

NFL shifts focus beyond urea

By **Mail Today Bureau**
in New Delhi

NATIONAL Fertilisers Limited (NFL), which is the leading government company in the fertiliser sector, has started providing a varied number of fertilisers to farmers to promote the need for balanced fertilisation. Primarily a urea manufacturing company, National Fertilisers Limited has also made a successful foray into the marketing of other fertilisers like diammonium phosphate (DAP), muriate of potash (MoP), bentonite sulphur along with their core product, Kisan Urea. The company has a total annual installed capacity of 35.68 LMT of urea and has a share of about 16 per cent of total urea production in the country.

Manoj Mishra, chairman & managing director, NFL informed that the company has made a successful entry into associated businesses such as trading of fertilisers like DAP and MoP, production and sale of seeds, agro chemicals and bentonite sulphur. He said that these efforts have shown excellent results in terms of more product options for farmers and improved profitability of the company with a profit of ₹197, a jump of six and half times against ₹26 crore of the previous year.

Regarding the plans for the current financial year, Mishra said that NFL has primarily been a urea manufacturing company since

inception. That will always remain the stronghold of the company. He added that NFL will further consolidate its position by adding up to its market share with the production from the upcoming Ramagundam project.

The company is looking for similar options to increase capacity and work on additional marketing of urea with an objective to becoming the market leader.

Mishra informed that NFL's decision to provide other important fertilizers along with urea is part of a long term plan to become a company which provides

all type of farm solutions under one roof.

NFL has also entered into seed multiplication business with this intention.

The next step shall be to explore opportunities in the customised fertilisers section. The company plans to extend its product line by including NPK fertilisers in the coming Rabi season. He disclosed that the company has a vision plan for achieving the turnover of ₹15,000 crore in the next five years.

Regarding the Direct Benefit Transfer (DBT) of subsidy to farmers, Mishra said that under DBT, the fertiliser subsidy will be

directly transferred to the bank accounts of farmers, instead of routing through manufacturing or importing companies as it happens under the existing system. This will lead to better targeting of subsidy and thereby result in saving the overall subsidy outgo of the government. Direct Benefit Transfer (DBT) to farmers will also help the industry in tiding over the problem of liquidity crunch in addition to checking leakages.

He said that pilot projects for Direct Benefit Transfer (DBT) shall soon start in a few selected districts of the country. NFL shall also be allocated a few districts, and is looking forward to implementing the project as per the plans of the government.

National Fertilisers Limited is promoting balanced fertilisation to farmers.



NFL chairman says that the company has a vision plan for achieving a turnover of ₹15,000 crore in the next five years