



PI Industries, one of the leading Indian companies in the business of Chemicals and Agri Inputs, today launched OSHEEN at Bhimavaram, West Godavari District, (AP). PI Industries is closely working with Indian farmers for more than 50 years through its VEGFRU brand leading and innovative products such as FORATOX, BIOVITA, ROKET, CARINA, FOSMITE, NOMINEE GOLD and many more.

The introduction of OSHEEN in India by PI Industries is in the line of its basic Philosophy of Bringing Innovations to the Farmers.

OSHEEN is a novel insecticide which was invented in Japan by Mitsui Chemicals Agro Group (MCAG). In India, PI Industries has registered and developed OSHEEN in collaboration with Mitsui, Japan after the research of more than six years.

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OSHEEN effectively kills the rice hoppers specially Brown Plant Hopper (BPH) which is most damaging pest of rice crop. BPH if not controlled timely, it can total yield loss to farmers. OSHEEN will help Indian farmers to protect their rice crop and increase their crop yield.

Mr Mayank Singhal, Managing Director of PI Industries was the chief guest for the launch ceremony. Mr. Singhal shared that research backed product identification, Product development and extension based marketing approaches of PI Industries. He also informed the strong trust and relationship of PI Industries with the leading global companies and Indian farmers due to continuous focus on Quality. Mr. Singhal informed that PI will keep on introducing new and innovative products and technologies to Indian Farmers in the coming years.

Mr Takehiko Kanai, President of MCAG Japan was the special guest for the OSHEEN launch ceremony. He shared the special relationship of MCAG with PI Industries and also appreciated the efforts of PI in developing and introducing OSHEEN in India.

Mr Fukuhara from MCAG, Japan has shown in his presentation that OSHEEN is helping farmers save their various crops such as rice, cotton, chilies, vegetables, mango etc from sucking pests namely hoppers, aphids, white fly, thrips, in 17 countries where the other products have stopped working on these insects pests.

While sharing the technical information on OSHEEN, Mr. R D Kapoor Head Agri Business of PI Industries informed that OSHEEN gives fast and long duration of control of Brown Plant hoppers, Green Leaf hoppers and even white Backed Plant hoppers in rice. He further shared that if not controlled in time these hoppers can result into total yield losses. OSHEEN can be a big boon to the rice growers of Andhra Pradesh where rice crop is heavily damaged by hoppers and farmers are not getting satisfactory control from the existing products. He further informed that PI will be expanding the label of OSHEEN on other crops including cotton and vegetables.

In the ceremony many farmers who have seen the trials of OSHEEN also shared their experiences about the excellent efficacy of OSHEEN on rice hoppers. Farmers also shared that OSHEEN effectively controls the hoppers which are not controlled by existing products.

The launch programme was also attended by Mr VDV Kripadas – Joint Director (agriculture) and Dr. M Bharatalaxmi – Head, Regional Agri Research Station (RARS), Maruteru. Both the guests shared the importance of successful management of rice hoppers and possible contribution of OSHEEN for the benefits of farmers.

The OSHEEN launch was attended by more than 10 foreign visitors from Japan and Thailand, 1500 progressive farmers, agri-input dealers and distributors have participated from different parts of Andhra Pradesh.