



PRESS RELEASE

FIL Industries Private Limited Successfully Hosts Mega Farmer Meeting in Shopian, J&K

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FIL Industries Private Limited successfully hosted the first FIL Kisan Mela at the Aglar Fruit Mandi, Shopian, Jammu and Kashmir, fostering stronger connections within the farming and horticulture community. The first of its kind event brought together 700+ farmers for a day filled with knowledge exchange, product and service presentations, and community welfare.



The event commenced with the arrival of farmers, product videos, and company insights. Following this, Mr. Ramnik Sharma, Senior Vice President – Sales & Marketing, FIL Industries, addressed the farmers, enhancing the engagement with his valuable insights.

A concise crop protection and crop nutrition presentation then underscored strategies for disease and pest management, placing a spotlight on FIL's essential agricultural products designed to address these challenges effectively.

Speaking at the event, Mr. Syed Junaid Altaf, Executive Director of FIL Industries Private Limited, reiterated FIL's dedication to standing with the farmers at every step through its agro-chemical, biological, and nutritional products, for the holistic welfare of the farmers.



“I envision Jammu and Kashmir as India's largest apple-growing region, driven by the symbiotic relationship between the farmers and the company, paving the way for mutual prosperity”, said, Syed Junaid Altaf.

Additionally, he said that FIL's new services such as apple insurance, the apple cluster project, and processing facilities in the Controlled Atmosphere (CA) store, are all designed to benefit and empower the farming community. Highlighting FIL as India's largest

apple integrator, he underscored the company's deep-rooted commitment to Jammu and Kashmir and expressed optimism for the future.

The event also witnessed the unveiling of four innovative products, marking a significant step towards enhancing agricultural practices and productivity. These product launches were accompanied by informative presentations, providing farmers with valuable insights into the latest advancements in the agricultural sector.

A dedicated presentation highlighted FIL's joint venture FILAVAL and its Apple Cluster project, providing farmers with information on optimizing apple cultivation, contributing to enhanced crop yields, and improved agricultural outcomes.

Among the notable announcements was the introduction of India's first parametric apple crop insurance program – appleINSURE, aimed at safeguarding farmers against unforeseen weather conditions, demonstrating FIL Industries' commitment to the financial well-being of the agricultural ecosystem.

Towards the end of the event, the heartfelt testimonials shared on the stage by farmers served as a powerful testament to the transformative impact of the company.
