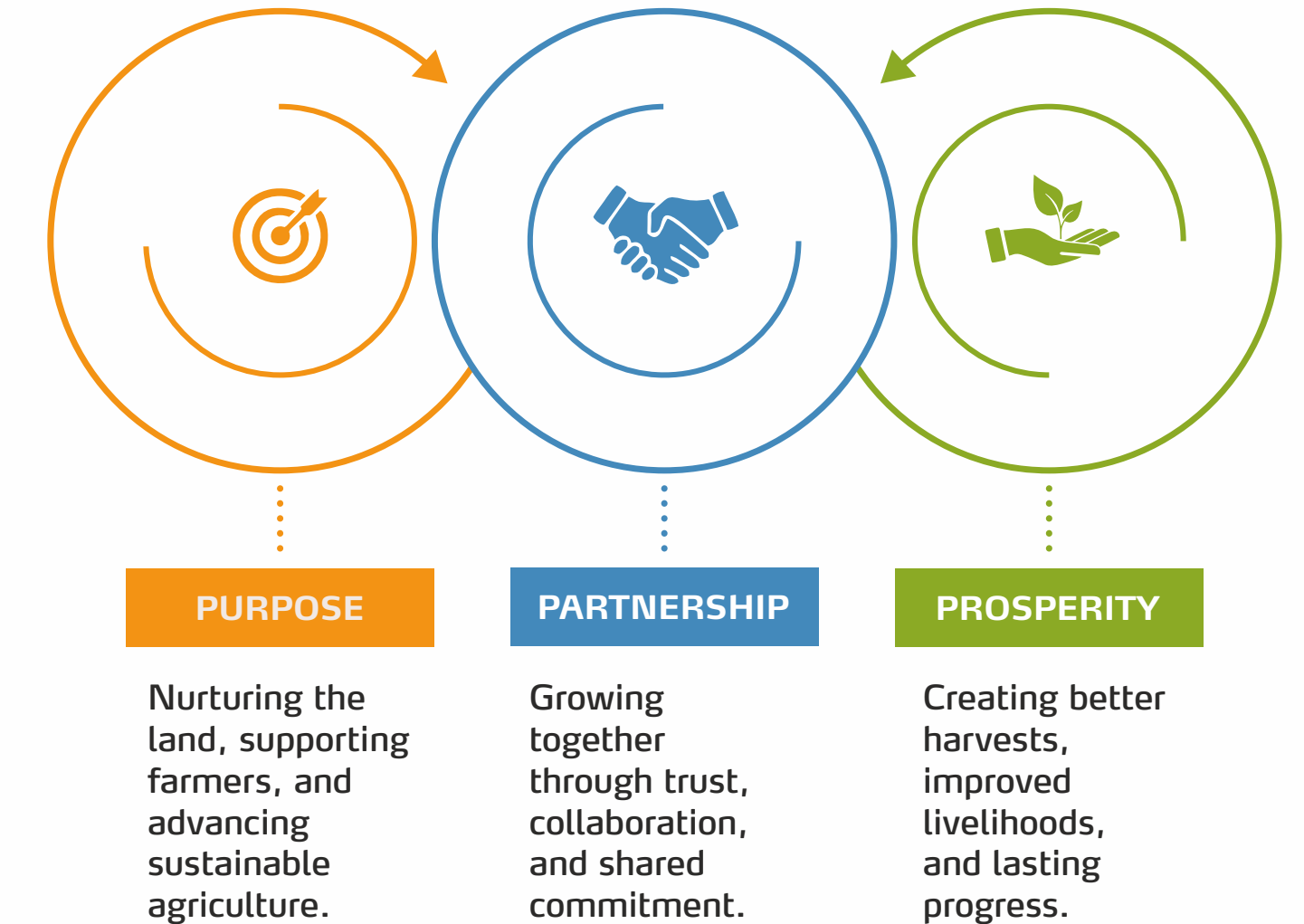
Behind every harvest is a story.

Of resilience. Of hope. Of people who nurture the land and feed the world.

At Yara, our journey has always been about **PEOPLE – farmers, partners, and communities – growing together with purpose.**



“
Because when people flourish, agriculture thrives.
”





“

*Where
better harvests
lead to
better lives.*

”

The Soul Of Yara

People at the Heart of Every Harvest

Yara's journey is shaped by people— farmers who trust, partners who collaborate, and passionate teams who bring knowledge to life.

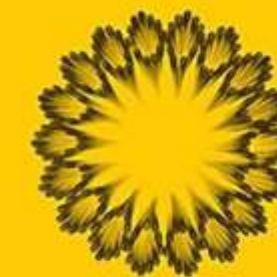
Across fields and communities, this shared commitment has created more than progress – it has built relationships, resilience, and a sense of belonging.

Driven by

Guided by

Strengthened with

Grounded in



Ambition



Curiosity



Collaboration



Accountability

“

*Because
growth begins
with people.*

”

*The ones who built our foundation and
the ones who carry it forward with passion.*





Our Journey. Your Story.

15 years ago, we began our journey in India with a clear ambition – to improve farm productivity while protecting soil health and enhancing nutrient as well as water use efficiency. Since then, it has been an honour to work alongside Indian farmers - celebrating their successes, understanding their challenges, and supporting them with global knowledge, innovative crop nutrition solutions, and consistently high-quality services.

There are moments in our journey that remind us why we do what we do; moments that go far beyond business metrics. One such incident has stayed with me over the years. In Maharashtra, a vegetable farmer we had been working with for three years walked up to our team with a quiet smile. He shared two images that spoke louder than any words. The first was a simple hand-drawn

sketch of his dream home. The second was a photograph of the new house he had just built. Attached to it was a handwritten note, that said:

“
*Thank you for
making my
dream come true.*
”

In that moment, I felt something profound: a mix of gratitude, pride, and humility. Because his message was not just about a house being built. It was about income stabilised; a family's future secured, aspirations turning into achievements.

This is the real impact of Yara's 15-year journey in India. Stories like this remind us that every field we step into, and every solution we deliver carries the power to change someone's life. That is the purpose that continues to guide us forward.

Driven by our core values – Ambition, Curiosity, Collaboration, and Accountability – Team Yara India has built strong partnerships with research institutions, governments, and the entire food value chain. These collaborations have enabled us to share knowledge, create opportunities, and help farmers grow more with less. Our commitment to transparency, ethics, and safety through – “Safe by Choice” and “Ethics & Compliance” – remains non-negotiable in everything we do, earning us the trust of farmers and partners alike.

Our USD 421 million investment in the Babrala urea plant stands as a testament to our long-term commitment to Indian agriculture - where growth goes hand in hand with sustainability and reduced environmental impact.

As we look ahead, we are confident that together – with our farmers, partners, and colleagues – we will continue to enable India to responsibly feed the world and move towards a nature-positive food future. This journey is yours as much as it is ours. And the next chapter will be written with the same purpose and pride.

Sanjiv Kanwar



The Changing Face of Indian Agriculture

Shaped by changing realities and the people adapting to them.

Agriculture in India has always been a story of the resilience of farmers who adapt, evolve, and persevere through every shift in their environment. Today, that resilience is being tested in new ways.

Widespread malnutrition, low nutrient and water-use efficiency, and rapidly degrading soils are challenging the foundations of food security. Climate change intensifies these pressures, altering rainfall patterns, stressing crops, and reducing farm productivity.

“
*Through every
changing season,
it is the strength
and resilience of
people that keep the
land alive.*
”

Driven by Purpose. Grown through Partnerships. Delivering Prosperity.

With a legacy that traces back to 1905 as Norsk Hydro, and its demerger and listing as an independent company on the Oslo Stock Exchange in 2004, Yara International has grown into a global leader in crop nutrition.

Headquartered in Oslo, Norway, and present across more than 60 countries, Yara's journey has been guided by a simple yet powerful belief: to grow knowledge that responsibly feeds the world while protecting the planet and a world

without hunger, built on collaboration and respect for the planet we all share.

In India, this journey has grown over time, shaped by conversations in the field, trust built season after season, and a shared commitment to doing better for the land and those who depend on it. Since 2011, this journey has taken on new momentum, marked by expansion, innovation, and deeper engagement on the ground.



“
*A journey shaped
by people and
carried forward
with purpose.*
”



Purpose: Laying the Foundation

The journey begins with a clear purpose – to build, to connect and to grow

The journey began in 2011 with a clear intent – to bring global expertise in crop nutrition closer to Indian farms and to build meaningful connections on the ground.

With the introduction of calcium nitrate as a pioneering solution, Yara India set the foundation for improving crop quality and nutrient efficiency. At the same time, efforts on the ground focused on engaging with farmers through field interactions,

demonstrations, and knowledge – sharing – building trust season after season.

This also marked the beginning of tailored crop nutrition, immersive trainings and supporting those who are the heartbeat of rural life.

The approach helped farmers grow more with less-increasing productivity, strengthening livelihoods, and contributing to long-term food security.

“

When every fallen fruit meant a loss, the right nutrition helped farmers hold on—to their harvest, and their hope.

”





“
*Knowledge turned
into guidance, and
guidance into better
harvests.*
”



“
*Every new field
reached was a new
relationship built.*
”



Partnership: Scaling Together

Growing through collaboration, empowering those who grow our food.

Building on the foundation of trust and knowledge, this marked a period of rapid growth driven by stronger collaborations across the agricultural ecosystem.

As Yara India expanded its presence across regions, it deepened its connection with farmers, partners, and communities through initiatives that brought knowledge, products, and support closer to the ground.

Yara Crop Nutrition Centres (YCNCs) grew into a strong retail network, reaching over **1.25 MN farmers** across **1150+ outlets** and **6500+ villages**, while digital platforms like Yara FarmCare and YaraConnect connected **12 million+ users** and **20,000+ registered retailers** across **8 languages** – reflecting the diversity of India's agricultural landscape and enabling

access to insights, guidance, and real-time support.

At the same time, partnerships with more than **200 Farmer Producer Organisations (FPOs)** brought together over **120,000 farmers** across **12+ states**, including **15 women-led FPOs** enabling them to learn from one another, share knowledge, and grow stronger together.

A defining milestone in this journey came in 2018 with the acquisition of Tata Chemicals' Urea business, the nation's first and largest-ever Foreign Direct Investment (FDI), the state-of-the-art manufacturing facility in Babrala, Uttar Pradesh, a beacon of efficiency, safety and innovation strengthening India's fertiliser backbone and reinforcing a long-term commitment to agricultural future.

“

More than an acquisition—a commitment to grow alongside Indian agriculture, strengthening the backbone for its future.

”



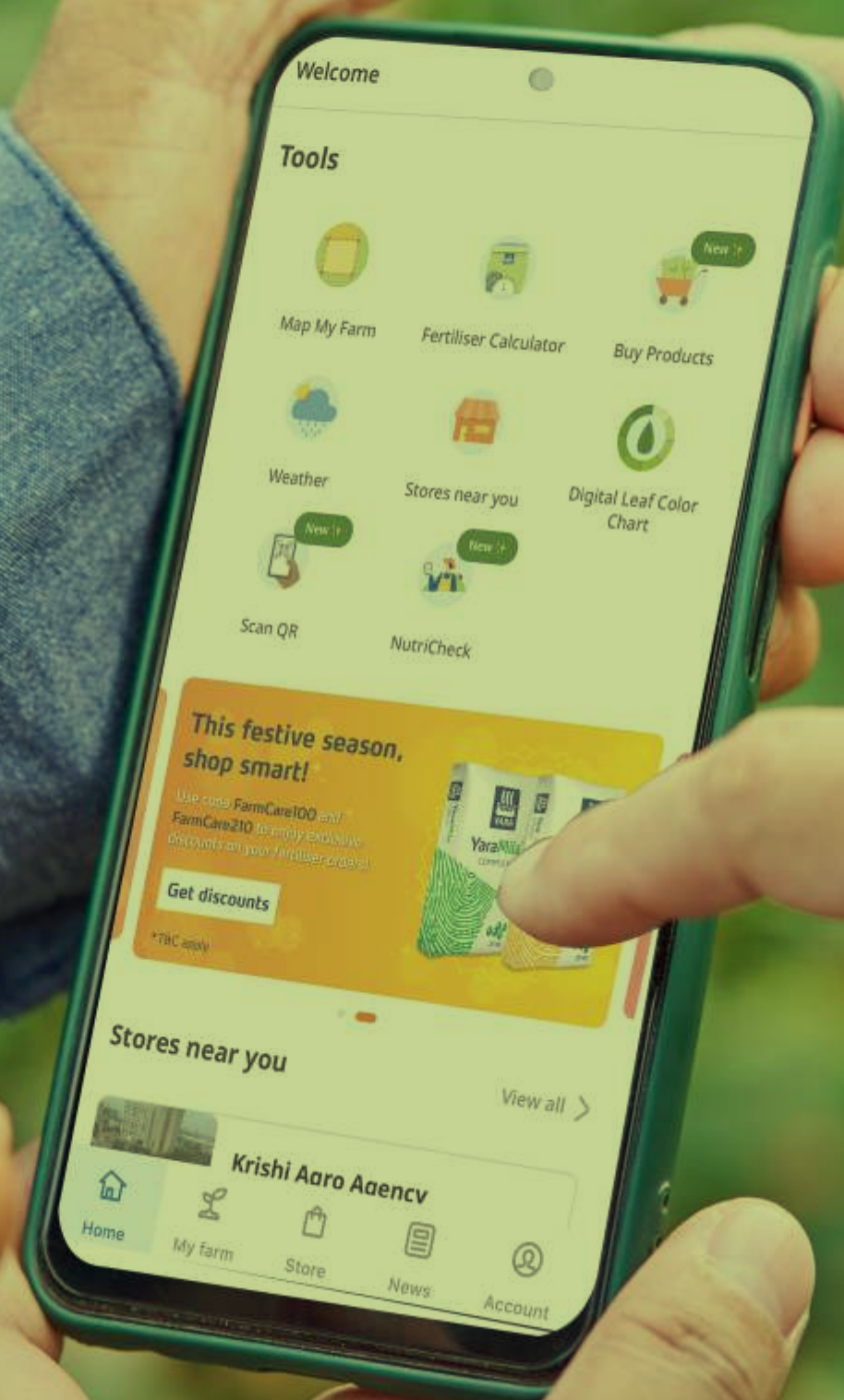


“
More than retail spaces—where every question finds an answer, and every season finds guidance.
”

“

More than digital platforms—bringing knowledge into the hands of millions, so every decision in the field is made with confidence.

”



“

More than partnerships—bringing farmers to learn together and grow the harvests of the future.

”



Prosperity: Impact that Endures

As the impact deepened - every step forward carried people, purpose, and possibility together.

With each step, the journey became about more than growth; it became about shaping lasting impact for farmers, their communities, and the wider agricultural ecosystem.

Across diverse landscapes and cultures, Yara India strengthened its presence by embracing diversity not just in people, but by connecting with farmers in ways that truly mattered across regions, languages, and local realities.

From empowering women and youth to encouraging inclusive participation, this reflected a deeper commitment to growing together.

Behind every field transformation was a network of people agronomists guiding farmers season after season, teams working closely with communities, and employees committed to strengthening agriculture with knowledge, care, and responsibility. Their dedication ensured that progress was not just delivered, but truly experienced on the ground.

Sustainability and responsibility became central to every action – supporting healthier soils, safer practices, and stronger rural ecosystems. With the right nutrition at the right time, farmers experienced healthier crops, better yields, and improved livelihoods.

Innovation continued to shape progress. Yara India became the first company to deliver premium fertilisers via rail. This bold move not only enhanced efficiency but also cut emissions by 27%, reinforcing the shared commitment to sustainability, and was followed by the arrival of the first-ever shipment of premium crop nutrition products in India - marking important milestones in expanding access and reinforcing scale.

Through every initiative, every milestone, and every partnership, one thing remained constant - the belief that true progress is measured not just in numbers, but in the lives that move forward with it.





“
*A journey across
waters, arriving
with a promise
—to serve those
who nurture the
land.*”
”





“
*Every mile
covered brought
progress closer—
to the fields, to
the farmers, to
their futures.*
”

“

When people grow, possibilities multiply—turning learning into leadership, and potential into lasting change.

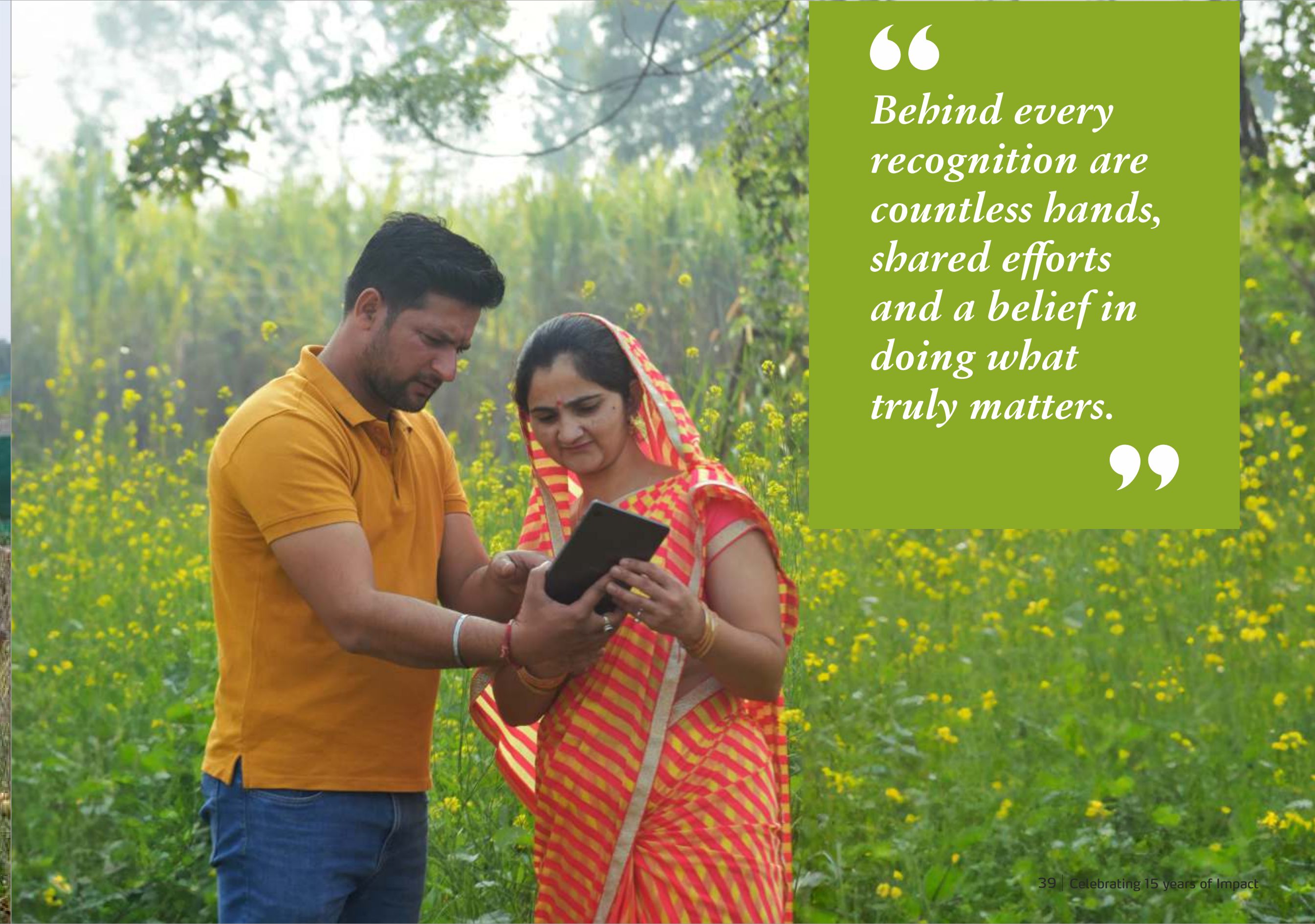
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“

Behind every recognition are countless hands, shared efforts and a belief in doing what truly matters.

”





Vision 2030

The Future We Grow Together

A shared vision for a more resilient, inclusive, and sustainable future for agriculture.

As the journey continues, the focus remains clear—to grow a future where agriculture is not only productive, but also sustainable, inclusive, and deeply connected to the people it serves.

Guided by the belief in a **collaborative society**, a **world without hunger**, and a **planet respected**, Yara India will continue to strengthen partnerships, expand access to knowledge, and enable farmers to grow more with fewer resources.

By bringing together bold innovation and human commitment, the path ahead is about setting sail to lead a resilient food system transformation. It is about one partnership, one harvest and one future at a time.



“
*The future of agriculture
will be shaped by all of
us—growing together for
a world that thrives.*
”

The Untold Story of Women in Agriculture

Empowering Women. Enabling Prosperity.

“
*When a woman
farmer grows, she
doesn't just nurture
her field—she
nurtures futures,
families and entire
communities.*
”



Sushma Mehta

*Apple grower,
Himachal Pradesh*

Turned surplus produce into opportunity through her own brand *Pahadi Zaika*, while leading a self-help group supporting women in her community.

“

What began as apples from my orchard has grown into something more – confidence in myself and opportunities for others to grow with me.

”

“

This land held me when life changed—and in nurturing it, I found the strength to nurture everything else.

”



Roopa Jagadev

*Coffee grower,
Karnataka*

Took charge of her farm after personal loss, sustaining it for over two decades while supporting livelihoods in her community.



Voices of Strength. Stories of Change.

Real journeys from the field—where partnerships turn challenges into progress and effort into prosperity.



Swapna Raj Choudhary

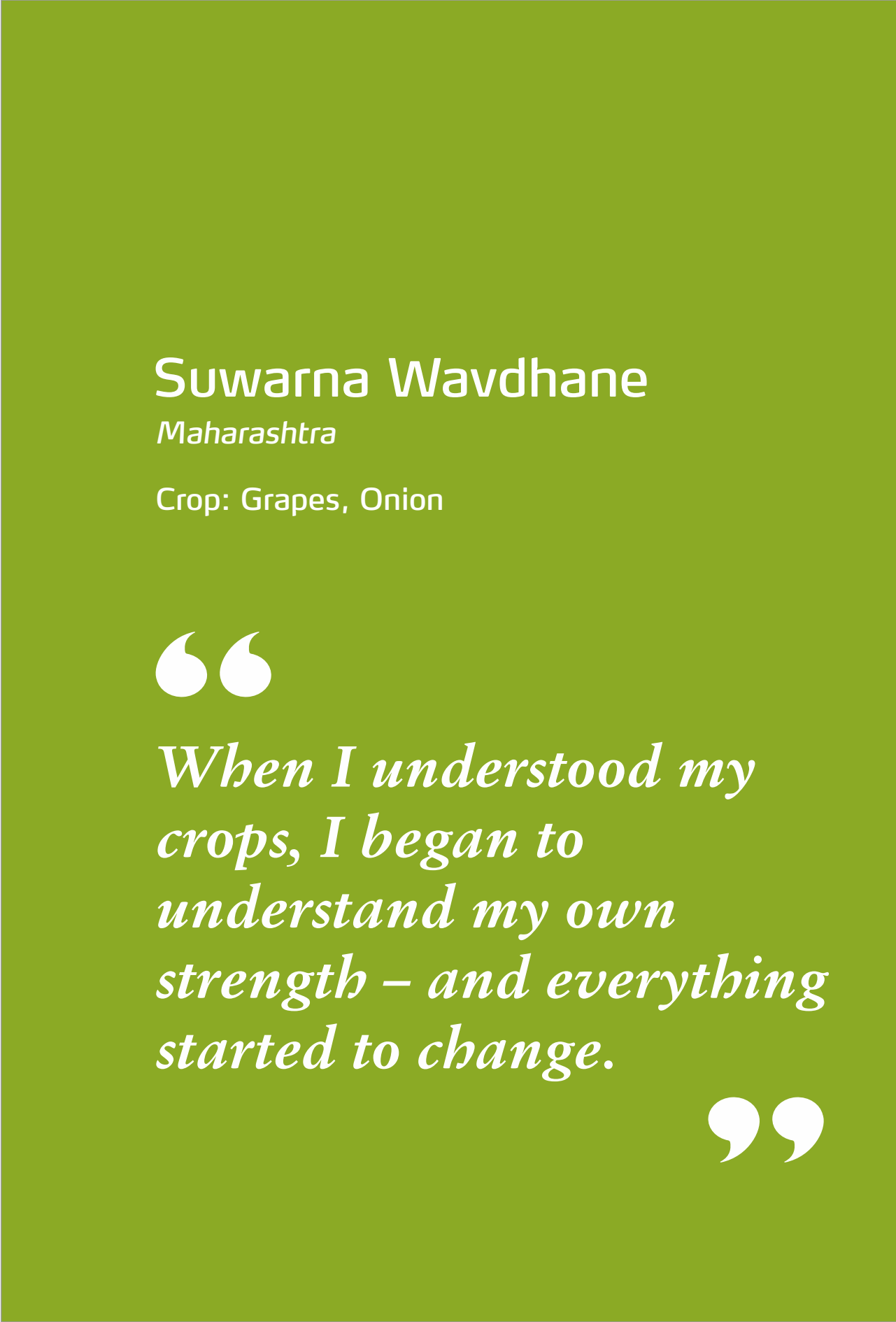
Maharashtra

Crop: Banana, Papaya, Watermelon

“

*With every crop that grows,
I feel myself growing
too—stronger, more
confident, and certain of the
path I am creating.*

”



Suwarna Wavdhane

Maharashtra

Crop: Grapes, Onion

“

*When I understood my
crops, I began to
understand my own
strength – and everything
started to change.*

”





Vandana Misra

Himachal Pradesh

Crop: Apple, Cherry

“

I believe plants are like children—when nurtured with care and knowledge, they grow into something strong, beautiful, and full of life.

”



Manjula

Karnataka

Crop: Tomato, Maize, Garlic, Turmeric

“

Farming gave me more than a living—it gave me the courage to stand on my own and build a better tomorrow.

”

Voices of Partnership. Stories of Prosperity.

Real journeys from the field—where partnerships turn challenges into progress and effort into prosperity.





Vijay K Stokes

Harmony Hall Orchards
Shimla, Himachal Pradesh

Custodian of a century-old apple orchard rejuvenated, by replacing legacy plants with modern cultivars on dwarf rootstocks, and using science to improve fruit yield and quality.

A legacy can only thrive when it evolves. For us, it's not just yield, it's about continuously improving what we grow. Yara helped us bring greater precision to how we nourish our orchards, which is reflected in the quality we produce today. This journey has been one of learning, adapting, and striving for excellence season after season.

“

For me, the real progress began when I realized we need science to improve not just how much we grow, but how well we grow it.

”





Prathvi Singh Solanki

Madhya Pradesh

A progressive grower who transitioned from traditional farming practices to scientific crop nutrition with Yara.

Farming changed for me when I changed how I farmed. Moving from traditional practices to bold innovation with Yara transformed my fields, stronger crops, 20–25% higher yield and better market prices. But the real impact was beyond the fields. It meant a better home, greater stability and fulfilling dreams that once felt out of reach. My hard work was always there but this journey would not have been possible without Yara's support.

“
Better crops gave me better income and the life my family truly deserved.”



Randhir Singh

Haryana

Crop: Wheat & Field Crops

Challenge: Declining soil fertility and inconsistent yields

“
There was a time when I put in more effort but saw less in return. Today, my fields respond—and with them, my belief that better days can grow from the same soil.”

10–15% yield ↑ | 700 vs 600 quintals/acre | ₹2–3/kg price gain



Gherkin Farmers

Karnataka

Challenge: Inconsistent quality, limited access to better markets

“
When our crops improved, it wasn't just the harvest that changed—our incomes, our confidence, and our hopes for the future grew with it.
”

20% yield ↑ | 51,000+ higher profits | 1416 tons GHG emissions ↓



Litchi Farmers

Bihar

Challenge: Declining quality, post-harvest losses

“
As the true quality of our Shahi litchi returned, so did our pride—and the belief that our children can inherit something stronger.”
”

3–3.5 tons/ha yield ↑ | improved shelf life | reduced losses



Cardamom Farmers

Kerala

Challenge: Extreme climate –
drought followed by heavy rains

“
*Even in the harshest
seasons, watching our
crops stand strong gave us
the strength to keep
moving forward.*
”

2X early yield | higher peak harvest | improved resilience & crop quality



To the People Who Shaped This Journey

“
*Voices of those who have
walked this journey—
building, learning and
growing together over the
years.*
”



Manas Tewari
Biologicals Portfolio Lead

“
Yara continues to drive positive impact on agriculture and environment through bold innovation and collaborative partnerships.

”



Anuj Sharma
Lead Strategic Initiatives

“
From delivering innovative crop nutrition solutions to developing digital farming tools for sustainable agriculture, we at Yara work tirelessly to nurture a stronger, more resilient food value chain.

”



Anjiva Rai
Sr Manager -Supply Chain

“
Every employee at Yara plays a key role in delivering quality service that empowers customers and strengthen livelihoods.

”



Bhan Singh
Zonal Business Head (West)

“
When people and purpose come together, anything is possible. Yara remains committed to its mission of improving livelihoods, protecting nature, and reducing emissions.

”



Ajay Setia
Zonal Business Head – North

“
Yara empowers millions of farmers through knowledge, driving real, ground level transformation with a sole purpose: knowledge grows in service of the planet
”



Anshuman Sharma
Zonal Business Head - South

“
Farmer prosperity drives everything we do—when their problems become ours, Yara India creates real value, trust, and long-term success together.
”



Vindhyavasini Upadhyay
Sr. Regional Manager – UP & Bihar

“
In just 15 years, we have demonstrated how innovation, commitment, and farmer-centric solutions can drive meaningful change and contribute to improving farmers' livelihoods.
”



Siddharth Singh
Sr. Regional Manager - UP Zone

“
Together with farmers, we have grown a legacy of trust, respect, and meaningful change.
”



Sujata Gawali
Asst Manager, Finance

“
We are a people-first organization, guided by “Farmer-First” philosophy and the values of respect, growth, and empowerment.

”

“

It is PEOPLE who bring purpose to life—and carry it forward, EVERY SINGLE DAY.

”

“

*We are Yara.
We make a Difference.*

”



“
*Thank you for
walking this journey
with us—and for
being part of what
we continue to grow
together.*
”

*Responsibly feed the world
and protect the planet.*



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Knowledge grows