

KERMAN ZAMIN

Corporate Group



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COMPANY PROFILE
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4R Nutrient Stewardship provides a framework to achieve cropping system goals, such as increased production, increased farmer profitability, enhanced environmental protection and improved sustainability.

To achieve those goals, the 4R concept incorporates the:

- **Right fertilizer source**
- **Right rate**
- **Right time**
- **Right place**

Our attitude nutrition management based on the 4R framework:

- **Right Source** use of the best and most reliable resources in production
- **Right Rate** products with high quality and reasonable price
- **Right Timemine** customer and consumer needs at the best time
- **Right Place** Fair distribution and extensive product shipments throughout the customers.

Our mission is summarized in four main objectives:

- **Increase farmer's profitability**
- **Increasing production and improving the quality of products**
- **Environmental care**
- **Innovation and sustainable development of agricultural industry**

With more than 30 years of experience, knowledge, skill and efforts, we are proud to be with the farmers of our green homeland of Iran.

Kerman Zamin Corporate Group (KZCG) is a reputable agrochemical company with extensive experience to set premium standards in agriculture in Iran and partner countries.





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KZCG has 3 main business divisions:

- Pakhsh Keshavrz (Commerce & Distribution Network)
- Kerman Zamin Chemical Industries (Solid Fertilizers & Nutrients Production, KZ Lab)
- Molecule Co. (Liquid Fertilizers & Nutrients Production, Molecule Lab)

Each of KZCG 's business division operates with the goal of serving customers, especially farmers, based on consumer and market needs. More than 3 decades of experience and knowledge is KZCG 's credibility in the production and distribution of agricultural inputs, services and training for farmers and customers.



Despite the diverse climatic conditions in Iran, plant nutrition and pesticide management requires up-to-date knowledge and an expert and active team.

KZCG with the cooperation of more than 70 experts and more than 100 specialized agricultural centers, has been selected as the top nutrients expert brand in Iran.

Jonoobgan products, with more than 30 years of experience in fertilizers and nutrients business with a focus on better service at points of sale, aims to improve customer satisfaction.

Jonoobgan's fertilizer portfolio currently covers more than 70 products, plus formulas made for custom needs.

Coquelicot products is our European brand, which has been available to a wide range of our customers since 2020 as high quality products with high manufacturing technology.



جنوبگان
JONOOBGAN

[دوسرے
گنتا ورز]

 **coquelicot**
FERTILIZER



پخش کشاورز

The outstanding reputation of **Pakhsh Keshavarz** with highly experience In distribution of various inputs to more than **3000 sale agents** is founded on, satisfying the expectations of end users as well as all the beneficiary partners in the business, having close co-operation with expert agronomists, ministry of agriculture, academic institutes, agriculture sale agents, ...

Pakhsh Keshavarz is responsible for supply chain management in KZCG group, providing in-house products as well as outsourcing to domestic and international suppliers. Our core competency is strong expertise in business development, branding, marketing, and distributing of agriculture products in Iran and neighbor countries with an affiliated network of specialized marketing and distribution agents.

Pakhsh Keshavarz is developing its activities in various fields below :

- Pesticides
- Seeds & Seedlings
- Agricultural tools and implements



Kerman Zamin Chemical Industries, is the production division of KZCG group, a leader in fertilizers & nutrients production more than 30 years, successfully delivering large amounts of fertilizers to customers including agro-industries, agricultural cooperatives, greenhouses, orchards, seedling and seedling producers.

Molecule lab. is a unit of KZCG has been starting operation as **the first Agriculture Analysis Laboratory in Iran since 1975** and now continues to work with a team of skilled technical expert and advanced equipment.

And also in 2020, it has been selected as the best soil and water laboratory in the country by the Soil and Water Institute of Iran.

Molecule Lab. chemical and physical analysis provide services to farmers include:

- Water
- Leaf
- Soil
- Fertilizers

and provides services to applicant customers in other areas such as food & feed, minerals and chemicals.

Our advanced Laboratories include **Molecule Lab and KZ Lab** are serving QC unit to maintain regular and consistent monitoring of raw materials and final products, supervising production in compliance with the Iranian Standards Institute and Ministry of Agriculture regulations. (ISIRI & SWRIstandards)

Distribution

KZCG can get in touch with customers and consumers through the following ways:

- 3000 sale and distribution agents
- Technical promotion team with routine visits to farms.
- Regional warehouses and distribution networks.

Sales and Marketing

Giving value to the customers and establishing a sustainable relationship with them are KZCG's main strategic priorities. With more than 60 employees in Sales And Marketing Department, extensive investment in different aspects of marketing (Points-of-sale, Conventions, Workshops, Expert farm visits) is making KZCG distinctive in products and services.

Innovation and Education

Innovation, technical and research and development units with more than 30 expert employees, meet more needs and growth and prosperity of the organization. Upgrading internal knowledge and upgrading the level of customers and end users is very important for KZCG.

After-sales service

Customer satisfaction is the primary goal of KZCG, and to reach this goal, we abide by ISO 10002 standards. We believe each sale is the beginning of a sustain association between our customers and us.



CEO
Mr. Ali Ebrahimi



Deputy Chairman of the Board
Mr. Is'haq Mehrabi



Deputy Director of Operations
Mr. Abolghasem Ebrahimi



Deputy Director of Business Development
Mr. Abdolkarim Azmayeshfard



Deputy Director of Sales and Distribution
Mr. Mohammad Movaffagh



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Mr. Mohammad Mehdi Salehi





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