



Public Version

S/1584/2016 Dt. 21/12/2016
(020) 26467310

AGRO INPUT DEALERS ASSOCIATION, NEW DELHI

ADMIN OFFICE
Shrikrishna Apartment, 39/A, Gultekdi, Opp. Apsara Cinema, Market Yard Road, PUNE - 411037

PRESIDENT Manmohan C. Kalantri Mob.: 09422241298	TREASURER Abasaheb P. Bhokare Mob.: 09011034500	GEN. SECRETARY Pravibhai M. Patel Mob.: 09925955511
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WORKING AREA - ALL INDIA

5/8/2022

VICE PRESIDENT

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Mo: 09314149473 (Rajasthan)
Harman Singh Srava
Mo: 09416191154 (Haryana)
Munender Gaurishetty
Mo: 08849020899 (Telangana)
Mansingh Rajput
Mo: 09425300227 (M.P.)
Dwarika Gupta
Mo: 09425532813 (Chattisgarh)
Jirendarsingh
Mo: 09431011944 (Bihar)

SECRETARY

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Mo: 09825033843 (Gujarat)
Surinder Singh Barhwal
Mo: 09463300622 (Punjab)
M. Bathiya Moorthy
Mo: 09443144973 (Tamilnadu)
V.V. Naji Radly
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Satyansayan Kasat
Mo: 09422243115 (M.S.)

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Mo: 09890350350 (M.S.)
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Raj Kumar Rameshwar
Mo: 09888476451 (Punjab)
Bhimashankar Rao
Mo: 09848144579 (A.P.)
Prabhu Nadkarni
Mo: 09448357876 (Karnataka)
Abul Tripathi
Mo: 08052489350 (U.P.)
Rakesh Ahuja
Mo: 09816022122 (H.P.)
Arun Gufguthya
Mo: 09431700000 (Jharkhand)
Chitta Ranjan Dey
Mo: 09434078636 (W.B.)
Rajendra Kumar Patro
Mo: 08249283698 (Odisha)

SPOKESMAN

Sanjay Kumar Raghuvanshi
Mo: 09898697360 (M.P.)

Request Letter

To
All companies

Sub: Problem of online business in Agri Input products

The performance of Agriculture sector of our nation in last 50 year is considered with very high regard Globally; we have turned from an importer to a major exporter of Ag commodities even after feeding 135 crore population. The Agri-inputs sector has also developed to a respectful Level Globally, India is considered Leader in many segments of Agro-inputs. Its achievement could not have been possible without the whole hearted involvement of all dealers, as the dealer are directly involved in the farming activities of the farmers due to regular contacts. We provide agri-input to the farmers on seasonal credit which may turn in to a low credit also due to agro climatic situation. We wish to highlight some main contribution of all dealers to agri inputs sector, which are as mentioned hereunder:

1. Due to direct contacts, timely guidance and trust of the farmers, the dealers have developed the market for your products with such a huge volume. It is highly impossible even for a large corporation to reach out to 10 crore farmers for product development.
2. The online marketers sell only Brand products due to the demands, whereas dealers co-operate you in selling of your many products. There are high chances of selling of duplicate products online marketing, many brands in other segments are facing the same type of problem and some of them have shifted to offline sales also.
3. It is not possible to develop a new product or technology without personal contacts as assurance of the performance of the product/technology to the farmers. We have developed such segments keeping faith in you, future products/technologies would require the same type of contribution from the dealer.
4. All the license holders are well trained and experience persons who can justify the proper requirements of chemicals/inputs. The farmers need crop advisory services on regular basis & the usages of agro-chemicals, seeds and fertilizers as the field level conditions are changing very fast due to environment stresses and rain patterns changes. A farmer having cultivated the same crop in different fields mostly have different problems, the dealers can only provide solution to

Anshul

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Reg. No. - S/1584/2016 Dt. 21/12/2016
Ph : (020) 26457310

E-mail : info@aida.org

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M. Sathya Moorthy
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V.V. Nagi Reddy
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Mo : 09888475451 (Punjab)

Bhimashankar Rao
Mo : 09848144579 (A.P.)

Prabhu Nadkatti
Mo : 09448357878 (Karnataka)

Atul Tripathi
Mo : 09052689365 (U.P.)

Rakesh Ahuja
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Mo : 09431700000 (Zarhand)

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Mo : 09434078836 (W.B.)

Rajendra Kumar Patro
Mo : 08249263698 (Odisha)

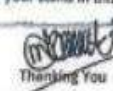
SPOKESMAN

Sanjay Kumar Raghuvanshi
Mo : 09889897360 (M.P.)

the farmers as most of the dealers pay regular visits to the fields. Such type of involvement is n possible with online marketing setups.

5. Pesticides contain poisons, transportation through couriers have high chances of contaminat with other materials including foods.

Considering the abovementioned background, we from Tehsil level to National level associatio have decided to request all agro-inputs companies to stop the sale through online platfor There are more than 85% farmers of India are small and marginal farmers, under su circumstances we believe that for the larger interest of the farmers and the food security of o nation, you should stop online sale. We have decided to co-operate with companies only who si their products in every part of nation through offline setup. We, therefore, request you to kind clear your stand in this regard in writing before 20th August, 22 and oblige.


Thanking You



26. In the last para of the said letter, it has been specifically mentioned that OP-1 will cooperate with only those agri-input companies who sell their products through offline mode. The DG observed that during the course of investigation, Mr. Manmohan C. Kalantri, President, AIDA (OP-3), did not deny that the association forced the online agri-input retailers to discontinue their online business and when confronted with the contents of the last para of the said letter viz., “in the larger interest of the farmer and the food security of a nation,



you should stop online sales”, he failed to justify his statement by way of placing any data, statistics, effect analysis of the initiative or any other measures taken by the association in this regard that substantiate his contention.

27. In reference to this, the investigation gathered copies of certain response letters submitted by agri-input companies to OP-1 showing their support to the association’s initiative. The copies of the letters from some companies such as Ajeet Seeds Pvt. Ltd., Ankur Seeds Pvt. Ltd, Kaveri Seeds Company Ltd, Nath Bio Genes (I) Ltd, Syngenta India Pvt, Ltd, Tulasi Seeds Pvt. Ltd, issued to AIDA. The copies of the letters from said companies are reproduced below for reference:

Space intentionally left blank



EXHIBIT-3

Ajeet
Seeds Pvt. Ltd.

To
Agro Input Dealers' Association
Gujarat

Subject: Refer to your letter through agro input dealer's
association-
New Delhi, dated 5th August -2022.

Dear
Channel Partners,

We have been thankful to our channel partners for long standing
association with us for doing business together which has been
mutually rewarding.

As per your letter refer above, in given situation and
development, we hereby extend our support to Agro input dealers'
association -Gujarat.

We believe in shared value for our business growth in state of
Gujarat for Ajeet and Arya brand seeds

All the best
Ajeet Seeds Private Ltd.

[Signature]
Piyush Bhatnagar
Senior Business Manager

Ajeet Seed Pvt.Ltd.

Ahmedabad

Ravichandran Babu
Regional manager

Arya Hybrid Seed Ltd

Ahmedabad

[Signature]
5/11/2024
(Mamohan Kataria)

Office : G-10, 2nd Floor, Tq. Palpur, Dist. Anand - 388 001 (Vatodra) India. Tel: +91-2331251446/251831. Fax: +91-2331251831.
E-1-E-327, Doshi Chambers, Block 204, Hyderabad, Hyderabad - 500025 (Telangana State) India. Tel: +91-40-23312518. Fax: +91-40-23312518.
Email: info@ajeetseed.com. Website: www.ajeetseed.com. CIN No. U01102TG1999PPC011221E.



Ankur

To,
Agro Input Dealer's Association,
Gujarat.

20th Oct, 2022

Subject- Regarding E- commerce online business letter on 5th Aug, 2022.

Dear Business Partners,

Ankur Seeds Pvt. Ltd is one of the most prestigious seeds organization offering a wide range of seeds in cotton, field crops and vegetable. Since 1974, the company has been successful in retaining farmers' trust. We provide best quality hybrids and varietal seeds pan India with our business partners. We thank our dealers - distributors for their support in expanding companies' business.

Ankur Seeds believes is in favor of doing business with our dealer-distributor channels rather than online e-commerce business.

We thank our trade partners for a smooth business till now and even henceforth.

Thanking You,

Sushil Raut

Sushil Raut

Dy. Zonal Manager,

Ankur Seeds Pvt. Ltd,

Ahmedabad, Gujarat.



To
Agro Inputs Dealer Association
Gujarat

Date: 20/10/2022

Sub: Declaration regarding disassociation with online retail business

Dear Business Associates,

Kaveri seed company Limited is in Research, Production and Marketing of Hybrid showing seeds (Field crops and vegetables) acquiring good amount of market share as well, through our loyal distribution and retailer's channel pan India , which could be possible with your cordial relation and uplifting for the services to the Farmer Community at most.

By seeing the current marketing practices and it's long term effect on conjugation, it has been decided that, no business will be done through online retailers and the same would be expected from the retailers community to abstain from such practices to guard our mutual growth means distributors/ dealers should not supply the product to e-commerce companies.

For Kaveri seed Company Limited

Ketanpatel
(Regional Business Manager)
State: Gujarat

TRUE COPY



NATH SEEDS*

Nath Bio-Genes (I) Ltd.

(CIN L01110MH1993PLC072842)

310, Sakar – III, Nr. Income Tax Circle, Ashram Road, Ahmedabad – 380 014.

26th September, 2022

Agro Inputs Dealer's Association
Gujarat

Subject : E-commerce platform (Online Business) regarding

Dear Business Partners,

Nath Bio-Genes (India) Ltd. is engaged in the production, processing & selling farmers' centric seeds fulfilling their requirements, since decades. Since our inception, we have added more and more Distributors, Channel Partners wherein we have built relationships and loyalty with each other.

Our focus and commitment are towards "farmers' growth and prosperity" by developing and strengthening business relationships through our channel partners which are contributing towards mutual growth and ultimately growth of our nation. We are keen to continue using the established channels without opting for online business option, which may potentially put our long-standing relationships with our channel partners at stake.

We are sure, you will understand our approach and take our stand in a positive manner.

Thank you and regards,

For NATH BIO-GENES (INDIA) LTD.

(Chiman Katba)

Dy. General Manager



Annexure 3

syngenta

Baker Road, Pune 411 005
Syngenta, India
Tel : +91 20 3009 9000
Fax : +91 20 3009 9000
www.syngenta.com
CIN : L24210MH2000CATC136800

Date 21/10/2022

To
Agro Inputs Dealer Association,
Gujarat

Subject: - Regarding online sales with third party E Commerce companies

Syngenta India Pvt Ltd (erstwhile Syngenta India Limited) hereinafter known as "we" or "Syngenta" are associated with growers and doing business through trustable channel partners only. We are delivering the entire Syngenta portfolio and new technologies to growers through dealer network since decades and we value this long-trusted relationship with you.

We are committed that we are not selling our pesticides products through third-party e-commerce platforms presently in the state of Gujarat, and we will always stand by you as your most trusted partner.

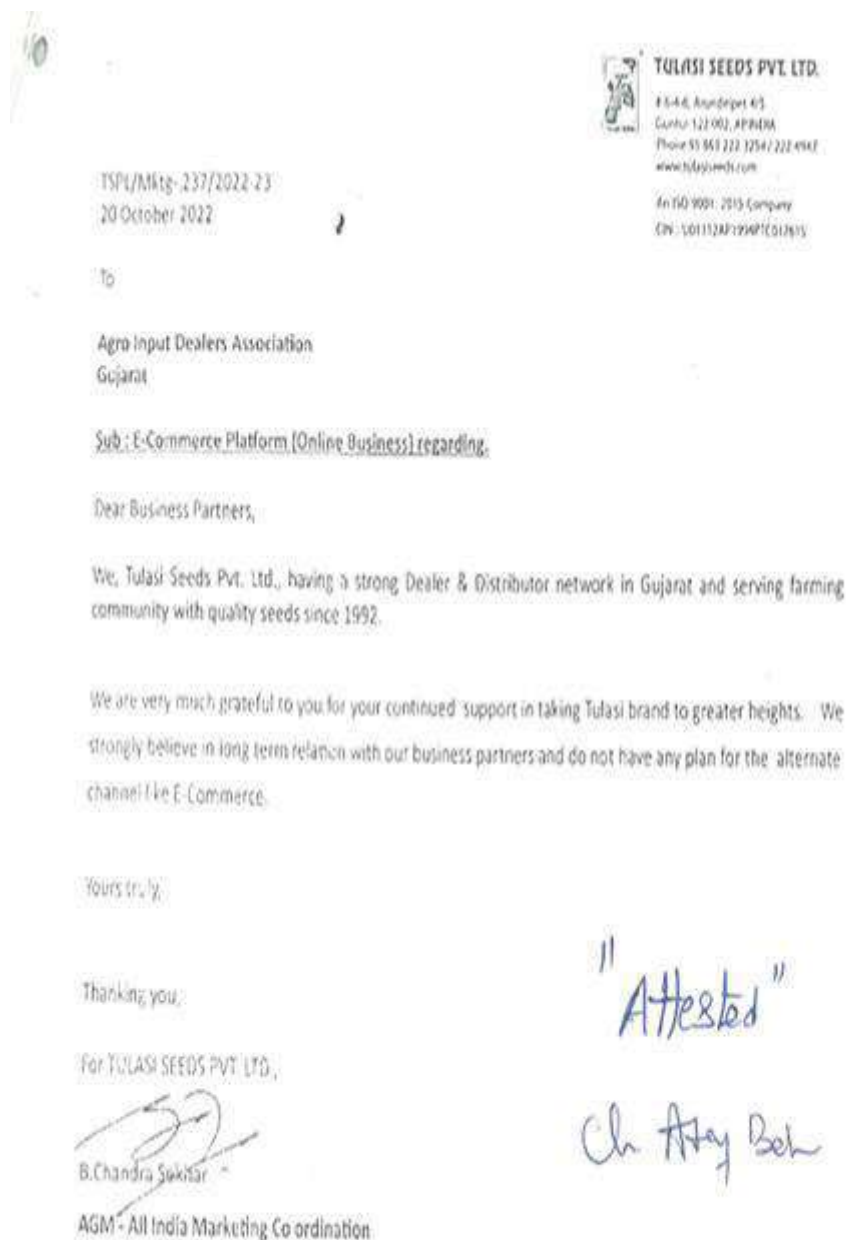
Thanking you,

Yours Truly

Best Regards,
Shrimali Devdutt
Division Manager – Nort West.
syngenta



Public Version



28. Furthermore, OPs had the objective to achieve 100% success in the initiative of complete boycott of sale through online platform. This was corroborated by the communications made by Shri Arvind Bhai Patel, National Secretary, OP-1 to its members stating that some companies have shown support and agreed to the boycott of online sales and response from other companies are awaited so that complete ban is ensured. The copy of the said communication is reproduced below:



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Gujarati:

BASF, સિજેન્ટા, અંકુર સીડ્સ રાસી SEEDS, નુજીવિદુ દ્વારા भी ऑल इंडिया संघ को समर्थन पत्र जारी



સાચિવો

ऑल इंडिया एग्रो इनपुट डीलर एसोसिएशन द्वारा ऑनलाइन प्लेटफॉर्म के बहिष्कार के लिए विभिन्न कंपनियों को पत्र लिखे गए थे और निवेदन किया था कि वह अपने उत्पाद लो ऑनलाइन प्लेटफॉर्म को नहीं देंगे।

इसी संदर्भ में पहले धानुका सुमितोमो केमिकल यूपीएल, अडामा, सल्फर मिल्स, GSP क्रॉप साइंस, सुमिल केमिकल्स, और नागार्जुन (NACL) लिमिटेड द्वारा भी ऑल इंडिया संघ को समर्थन पत्र जारी किया गया था और अब *BASF, सिजेंटा, अंजुर सीड्स, रासी SEEDS, नुजीविदु द्वारा भी ऑल इंडिया संघ को समर्थन पत्र जारी* कर सुचित किया है कि वह इस मुद्दे पर पूर्ण रूप से ऑल इंडिया संघ के सदस्यों के साथ हैं और वह भविष्य में भी ऑनलाइन प्लेटफॉर्म को अपने उत्पाद नहीं देंगे।।

जिन कंपनियों ने ऑल इंडिया संघ की इस मुहिम को समर्थन दिया है उनके प्रति हम ऑल इंडिया संघ की ओर से आभार प्रकट करते हुए अन्य सभी कंपनियों से भी उम्मीद करते हैं कि वह जल्द ही इस बारे में अपना समर्थन पत्र जारी करेंगे

धन्यवाद

अरविंद भाई पटेल

राष्ट्रीय सचिव

ऑल इंडिया एग्रो इनपुट डीलर एसोसिएशन

Translated:

BASF, Syngenta, Ankur Seeds, Rasi SEEDS, Nujiividu also issued letter of support to All India Association

Comrades,

All India Agro Input Dealers Association wrote letters to various companies to boycott the online platform and requested them not to offer their products to the online platform.

In the same context earlier Dhanuka, Sumitomo Chemical UPL, Adama, Sulfur Mills, GSP Crop Science, Sumil Chemicals, and Nagarjuna (NACL) Limited also issued letters of support to the All India Association and now *BASF, Syngenta, Ankur Seeds, Rasi SEEDS, Nujiividu has also issued a letter of support* to the All India Sangh informing that it is fully with the members of the All India Sangh on this issue and will not provide its products to the online platform in future.

On behalf of All India Sangh, we express our gratitude to the companies who have supported this campaign of All India Sangh and hope that all other companies will also issue their letter of support in this regard soon
thank you

Arvind

Arvind Bhai Patel

National Secretary

All India Agro Input Dealers Association

29. Supporting the point above, another undated communication was found wherein OP-2 thanked its members for their support and encouraged other companies to show their support as well. The copy of the said communication is reproduced below:



Gujarati:

AIWA એસોસિએશન, જિલ્લા પ્રમુખશ્રીઓ તેમજ તાલુકા પ્રમુખશ્રીઓ ના પ્રયત્નો થી ઓનલાઇન ની વડત્ત માં આપણ ને જે કંપની એ AIWA એસોસિએશન ને સપોર્ટ કરેલ છે તે બિયારણ કંપની ની આપણે આભાર માનીએ છીએ અને તે કંપની ને આપણા એસોસિએશનના તમામ વેપારી એટલો સપોર્ટ કરીએ કે જે બિયારણ કંપની આપણ ને સપોર્ટ નથી કરેલ તે કંપની ને અફસોસ રહી જાય જે બિયારણ કંપની એ આપણ ને વેટર આપેલ તેનું વિસ્ત નીચે મુજબ છે.

- (1)Hiral seeds Corporation (Ahmedabad)
- (2)Shivam seeds Corporation(Ahmedabad)
- (3)Crystal crop protection Ltd (Seeds Div)
- (4)Dinkar seeds pvt Ltd (Himatnagar)
- (5)Keval shiv marketing venture LLP (Vadodara)
- (6)Kedium crop care (Ahmedabad)
- (7)Nath Bio -Genes (i)Ltd (Ahmedabad)
- (8)Navbharat seeds pvt Ltd (Ahmedabad)
- (9)Ganesh crop science Pvt Ltd (Ahmedabad)
- (10)Scientific Agri Seeds (Junagadh)
- (11)Namdhari seeds (Karnataka)
- (12)Chetya Biogene pvt Ltd (Gandhinagar)
- (13)Mahodaya Hybrid seeds Pvt Ltd (Ahmedabad)
- (14)Narmada seeds pvt Ltd (Rajkot)
- (15)Solar Agro Tech Pvt Ltd (Rajkot)
- (16)alpGIRI seeds (Gandhinagar)
- (17)Patidar seeds Pvt Ltd (Ahmedabad)
- (18)Nadeshwari seeds pvt Ltd (Ahmedabad)
- (19)Saga seeds company (Ahmedabad)
- (20)Ganga Hybrid seeds Company (Ahmedabad)
- (21)Dhananjay agri seeds (Himatnagar)
- (22)Danani seeds (Ahmedabad)
- (23)Ellora Natural seeds pvt Ltd (Aurangabad)
- (24)Sonalika Agro Input (Ahmedabad)
- (25)Avani seeds Limited (Ahmedabad)
- (26)PanchaGanga seeds pvt Ltd (Aurangabad)
- (27)Mantavya seeds pvt Ltd (Gandhinagar)
- (28)Agri Genetics pvt Ltd (Himatnagar)
- (29)Shree Avakar seeds
- (30)AHZOLYA Seeds (Ahmedabad)
- (31)Kartavya Agritech pvt Ltd (Ahmedabad)

Rajkot

- (32)Savan seeds pvt Ltd (Ahmedabad)
- (33)Nidhi seeds (Rutu crop care pvt Ltd)(Rajkot)
- (34)Akshay seeds Tech co. (Junagadh)
- (35)Meldai seeds company (Gandhinagar)
- (36)Western Bio Vegetable seeds pvt Ltd(Gandhinagar)
- (37)Apple seeds tech co. (Junagadh)
- (38)Royal seeds pvt Ltd (Hyderabad)
- (39)Kalash seeds pvt Ltd (Maharashtra)
- (40)Sudarsan Agri Genetics pvt Ltd (Ahmedabad)
- (41)Dhanlaxmi crop science pvt Ltd (Himatnagar)
- (42)Nandi seeds pvt Ltd (Mumbai)
- (43)PVR Agri Genetics (Himatnagar)
- (44)Gujarat Agro seeds co (Junagadh)
- (45)Gujrat Farm seeds pvt Ltd (Anand)
- (46)Junagadh Universal seeds (Junagadh)
- (47)Super vegetable seeds (Rajkot)

ઉપર ની બિયારણ કંપની એ આપણ ને વેટર આપેલ છે, જો કોઈ કંપની નું નામ લખવાનું રહી ગયું હોય તો જણાવશો, અને ઉપર ની તમામ કંપની ને વેપારી મિત્રો સાથે અને સહકાર આપશે.

Translated:

We would like to thank the seed company that has supported AIWA association in the online fight with the efforts of the AIWA association, district presidents and taluka presidents and all the traders of our association will support that company so much that the seed company we it is a pity-for-the company that has not supported it.

Following is the list of the seed companies which have given us a letter.

- (1)Hiral seeds Corporation (Ahmedabad)
- (2)Shivam seeds Corporation(Ahmedabad)
- (3)Crystal crop protection Ltd (Seeds Div)
- (4)Dinkar seeds pvt Ltd (Himatnagar)
- (5)Keval shiv marketing venture LLP (Vadodara)
- (6)Kedium crop care (Ahmedabad)
- (7)Nath Bio -Genes (i)Ltd (Ahmedabad)
- (8)Navbharat seeds pvt Ltd (Ahmedabad)
- (9)Ganesh crop science Pvt Ltd (Ahmedabad)
- (10)Scientific Agri Seeds (Junagadh)
- (11)Namdhari seeds (Karnataka)
- (12)Chetya Biogene pvt Ltd (Gandhinagar)
- (13)Mahodaya Hybrid seeds Pvt Ltd (Ahmedabad)
- (14)Narmada seeds pvt Ltd (Rajkot)
- (15)Solar Agro Tech Pvt Ltd (Rajkot)
- (16)alpGIRI seeds (Gandhinagar)
- (17)Patidar seeds Pvt Ltd (Ahmedabad)
- (18)Nadeshwari seeds pvt Ltd (Ahmedabad)
- (19)Saga seeds company (Ahmedabad)

o nali



- (20)Ganga Hybrid seeds Company (Ahmedabad)
- (21)Dhananjay agri seeds (Himatnagar)
- (22)Danani seeds (Ahmedabad)
- (23)Ellora Natural seeds pvt Ltd (Aurangabad)
- (24)Sonalika Agro Input
(Ahmedabad)
- (25)Avani seeds Limited (Ahmedabad)
- (26)PanchaGanga seeds pvt Ltd (Aurangabad)
- (27)Mantavya seeds pvt Ltd (Gandhinagar)
- (28)Agri Genetics pvt Ltd (Himatnagar)
- (29)Shree Avakar seeds
- (30)AHZOLIYA Seeds (Ahmedabad)
- (31)Kartavya Agritech pvt Ltd (Ahmedabad)
- (32)Savan seeds pvt Ltd (Ahmedabad)
- (33)Nidhi seeds (Rutu crop care pvt Ltd)(Rajkot)
- (34)Akshay seeds Tech co. (Junagadh)
- (35)Meldai seeds company (Gandhinagar)
- (36)Western Bio Vegetable seeds pvt Ltd(Gandhinagar)
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- (45)Gujrat Farm seeds pvt Ltd (Anand)
- (46)Junagadh Universal seeds (Junagadh)
- (47)Super vegetable seeds (Rajkot)

The above seed company has given us a letter, if any company's name is left to be written, please let us know, and business friends will support and cooperate with all the above companies.

30. Further, during the course of recording of his deposition dated 04.11.2024 before the DG, Mr. Manmohan C. Kalantri, President, AIDA (OP-3) was asked “*Whether AIDA had requested the manufacturers of seed, fertilizers and pesticides companies to stop supplying products to online platforms.*” He replied in affirmative and stated that “*...Yes, based on the concerns/issues of farmers, AIDA has requested the agro-input manufacturers companies to stop the sale through online platforms in the larger interest of the farmers and food security of our nation...*”

31. Mr. Manmohan C Kalantri, further in his deposition dated 05.11.2024 stated that “*...Yes, the Association has discouraged retailers from partnering with or procuring products from online platform. AIDA was getting feedback from the dealers that many spurious agro-input products are on sale via online platforms and many pesticides manufacturers have not granted principal certificate to online sellers about their products for further sales. In this regard, the association also wrote letters to the Hon'ble Agriculture Minister on 10.10.2022. Our state association namely, Agri-Input Welfare Association (AIWA) also*