



AGROCEL
INDUSTRIES PVT LTD

“ A Dream in Desert ”

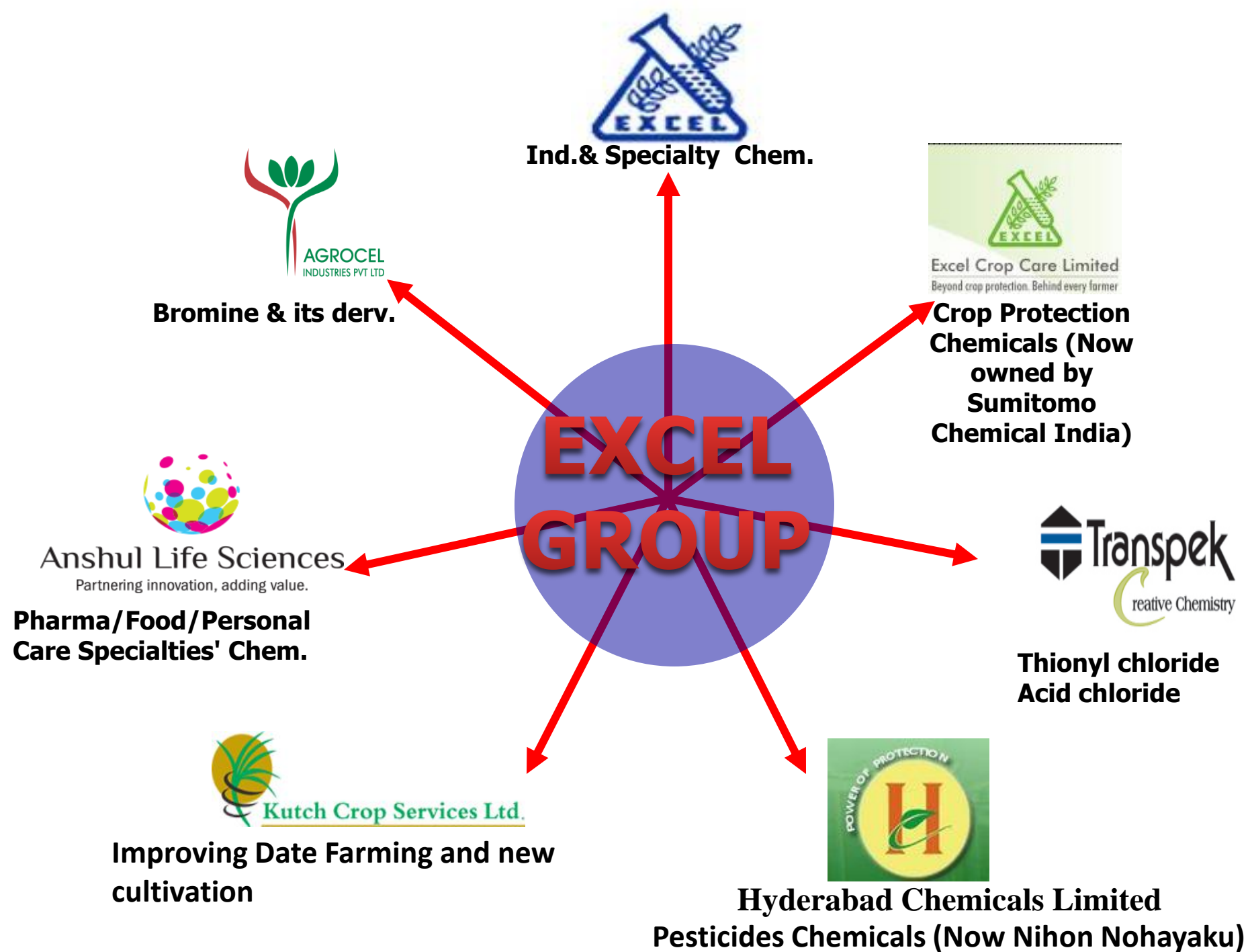
Introduction

- Agrocel Industries Pvt. Ltd. is from Excel Group of Companies of the Shroff family.
- Agrocel management has more than seven decades of experience in the chemical industry which drives companies to new heights.
- Agrocel works towards creating a self sustaining rural ecosystem that supports economy and trade. Located in the Kutch region – western region of India.
- Agrocel Industries Pvt. Ltd. has two divisions:
 - Marine Chemical Division
 - Agro Service Division
- Agrocel's Marine Chemicals Division has turned desert's harsh geography and climatic conditions into opportunities by establishing a manufacturing facility for extracting Bromine from sea water, thereby using a renewable resource to generate employment and livelihood for over 500 families who otherwise did not have any source of income.



Excel Group : Background

- Excel's journey towards excellence began in 1941. It has always strived to remain relevant to the current issues of the society and the environment.
- Its motto and strength are to provide simple and cost effective solutions in the form of products and/or services.
- Excel has always believed in the capabilities of people of India, to deliver the solutions and has always encouraged their participation.
- Much before "CSR" became the buzz word, Excel had established in 70's, NGOs to generate solutions to problems by community participation resulting in self reliant and confident society.



Presence in Different Fields/Applications



Manufacturing Site Location in Gujarat (Western region of India)



Dhordo (Kutch Region)



Avania (Near Bhavnagar city)

Manufacturing Site at Dhordo

Total Land Area is around **26700** acres



Bittern Canal at Dhordo

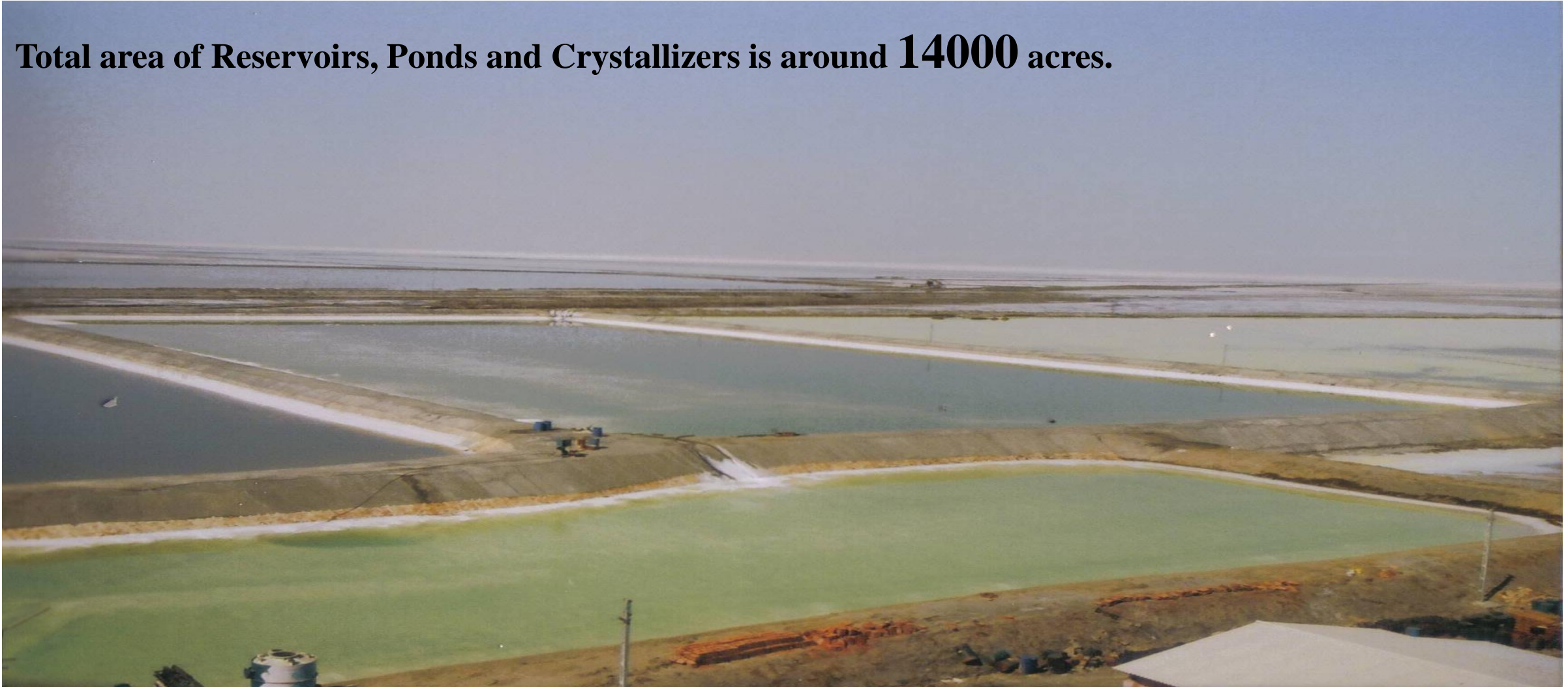


Total Length about : 80 kms.



Ponds (Crystallizers) of Bittern at Dhordo Plant

Total area of Reservoirs, Ponds and Crystallizers is around 14000 acres.



Facilities at Dhordo Plant

- Agrocel has state of the art production facilities for manufacturing 14000 TPA Bromine, 20000 TPA HBr (48%) and 15000 TPA CaBr₂.
- For bromine transportation, 20 nos of export worthy ISO tanks each having capacity of 18 MT.
- Agrocel has introduced its new product “Mahalaabh” which is Potassium Schoenite and is 100% water soluble fertilizer, rich source of Potash, Magnesium and Sulphur

Potassium Schoenite Sulphate of Potash & Magnesium

K₂O:23%,MgO:11%,S:15%



- ❖ Indigenous Potash
- ❖ Natural Process
- ❖ A High Performance Fertilizer
- ❖ Potash with Magnesium and Sulphur
- ❖ Eco friendly (Low chlorine)
- ❖ A Neutral pH Product

NEW Acquisition

- Agrocel recently acquired Solaris Chem Tech Pvt. Ltd.
- Location: Khavda, Ratadia – Region of Kutch
- Land Area: 67500 acres
- Major Product:
 - Bromine
 - HBr (48%)
 - n-Propyl Bromide
- Export worthy ISO tanks for bromine: 9 nos

Manufacturing Site At Avania Near Bhavnagar City

Total Land Area is around 17 acres



Infrastructure

- World class manufacturing facilities for bromine derivatives
- Administrative block
- Warehouse for raw materials and finished goods
- Environment protection section
- Utilities
- Process development lab
- Quality control laboratory

Manufacturing Facilities at Avania Plant



Manufacturing Facilities at Avania Plant



Facilities at Avania Plant

- Glass lined reactors – 2 KL to 6.3 KL
- High vacuum system: 1 torr capacity
- Weighing & packing systems – Fully automated system
- Cooling towers – Total 450 TR capacity
- Steam boilers – 1.6 TPH LPS
- Chilled water plant – 60 TR capacity
- Brine plant – 25 TR capacity
- Air compressor – 65 CFM
- Air drying – 100 CFM
- Nitrogen Units – 5 Nm³/hr
- Water softener plant: 5 m³/hr
- Effluent Treatment Plant : 100 KL/day capacity plant, pH treatment, waste minimization
- Distillation/stripping/Absorption/Extraction facilities
- Heat exchangers/condensers – 1.5 m² to 32 m² HT area HEX
- Fire fighting system: Fire hydrant system, fire extinguishers, SCBAs, fire water tanks

Reactions Capabilities:

Bromine Extraction

Brominating agents

Bromination

Condensation

Alkyl Bromination

Acyl Bromides

Nitration

Aryl Bromination

Alpha Bromination

Esterification

Products Groups:

Bromine

Bromo Esters

Bromine Compounds

Inorganic Bromine Compounds

Custom Manufacturing of Brominated Compounds

Brominating Agents

Bromo Acids

Alkyl / Acyl Bromides

List of Products:

BROMINATING AGENTS

Bromine

Phosphorus Tribromide

Hydrobromic Acid (48%)

BROMO ESTERS

Benzyl Bromo Acetate

Ethyl Bromo Acetate

Methyl Bromo Acetate

Tertiary Butyl Bromo Acetate

Ethyl 2-Bromo Butyrate

Methyl 2-Bromo Butyrate

ALKYL/ BROMIDES

Acetyl Bromide

Benzyl Bromide

Allyl Bromide

Propionyl Bromide

n-Propyl Bromide

Iso Propyl Bromide

BROMO ACIDS

Bromo Acetic Acid

2-Bromovaleric Acid

2-Bromopropionic Acid

BROMINE COMPOUNDS

Bromo Acetyl Bromide

2-Bromo Propionyl

Promide

4-bromo-2-Chloro Phenol

1-Bromo-3-Chloro

Propane

Trans-2, 3 Dibromo-2

Butene 1, 4 Diol

INORGANIC BROMINE COMPOUNDS

Calcium Bromide (52%)

Sodium Bromide (45%)

Process Development & Quality Assurance

- Team of qualified chemists led by scientists having extensive experience in product development
- Focus on process development & optimization
- Delivering high quality products within stipulated time frame
- In house testing instruments for raw materials, in process materials & finished products with quality management system to meet stringent quality standards consistently
- Modern Development & Analytical Facilities: GC machines, Karl Fisher machine, Refractometer etc.
- Company having ISO 9001:2015 for QMS

ISO 9001:2015 Certificates



BUREAU VERITAS
Certification

AGROCEL INDUSTRIES PVT. LTD.



AGROCEL
INDUSTRIES PVT. LTD.

REGD.OFF: OPP. G K GENERAL HOSPITAL, NEAR PCV MEHTA HIGH SCHOOL,
LOTUS COLONY, BHUJ, KACHCHH – 3700 01, GUJARAT, INDIA.
WORKS: SURVEY NO. 442,443,444,452 P/3, NR. VILLAGE AVANIA, GHOGHA ROAD,
BHAYNAGAR – 364 002, GUJARAT, INDIA.

Bureau Veritas Certification Holding SAS – UK Branch certifies that the Management System of the above organization has been audited and found to be in accordance with the requirements of the Management System standard detailed below.

Standard

ISO 9001:2015

Scope of certification

DESIGN, DEVELOPMENT, MANUFACTURE & DISPATCH OF BROMINE DERIVATIVES

Original cycle start date: **14 June 2018**
Expiry date of previous cycle: **NA**
Certification Audit date: **31 May 2018**
Certification cycle start date: **14 June 2018**
Subject to the continued satisfactory operation of the organization's Management System, this certificate expires on: **13 June 2021**
Certificate No. **IND18.7363UIQ** Version : 1 Revision date: **14 June 2018**



Signed on behalf of BVCH SAS – UK Branch
Ramesh KOREGAVE
Director, CERTIFICATION
South Asia Region



UKAS
0008

Certification body address: 5th Floor, 66 Finsford Street, London, E1 6HQ, United Kingdom.
Local office: Bureau Veritas (India) Private Limited (Certification Business)
72 Business Park, Marol Industrial Area, MIDC Cross Road 10,
Andheri (East), Mumbai – 400 093, India

Further clarifications regarding the scope of this certificate and the applicability of the management system requirements may be obtained by consulting the organization. To check this certificate validity please call +91 22 6274 2000.



BUREAU VERITAS
Certification

AGROCEL INDUSTRIES PVT. LTD.

HEAD OFFICE: DOCTOR HOUSE, 4TH FLOOR, LOTUS COLONY,
OPPOSITE GENERAL HOSPITAL, BHUJ, KACHCHH – 370 001, GUJARAT, INDIA.

This is a multi-site certificate, additional site details are listed in the appendix to this certificate

Bureau Veritas Certification Holding SAS – UK Branch certifies that the Management System of the above organization has been audited and found to be in accordance with the requirements of the Management System standard detailed below.

Standard

ISO 9001:2015

Scope of certification

DESIGN AND DEVELOPMENT, MANUFACTURE AND DISPATCH OF BROMINE, BROMINE DERIVATIVES AND POTASSIUM SCHOENITE

Original cycle start date: **01 October 2018**
Expiry date of previous cycle: **Not Applicable**
Certification Audit date: **21 August 2018**
Certification cycle start date: **01 October 2018**
Subject to the continued satisfactory operation of the organization's Management System, this certificate expires on: **30 September 2021**
Certificate No. **IND18.7648UIQ** Version : 1 Revision date: **01 October 2018**



Signed on behalf of BVCH SAS – UK Branch
Ramesh KOREGAVE
Director, CERTIFICATION
South Asia Region



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BUREAU VERITAS
Certification

Appendix to the certification

AGROCEL INDUSTRIES PVT. LTD.

Standard


ISO 9001:2015

Scope of certification

HEAD OFFICE : PROVISION OF SUPPORT PROCESSES LIKE HUMAN RESOURCES AND PURCHASE, FOR MANUFACTURE AND DISPATCH OF BROMINE, BROMINE DERIVATIVES AND POTASSIUM SCHOENITE

SITE	ADDRESS	SCOPE
SITE -1	GREATER RANN OF KACHCHH, NEAR VILLAGE DHORDO, TAL. BHUJ, KACHCHH – 370 510, GUJARAT, INDIA.	DESIGN AND DEVELOPMENT, MANUFACTURE AND DISPATCH OF BROMINE, BROMINE DERIVATIVES, POTASSIUM SCHOENITE
SITE - 2	B 701 & 702, 7TH FLOOR, FLEXCEL PARK, 184-87, SV ROAD, JOGESHWARI (WEST), MUMBAI – 400 102, MAHARASHTRA, INDIA.	SALES & MARKETING OF BROMINE, BROMINE DERIVATIVES, POTASSIUM SCHOENITE

Certificate No. **IND18.7648UIQ** Version : 1 Revision date: **01 October 2018**



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Environment Health Safety (EHS)

- Adequate ETP plant capacity to meet environment norms
- ETP plant having facilities of automated neutralization, settling, biological treatment, polishing etc.
- Development of new chemistry and process to minimize effluent and maximize recycle.
- Fire fighting system: Fire hydrant system, fire extinguishers, SCBAs, fire water tanks
- Safety procedures & protocols designed to ensure employee and asset safety
- Regular training imparted to employees and contractors on safe handling of hazardous materials
- On-site emergency evacuation drills to test preparedness

Agro Service Division

Agrocel's Agro Service division is focused on providing service to farmers by promoting sustainable agriculture through capacity building, knowledge and skill transfer. It provides service to farmers by:

- Improving soil health and nutrition
- Managing water and irrigation
- Facilitating access to quality seed and inputs
- Improving quality and yield of output
- Providing market access for their output
- Bringing awareness on issues such as decent work, child labour, gender equality, community development etc

Promoted NGOs

- Shree Vivekanand Research & Training Institute (VRTI)
- Shrujan Trust (Shrujan)
- Shroffs Foundation Trust (SFT)
- Vivekanand Gramo udhyog Society (VGS)
- C. C. Shroff Self Help Centre (CCSSHC)
- Shroff Family Charitable Trust (SFCT)
- C C Shroff Hospital
- The Indian Centre for Climate and Societal Impacts Research (ICCSIR)

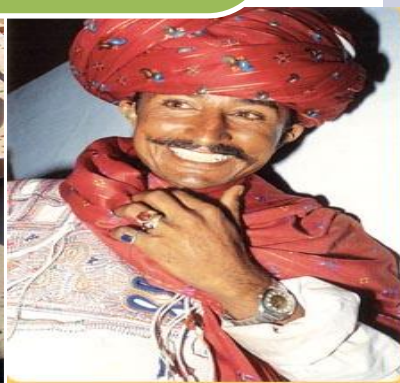


Health and Education

Livelihoods

Environment

Women Empowerment





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Thanks