

## **Godrej Agrovat launches Ashitaka, a new herbicide for maize crop**

***An innovative solution for controlling grasses and broad-leaved weeds, developed in collaboration with ISK Japan***

**Khammam, October 28, 2025:** Godrej Agrovat Limited (Godrej Agrovat), one of India's leading diversified agri-businesses, has announced the launch of a new herbicide specifically for Maize crop. Ashitaka', developed in collaboration with ISK Japan, is an innovative solution that provides effective control over grasses and broad-leaved weeds which is a major challenge faced by maize farmers in India. With weed infestation being a major issue for maize crop, primarily at the initial growth stages, Ashitaka, if applied at 2 to 4 leaf weed stage, can provide good weed control.

**Speaking on the launch, Rajavelu NK, CEO, Crop Protection Business, Godrej Agrovat said,** "At Godrej Agrovat, our mission is to deliver innovative, research-driven solutions that empower Indian farmers and uplift farming families by future-proofing agriculture against environmental and market challenges. Effective weed management during the early stages of crop growth is crucial for maize farmers to achieve better productivity. The launch of Ashitaka is a step towards providing farmers in the region a powerful solution to improve yields and enhance profitability."

Ashitaka's effective weed control in maize reduces crop-weed competition, enabling better use of limited soil moisture and nutrients, and supporting plant health during critical stages like flowering and grain filling. The recommended dosage – 50 ml/acre with 400 ml/acre of surfactant at the 2 – 4 weed leaf stage, helps in controlling the weeds early and also aids in the reduction of weed-related yield losses, which are known to worsen under weather stress. This results in more consistent output, better grain quality, and a strong hedge against income volatility, particularly in rain-fed areas.

As demand for maize grows for livestock feed, industry, and biofuel, Godrej Agrovat has launched Ashitaka to help farmers tackle varied agro-climatic conditions. This will support round-the-year supply and reduce raw material gaps during lean months.

### **About Godrej Agrovat:**

Godrej Agrovat Limited (GAVL) is a diversified, Research & Development focused food and agri-business conglomerate, dedicated to improving the productivity of Indian farmers by innovating products and services that sustainably increase crop and livestock yields. GAVL holds leading market positions in the different businesses it operates - Animal Feed, Crop Protection, Oil Palm, Dairy, Poultry and Processed Foods. GAVL has a pan India presence with sales of over a million tons annually of high-quality animal feed. Our teams have worked closely with Indian farmers to develop large Oil Palm Plantations, which is helping in bridging the demand and supply gap of edible oil in India. In the crop protection segment, the Company has strong presence in the B2B segment through its subsidiary Astec Lifesciences and through its extensive distribution, network pan-India delivers innovative agrochemical offerings catering to the entire crop life cycles. In Dairy, Poultry, and Processed Foods, the company operates through its subsidiaries Creamline Dairy Products

Limited and Godrej Foods Limited. Apart from this, GAVL also has a joint venture with the ACI group of Bangladesh for animal feed business in Bangladesh.

For more information on the Company, please log on to [www.godrejagrovet.com](http://www.godrejagrovet.com).