

## **UPL Ltd and nurture.farm come on board as Principal Sponsor and Official Sponsor respectively of defending champions Northern Warriors in Abu Dhabi T10**

**Mumbai, 18 November 2021:** UPL Ltd., a global provider of sustainable agriculture products and solutions, along with nurture.farm, a digital platform for growers, farming communities and food systems, have come on board as the Principal Sponsor and Official Sponsor respectively, of twice Abu Dhabi T10 winners and defending champions Northern Warriors. The sponsorship is aimed at creating awareness about sustainable agriculture practices and promoting the overall spirit of sports.

The Sky247.net presents Abu Dhabi T10 powered by Wolf777 News will be played at the Zayed Cricket Stadium in Abu Dhabi from 19 November – 4 December 2021. The league is the world's only 10-over cricket tournament sanctioned by the International Cricket Council (ICC). Northern Warriors is the most successful team with two title wins to its name. The team is an embodiment of warrior spirit where its name 'North' stands for characteristics of power, dominance and aggression, and 'Warrior' stands for being distinctively ready for action and showing tremendous courage in times of battles.

Northern Warriors features some of the leading players of the game, including Rovman Powell, Chris Jordan, Moeen Ali, Upul Tharanga, Imran Tahir, Samit Patel amongst others.

**Mr. Ashish Dobhal, Regional Director, UPL Ltd. commented,** "UPL is proud to have partnered Northern Warriors. Through this association, we hope to create awareness about sustainable farming practices and support the growth of the next generations of athletes. In line with our pledge to reimagine sustainability, our focus is completely on sustainable development, including efficient utilization of the natural resources and adapting and building resilience to climate change. At UPL, we are proud to put the farmers' needs first and create sustainable products and services around their requirements."

**Mr. Dhruv Sawhney, Business Head and COO, nurture.farm,** said, "We are excited about our association with the Northern Warriors team who are the reigning champions of the T10 league. At nurture.farm, as an ag-tech startup, we dedicate this association to our own northern warriors—the 25000+ paddy farmers, across 450,000+ acres of farmland from Punjab and Haryana, who joined our #EndTheBurn movement this current Kharif harvest season in India and chose to adopt our sustainable solution to manage their crop stubble instead of burning it. This is a big and important step for us towards us creating a resilient farming ecosystem and a sustainable environment."

**Mr. Rajeev Khosla, CEO, Northern Warriors** said, "UPL Ltd is reputed for its sustainable farming solutions and has benefitted farmers through its innovative products. We are delighted to have UPL Ltd and nurture.farm on board as our sponsors. We look forward to a long-term and mutually beneficial relationship."

### **About UPL:**

UPL Ltd. (NSE: UPL & BSE: 512070) is a global provider of sustainable agriculture products & solutions, with annual revenue exceeding \$5 billion. We are a purpose-led company. Through OpenAg, UPL is focused on facilitating progress for the entire agricultural value chain. We are building a network that redefines the way an entire industry thinks and works – open to fresh ideas, innovative ways, and new answers as we strive towards our mission to make every single food product more sustainable. As one

of the largest agriculture solutions companies worldwide, our robust portfolio consists of biologicals and traditional crop protection solutions with more than 13,600 registrations. We are present in more than 130 countries, represented by more than 10,000 colleagues globally. For more information about our integrated portfolio of solutions across the food value chain, including seeds, post-harvest, and physical and digital services, please visit [upl-ltd.com](http://upl-ltd.com).

#### **About nurture.farm**

nurture.farm aims to make agriculture simple, profitable and sustainable for generations to come through technology-led solutions. It is part of the OpenAg™ network that offers a digital platform with a mission to reimagine sustainability for agriculture and the world. It puts farmers, growers, farming communities, producers and consumers at the heart of food systems to ensure a better planet. As a part of its mission to create sustainable ecosystems, nurture.farm is encouraging regenerative agriculture practices and driving numerous programs, including stubble burning avoidance programs. It is a wholly owned subsidiary of the UPL Group. Visit [www.nurture.farm](http://www.nurture.farm) to learn more.

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