

“RP Agro-Agrevo India Synergy will cut operational costs”

- *N.G.Pandy, Finance Manager, Rhone-Poulenc Agrochemicals (India) Ltd.*

Is the agrochemical business at the mercy of the monsoon?

The country has had a good monsoon for the last 12 years. This year too, the industry is hopeful of a favourable monsoon. However, the rains, though an important force in the business, are not the ultimate deciding factor. The farms in Punjab, Delhi and Haryana have access to irrigation facilities. The whole of Andhra, except Telangana, is a coastal area. With the Narmada project in the pipeline, Gujarat would also tide over the water problem.

How has your new cotton insecticide Larvin fared?

The farmers have welcomed it in a big way and within four years it will reach its maturity level.

What is the state-wise composition of your turnover?

The major chunk of business comes from AP, Karnataka and the Northern belt.

Why are you focusing mainly on rice?

It's true that our company has well entrenched rice insecticide and herbicide brands. But we have launched quite a few cotton, chilly and wheat pesticides, which have been well-received in the market.

How would the merger of RP Agro and Agrevo India Ltd. benefit both the companies?

The two companies have a complementary product line and the synergy will cut operational costs. Aventis Crop Science Ltd. would be the largest life size company in the world and the largest formulator in India. The company expects to benefit significantly with the strengthening of patent laws by 2000.

Will the merger not lead to cannibalization of product ranges?

As I said earlier, we have complementary product lines. Hence, there is no question of cannibalization.

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