



United Phosphorus Inc.

PRESS RELEASE

UPI ANNOUNCES INTRODUCTION OF ZEBA® STARCH-BASED SOIL ENHANCEMENT TECHNOLOGY

KING OF PRUSSIA, PA, USA – November 18, 2016 – UPI announces the re-introduction of Zeba® starch-based soil enhancement for use on field crops and turf and ornamental uses.

UPI has acquired Zeba and its patented starch-based soil enhancement technology for global market production. Zeba is capable of absorbing in excess of 400 times its own weight in water and releasing that moisture back to plants as they need it. This leads to higher germination rates and greater transplant survival rates. Zeba has also been proven to increase nutrient use efficiency by plants leading to more uniform crops that produce higher quality yields. Over time, Zebas' starch-based formulation is broken down and becomes food for soil microbes, leaving no detrimental residues behind, unlike other SAPs. Zeba is safe for use on all plants and food crops. Zeba is available in different granule sizes for various uses, such as root dips, soilless media augmentation, sod, vegetable and tree transplants, and in-furrow applications. Zeba will be available through select UPI chemical dealers nationwide.

About UPI

UPI (United Phosphorus, Inc.) is the North American subsidiary of UPL Limited, a leading global crop protection and seed producing company servicing customers in over 123 countries. Headquartered in Mumbai, India, UPL is dedicated to world-class manufacturing through progressive backward and forward integration of industry leading molecules. Our mission is to provide growers and the supply chain high quality products that help improve productivity. For more information about UPL and its subsidiaries, please visit www.upi-usa.com or www.uplonline.com.

US Media contact:

Robert Welker

919.745.9017

rob.welker@uniphos.com

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