



We create chemistry

News Release

BASF presents innovative pre-emergent herbicide Zidua® to fight resistant Phalaris weed in wheat

- **Unique mode of action delivers superior management of resistant Phalaris**
- **Offers fast and long-lasting control combined with excellent crop safety**

Karnal, India – October 10, 2019 – BASF today launched Zidua®, a new pre-emergent herbicide for wheat, which offers farmers a much-needed solution for controlling one of the most problematic weeds in their fields – Phalaris.

India is the second-largest wheat-producing country in the world. However, farmers in major wheat-growing areas have faced increased difficulty maintaining their yield levels due to outbreaks of Phalaris which has developed resistance to many conventional herbicides.

Offering a new mode of action compared to currently available solutions on the market, Zidua® begins to protect fields immediately after application. It provides superior and long-lasting control of Phalaris coupled with excellent crop safety.

Zidua® further strengthens BASF's portfolio of innovative solutions for wheat growers in India, including products such as Opera®, which combines superior control of yellow rust with excellent plant health benefits.

“BASF is committed to helping Indian wheat growers maximize their potential. The

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growers deserve access to the most advanced solutions to help them achieve better yields. With this new launch, BASF once again demonstrates its commitment to supporting the growers to find innovative solutions to their problems,” said Rajendra Velagala, Business Director, Agricultural Solutions South Asia.

For more information on the newly launched BASF solution, click here:

Zidua®: <https://crop-protection.basf.in/en/herbicide/zidua>

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 2018, our division generated sales of €6.2 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, with BASF India Limited celebrating 75 years of incorporation in 2019. As of the end of 2018, BASF had 2,757 employees in India at 12 production sites and at 21 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 2018, BASF registered sales of approximately €1.4 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. The approximately 122,000 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 around €63 billion in 2018. 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.