

Bayer in India
At a Glance



Striving for a world of

*Health for all,
Hunger for none*

About Bayer

Bayer is a global company with core competencies in the life science fields of healthcare and nutrition. The innovative products and services are designed to help farmers produce more while restoring nature, work towards treating the untreatable and cure disease, as well as empower billions to live healthier lives with trusted self-care solutions. Represented in 80 countries with about 90,000 employees, Bayer is driven by its mission of “Health for All, Hunger for None”.

In India, Bayer has been present for nearly 130 years, touching the lives of millions of farmers, patients, healthcare practitioners and consumers, and contributing to improved farm productivity and better access to healthcare. India is an important hub for Bayer’s global operations, including manufacturing, R&D and business services. Bayer’s largest synthetic pyrethroids production facility worldwide is located in Vapi. Bayer’s presence in India includes seven (7) manufacturing and processing sites, five (5) breeding and R&D centers, and two (2) Centers of Excellence.

Business Divisions

Crop Science

We are driving the future of farming in line with our global vision to *Produce 50% more, Restore Nature, and Scale Regenerative Agriculture*. As a market leader in crop protection, with strong businesses in seeds, traits, biologicals and digital farming, Bayer is advancing Indian agriculture and positioning India as a global agricultural solutions provider. Our work focuses on key crops including rice, corn, fruits and vegetables.

Pharmaceuticals

Our prescription drugs are leaders in their respective categories worldwide. We focus on key therapy areas including cardiology, diabetes, kidney health, women’s health, oncology and ophthalmology, as well as radiology with a presence in devices and contrast agents. Our Data Science and Analytics Centre in India, along with participation in global clinical studies, contributes to Bayer’s global R&D efforts in pharmaceutical drug development and supports the launch of innovative therapies.

Consumer Health

We aim to empower 1.4 billion Indians to take charge of their everyday health and the health of their loved ones. Bayer offers non-prescription (over-the-counter) products across categories such as analgesics, nutrition, allergy and dermatology, including well-known brands like Saridon®, Supradyn®, Bepanthen®, Becozym®, Benadon®, Alaspan®, Canestan® and Bayer’s Tonic®. These products are manufactured locally, supporting Bayer’s commitment to ‘Make in India’.

Transforming Lives Across India



30 Million+ smallholder farmers benefitted



50 Million+ households reached by consumer health products



150k+ healthcare professionals (HCPs) associated with pharmaceuticals business



20 clinical trials in various stages



Supporting **1,900+** FPOs and forming 370 specialized FPOs in partnership with SFAC



1,600+ Better Life Farming centers and **60+** Food Value Chain Partnerships

Our Commitment to Sustainability

At Bayer, growth and sustainability go hand in hand. Through our work we aim to achieve long-term returns for business while generating a positive impact for society and the environment.

Promoting Regenerative Agriculture in India

The potential for regenerative agriculture in India is particularly high in rice cultivation, given the country's position as the world's second-largest rice producer. Bayer is advancing sustainable and economically viable rice cultivation through two flagship programs that promote regenerative farming practices.

- ✓ **DirectAcres:** Implemented across more than 48,000 hectares, the program supports farmers with tailored crop systems that combine high-quality seeds, crop protection, digital tools, mechanization services and agronomic expertise through strong public-private partnerships.
- ✓ **The Good Rice Alliance (TGRA):** Covering over 35,000 hectares and involving more than 12,000 farmers, the alliance has helped reduce methane emissions by the equivalent of nearly 1,20,000 tonnes of carbon emissions annually, supported by robust measurement, reporting and verification systems and secured land and carbon rights.



These practices are aimed at:



Lowering water consumption



Improving soil health



Reducing methane emissions



Reducing input costs such as labor

Fostering Equitable Access to Nutrition and Healthcare for a Growing World

At Bayer, we see it as our responsibility to help expand access to nutrition and healthcare for all. We envision a world where everyone can lead healthier lives, regardless of their background. Our initiatives focus on improving access for underserved communities, while working in partnership with stakeholders to drive meaningful and lasting impact.



- ✓ Through a Public Private Partnership, Bayer is working with the State Governments of Andhra Pradesh and Kerala to stem unwanted hysterectomies. "**Preserve the Uterus**" campaign focuses on awareness building on alternative solutions by creating Centre of Excellence and capacity building of the HCPs & frontline workers.
- ✓ Bayer is enhancing sexual and reproductive health services in India through partnership with UNFPA under the "**My Rights My Choices**" campaign and the Gates Foundation's "**The Challenge Initiative**." These projects aim to expand access to health information for adolescents and young adults and improve family planning services for underserved urban and rural populations.
- ✓ Bayer's **Nutrient Gap Initiative** is working to create awareness on the importance of attaining 100% nutrition, through diverse diet and essential supplementation among the underserved communities in peri-urban and rural areas. Through *reach52*, a last-mile health tech social enterprise, Bayer is aiming to expand access to essential vitamins and minerals to 50 million people across the world in underserved communities per year by 2030.

Innovation

Innovation is central to Bayer's India strategy. By combining expertise in biology, chemistry and artificial intelligence with strong R&D capabilities and strategic partnerships, we deliver next-generation solutions for health and agriculture, translating science into meaningful impact.

- ✓ Bayer, in collaboration with the government and private partners, provides **drone-based agricultural services**. Through field demonstrations and farmer training, Bayer ensures efficient spraying, safety, cost savings, water conservation and technology-driven sustainable agriculture.
- ✓ Through its digital and AI-driven platforms, Bayer is accelerating digital transformation across India's agricultural ecosystem by improving access to advisory, finance, market linkages and risk protection while enhancing transparency and farmer engagement. Key platforms include **FarmRise** (digital advisory and AI chatbot), **FarmRise One** (phygital value chain integration), **Alivio** (satellite-based risk protection) and **Ask Deena** (WhatsApp-based rice advisory support).
- ✓ Bayer is strengthening India's contribution to global R&D through Phase II-IV clinical trials, ensuring better population representation and faster access to innovative therapies. The **Data Science and Analytics Center** in Hyderabad and the **Radiology R&D hub** in Bengaluru support and drive global research.
- ✓ Bayer's **Digital Hub** in Bengaluru is a globally integrated engineering hub within the organization's digital capability ecosystem, accelerating its transformation into a technology-driven life science enterprise. The hub focuses on software, data and AI engineering, builds enterprise-grade platforms, data ecosystems and secure cloud architectures, and advances AI and agentic capabilities across divisions, supported by an upcoming **Incubation Lab** to translate ideas into production-ready solutions.

Societal Development



Water Access & Hygiene: The iJal initiative provides affordable, clean drinking water in water-stressed communities through decentralized purification stations operated by trained Self-Help Groups and local entrepreneurs. 50 stations are operational across Gujarat, Karnataka, Maharashtra and Telangana, with a target of 90 by 2026. As part of the clean water and hygiene program in Anganwadi Centers, 60 drinking water and handwashing stations have been installed across Uttar Pradesh, strengthening hygiene practices among young children.

Maternal & Child Nutrition: Under this initiative, Bayer is working with local partners to improve nutritional security and well-being of women and children in Madhya Pradesh and Uttar Pradesh, focusing on the first 1,000 days of life. It complements government programmes to strengthen frontline health systems and nutrition awareness.

Accessible Healthcare: Bayer has set up 15 telemedicine centers in aspirational districts across Maharashtra, Gujarat, Karnataka and Uttar Pradesh to promote preventive healthcare. These centers enable local communities to access specialist medical consultation without the need to travel long distances.

