



UPL Ltd, an agrochemical business, has established a long-term sugarcane production agreement with Pune's Shreenath Mhaskoba Sugar Mill.

According to UPL, this memorandum of understanding (MoU) would address farmers' concerns while also advancing the category of sustainable sugar by ensuring the most efficient use of natural resources.

Through this partnership and the deployment of Zeba technology, UPL intends to raise sugarcane output by 15% over 10,000 acres of land, as well as cut input costs, resulting in an increase in farmer profit and income.

The drive, which will take place in more than 70 villages throughout Maharashtra, would affect over 4,000 farmers.

UPL has created Zeba, a naturally generated, starch-based, completely biodegradable super absorbent, to solve these challenges.

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