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Nissan Chemical bets on India to power global rollout of next-generation rice herbicide

02 June 2026 | News

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Nissan Chemical
CORPORATION

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In a strategic move that underscores Indiaâ??s growing importance within global agricultural supply chains, Nissan Chemical Corporation has announced plans to establish a dedicated manufacturing facility for its newly developed herbicide Ryzonic (iptriazopyrid) at its Indian joint venture, Nissan Bharat Rasayan Pvt. Ltd. (NBR).

The investment marks a significant milestone in the companyâ??s efforts to build a robust global production network ahead of the commercial launch of Ryzonic, a proprietary rice herbicide discovered and developed by Nissan Chemical. The company views the project as a cornerstone of its future growth strategy and a critical step toward strengthening its long-term competitiveness in the global crop protection sector.

The new facility will be located within NBRâ??s operations in Saykha, Gujarat, where the joint venture has already established a manufacturing base. Formed in 2020 through a partnership between Nissan Chemical and Bharat Rasayan Ltd., one of Indiaâ??s leading agrochemical manufacturers, NBR commenced operations following the completion of its first production plant in 2023.

With global agricultural markets increasingly focused on productivity enhancement and weed management solutions, Nissan Chemical anticipates significant international demand for Ryzonic following its planned introduction in key markets beginning in 2027.

The company intends to launch the herbicide initially in Japan and India before pursuing a broader international expansion strategy across major rice-producing regions.

Against this backdrop, the decision to expand manufacturing capacity in India reflects both commercial foresight and operational pragmatism. By localizing production and strengthening supply-chain resilience, Nissan Chemical aims to ensure sufficient manufacturing capacity to support anticipated demand growth while enhancing responsiveness to global market requirements.

The new production facility is scheduled for completion and commencement of operations during fiscal year 2028.

Industry observers note that the investment highlights Indiaâ??s emergence as an increasingly important hub for agrochemical manufacturing, supported by a combination of production expertise, cost competitiveness and access to rapidly expanding agricultural markets.

For Nissan Chemical, the project represents more than a capacity expansion. It is a strategic investment designed to reinforce the companyâ??s position within the highly competitive paddy rice herbicide segment, one of the worldâ??s most significant crop protection markets given riceâ??s central role in global food security.

While the company indicated that the investment is unlikely to materially affect its consolidated financial performance during the current fiscal year, management expects the initiative to become an important contributor to earnings growth over the medium and long term.

The announcement also aligns with Nissan Chemicalâ??s broader objective of leveraging its proprietary research and development capabilities to generate sustainable growth across its agrochemical portfolio.

As global agriculture faces mounting pressure to increase productivity while managing evolving weed resistance challenges, innovations such as Ryzonic are expected to play an increasingly important role in modern crop management strategies.

By strengthening production capacity ahead of launch, Nissan Chemical is positioning itself not merely to participate in the next generation of agricultural innovation, but to compete aggressively for leadership in one of the worldâ??s most strategically important crop protection markets.