News Release

New innovative fungicide from BASF helps Indian apple farmers grow disease-free quality apples

- Sercadis® Plus further enhances BASF’s strong fungicide portfolio for apple growers
- The unique fungicide offers effective control against Apple Scab and Powdery Mildew
- Safe product profile developed specially for fruits and vegetables

Srinagar/Shimla, India – March 3, 2020 – Apple farmers in India will be able to protect their orchards and boost productivity with the help of an innovative fungicide, Sercadis Plus, launched today by BASF. The new solution offers apple growers a more efficient spray program for better disease management.

India is among the top ten apple producing countries in the world. However, the occurrence of diseases, such as Powdery Mildew and Scab, is one of the key challenges facing apple growers in India and preventing them from reaping yields of high-quality fruit.

Sercadis Plus is a brilliant combination of Xemium as active ingredient and an internationally acclaimed DMI (demethylase inhibitor), working together to manage a broad range of diseases, specially Apple Scab and Powdery Mildew.

BASF’s Agricultural Solutions team constantly collaborates with its customers and partners to understand the evolving needs of growers and to bring innovative solutions to the market. Over the years, the company has introduced a series of fungicides, such as Merivon®, Cabrio® Top, Signum® and Acrisio® for apple orchards.
“Our products are widely acknowledged by apple farmers around India and the introduction of Sercadis Plus will open a new era in the prevention of apple diseases,” said Rajendra Velagala, Business Director, Agricultural Solutions, South Asia, BASF. “Farming is the biggest job on earth. At BASF, we are dedicated to listening and working with farmers to understand their needs. In addition, our crop protection solutions offer professional and technical support to apple farmers to help them increase yields.”

For more information on BASF solutions for apple farmers, visit here: https://crop-protection.basf.in/en/apples

About BASF’s Agricultural Solutions Division
With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. Working with farmers, agricultural professionals, pest management experts and others, it is our role to help make this possible. That’s why we invest in a strong R&D pipeline and broad portfolio, including seeds and traits, chemical and biological crop protection, soil management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we connect innovative thinking and down-to-earth action to create real world ideas that work – for farmers, society and the planet. In 2019, our division generated sales of €7.8 billion. For more information, please visit www.agriculture.basf.com or any of our social media channels.

About BASF in India
BASF has successfully partnered India’s progress for more than 125 years. As of the end of 2019, BASF had 2,431 employees in India at 11 production sites and at 34 offices throughout the country. The Innovation Campus Mumbai and the Technical Support Center in Mangalore are both part of BASF’s global technology platform. In 2019, BASF registered sales of approximately €1.3 billion to customers in India. Further information is available on the internet at www.basf.com/in.

About BASF
At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 117,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2019. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.