Pioxazon®, India's first discovered insecticide molecule brought to farmers by PI

A decade of indigenous scientific innovation culminates in a new crop-protection solution for Indian farmers

- Powered by Pioxaniliprole, India's first discovered insecticide molecule
- Targets Yellow Stem Borer in rice, Fall Armyworm in maize and Pod Borer in Bengal gram
- Developed for Indian farming conditions and evaluated through multilocation field trials across the country
- Fastest absorption (within 30 minutes), highest efficacy, longest duration of control and safest profile for beneficial insects

Hyderabad, October 31, 2026: PI Industries today launched Pioxazon® (Pioxaniliprole 20% SC), powered by India's first indigenously discovered insecticide molecule. Developed for rice, maize and Bengal gram, Pioxazon marks a significant milestone in PI's journey from original scientific discovery to commercial application.

Its molecule, Pioxaniliprole, is a defining moment in India's agricultural innovation journey. It shows that India can now discover, develop, register and commercialise crop protection innovation of its own, and Pioxazon® is the first product to complete that journey.

Rice, maize and Bengal gram are among the most important crops in Indian agriculture, and across southern India they form the backbone of farming. Andhra Pradesh is considered as "the rice bowl of India", Karnataka is its largest maize producer, and Bengal gram is the leading pulse crop grown in Andhra Pradesh. For millions of farming families across the region, protecting these crops means protecting their livelihoods.

Indian farmers face evolving pest pressures, erratic weather and rising crop-protection costs. Yellow Stem Borer in rice, Fall Armyworm in maize and Pod Borer in Bengal gram remain significant challenges for farmers.

Drawing on PI's eight decades of engagement with Indian agriculture, Pioxazon® has been evaluated through multilocation field trials under diverse growing conditions. It is registered by the Central Insecticides Board and Registration Committee (CIB&RC) for use against Yellow Stem Borer in rice, Fall Armyworm in maize and Pod Borer in Bengal gram.

Commenting on the launch, **Mayank Singhal, Vice Chairperson and Managing Director, PI Industries Ltd, said**, *"Pioxazon® marks a defining milestone in PI's innovation journey. With Pioxaniliprole, we have demonstrated our ability to originate proprietary science and take it through the complete innovation lifecycle, from discovery and development to registration. As Pioxazon® reaches farmers, we are taking Indian innovation from discovery to the field, guided by a deep understanding of India's diverse farming realities. For*

farmers, it means a solution built for the pests and weather they face today. For PI, it strengthens our ambition to take the best of Indian innovation to the world."

Pioxazon® brings together four distinct advantages. It offers the fastest absorption, within 30 minutes of application, delivering excellent rainfastness and the best performance in erratic weather. Its unique molecular structure gives it excellent binding affinity to the pest, delivering the highest efficacy and consistent, robust protection.

With maximum availability in the plant system and exceptional translaminar action, it moves quickly through the plant to provide the longest duration of control, along with a phytotonic effect.

It is also the safest for beneficial insects, including predatory spiders, predatory beetles, ladybird beetles, damselflies and green lacewings, which help keep pest populations in check naturally. This makes Pioxazon® an environmentally conscious choice, well suited to Integrated Pest Management practices.

Saket Bhatnagar, CEO – India Brands, PI AgSciences, said, *"Farmers judge a crop-protection product by what happens in the field after they spray. Pioxazon® has been built to deliver where it matters most: fast action that holds up when the weather turns, and control that lasts. We will take Pioxazon® to farmers across rice, maize and Bengal gram growing regions through our distributor and retailer network, supported by field demonstrations and farmer training on its correct use."*

Discovered in India and built for Indian fields, Pioxazon® marks the moment Indian science reaches Indian farmers.

About PI Industries

Founded in 1946, PI Industries Limited is a global life sciences organisation with capabilities across agri-sciences, speciality chemicals, ag-biologicals, and pharmaceuticals. With over 4,000 employees and 10 international offices, PI operates state-of-the-art R&D centres in India and the United States, alongside world-class manufacturing facilities in India and Italy.

PI ranks among the world's top five agrochemical custom synthesis and manufacturing (CSM) players, serving customers across 40+ countries. PI AgSciences provides differentiated crop solutions across key global markets, while PI Health Sciences delivers end-to-end CRDMO services worldwide.

Recognised for sustainability, safety, governance, and innovation best practices, PI ranks in the 98th percentile of the global chemical industry in the S&P Global Corporate Sustainability Assessment (CSA) and has been consecutively listed in the S&P Yearbook.

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