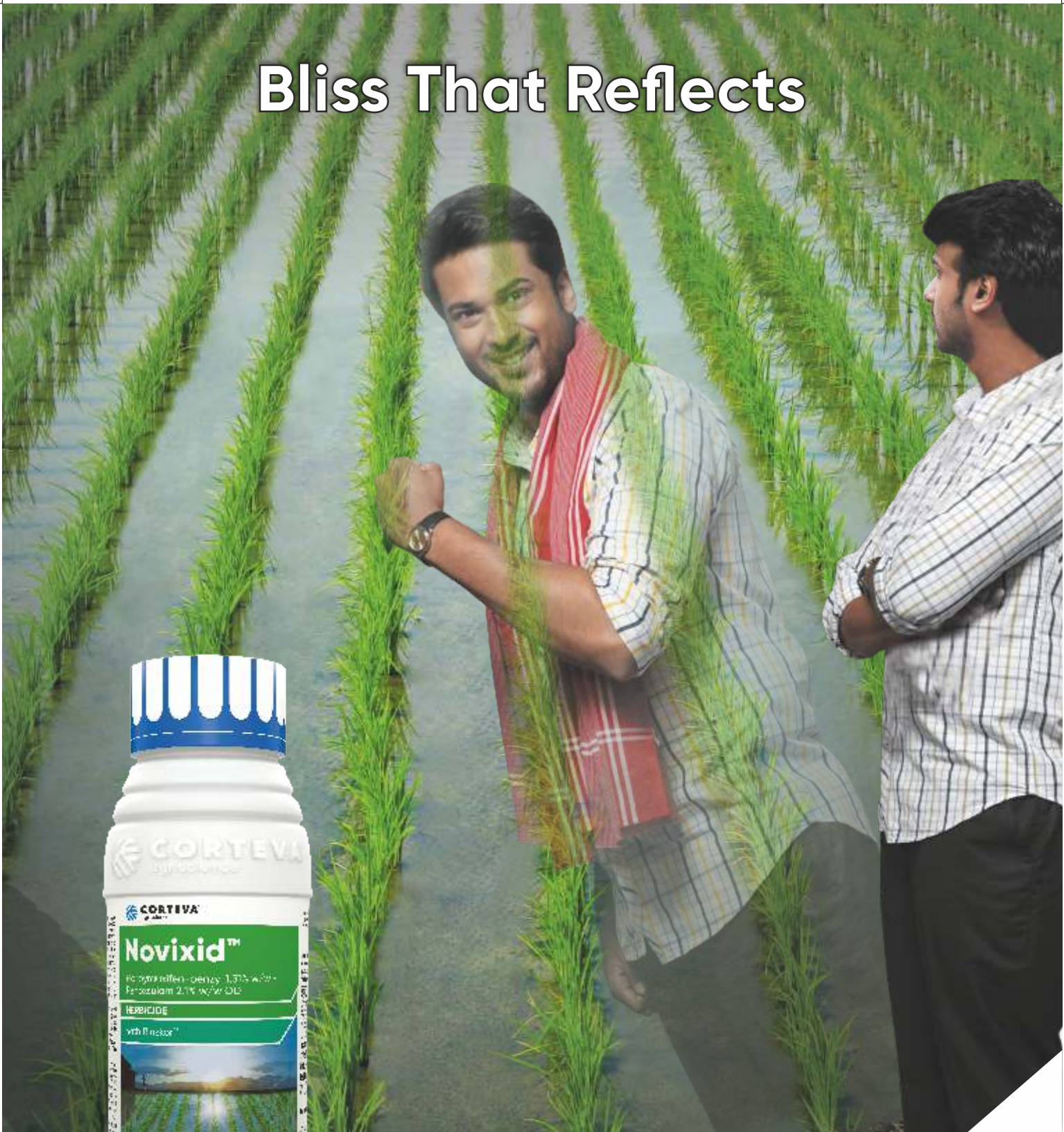


# Bliss That Reflects



**CORTEVA**  
agriscience

**CORTEVA**

**Novixid™**

Florasulfuron-pyrazinone 1.37% w/w +  
Pendimethalin 2.1% w/w OD

HERBICIDE

with Rinskor™



For more details please  
scan this QR Code

**Novixid™**

Rinskor™ active

**HERBICIDE**



**CORTEVA™**  
agriscience

[www.corteva.in](http://www.corteva.in)

## Making weed management blissful

A visual sight of weeds growing shoulder to shoulder with your paddy crop is a burden across rice geographies. It's a burden on your pocket, your mind and on ecology. Together, all of these are a cause of mental stress that you go through as managing weeds has become more complex owing to changing weed pattern, intensity, increased difficulties in weed management due to ineffective solutions, labor dependency and wages.

**Novixid™**, our latest rice weed management technology, set to de-stress growers like you and simplify the complexities of weed management. With **Novixid™**, growers are set to experience a three dimensional bliss as they start their new journey. A bliss that reflects a new calmer, confident and contented grower of progressive India.



### One Ecological Bliss

Paddy is grown in an ecosystem maintaining harmony with naturally favorable elements. **Novixid™**, with its favorable ecological profile compliments the harmony.

### Two Economic bliss

Brings much needed savings by reducing multiple applications and cost of hand weeding due to **Novixid™**'s awe inspiring efficacy on broad spectrum of weeds.

### Three Emotional bliss

**Novixid™** enables stress free experience of managing weeds away from tank mixing, dependency on labor for hand weeding. And excellent crop growth is a visual treat and emotional high point.

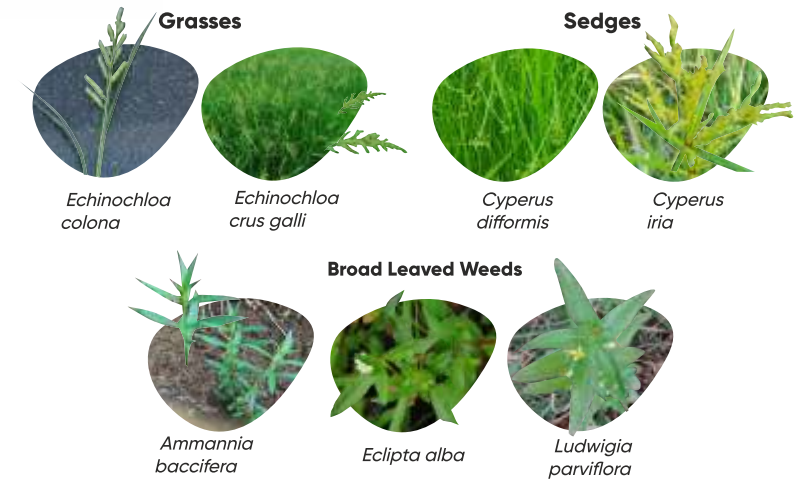
# Novixid™

Rinskor™ active

**HERBICIDE**

## Enabling blissfulness

Over the years, weed management in rice is becoming difficult due to change in pattern, intensity and difficulty to control. **Novixid™** the new rice weed management technology will enable you to be more blissful in your approach.



**Broad-spectrum control**

**Excellent control of broad spectrum of weeds including tough weeds like Cyperus, gives significant savings in hand weeding and also avoids hassles of multiple applications & tank mixings**

Initial symptoms are visible within 3-5 days after application. In broad leaved weeds, epinasty symptoms are seen whereas in grasses and sedges, swelling of the crown region is noticed



**Stops weed competition for nutrients and water due to Faster Kill of weeds**

Provides excellent efficacy on key target weeds and no regrowth of weeds observed- resulting in longer duration of weed control



**Reduces weed biomass resulting into savings in hand weeding and excellent crop growth**

**Novixid™** is absorbed quickly into the plant system, starts acting immediately and its efficacy is not impacted even if rain happens 1 hour after application.



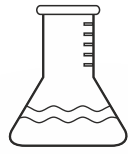
**Rain fastness attribute helps in making 100% availability of active ingredient ensuring excellent weed control**

Low to no toxicity to non-target organisms and less impact on environment. It can be considered as tool for sustainable agriculture and integrated weed management in rice ecosystem.



**It will help to preserve ecological balance for generations**

## Path to blissful tomorrow



Dosage -  
500ml/acre



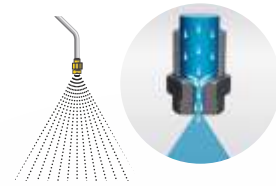
Water Volume -  
150-200 litre/acre



Time of application -  
3 to 5 leaf stage of weed



Method of application -  
Foliar



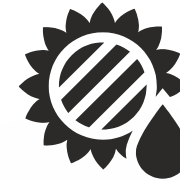
Type of Nozzle -  
Flate fan/flood jet



**Novixid™**  
Rinskor™ active  
**HERBICIDE**

## Bliss worthy credentials

**Novixid™** has favourable toxicological profile which has made to win green chemistry awards



Low mammalian  
toxicology



Non toxic to birds, honey bees  
and other terrestrial &  
aquatic animals

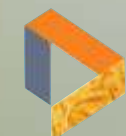


Rapid degradation in soil and  
aqueous environment thus  
minimizing potential for  
off - site transportation

**Novixid™** is powered by **Rinskor™ active** and has got many prestigious awards from premier international institutes.



2018



Agrow Awards  
Agribusiness intelligence | Informa

**Novixid™**  
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**HERBICIDE**

## Blissful weed management tips

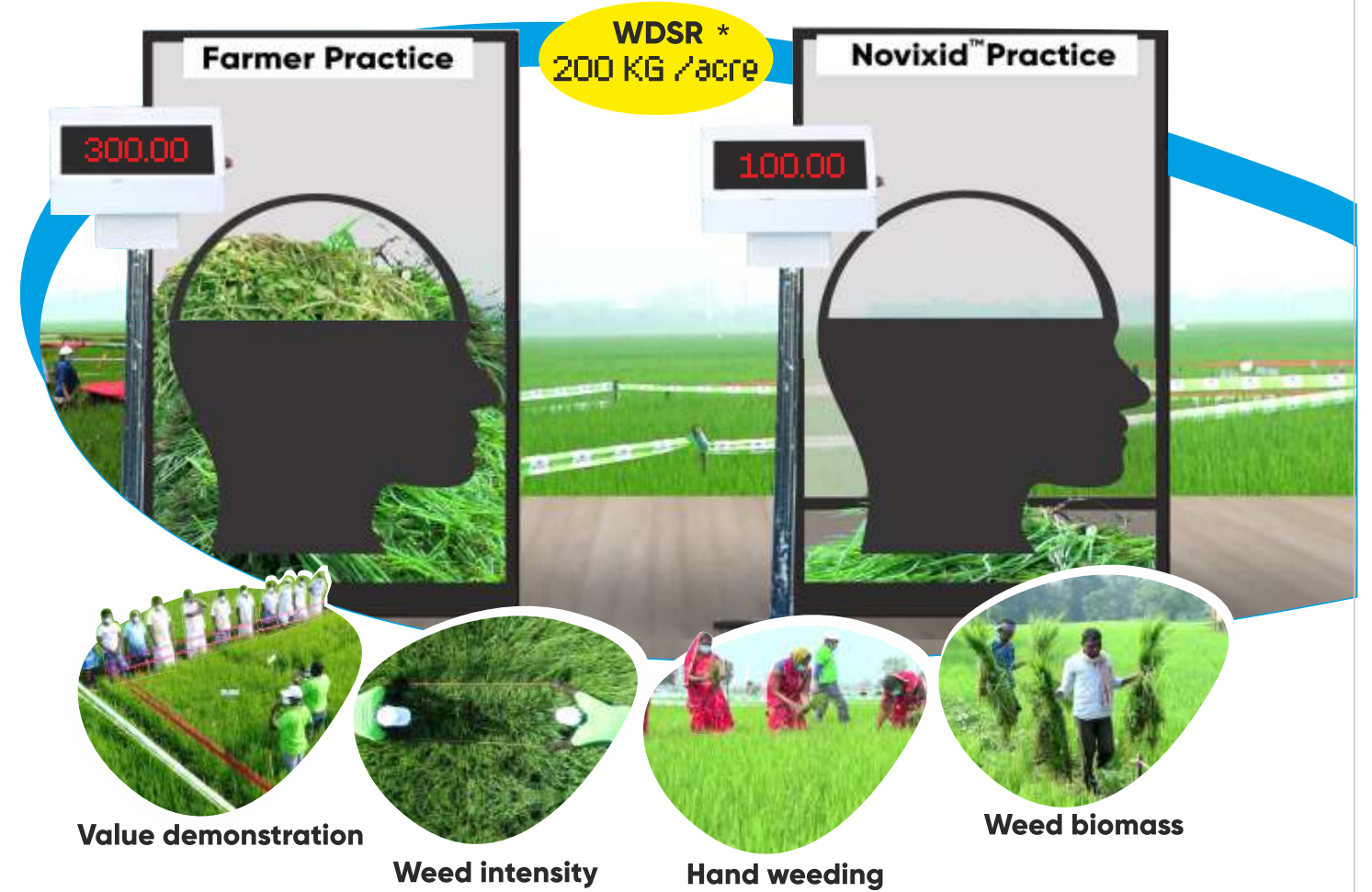
- 1) Apply **Novixid™** at recommended dose (500 ml/acre) targeting 3-5 leaf stage of weeds
- 2) Make sure foliage of all target weeds is exposed during spray
- 3) Use knapsack sprayer fitted with flood jet/ flat fan nozzle
- 4) Minimize spray overlap
- 5) Avoid spray drift to minimize damage on non-target broad-leaf crops
- 6) Flood the field with water within 1-2 days after application to achieve desired weed control efficacy
- 7) Apply nitrogenous fertilizer within 7-10 days after **Novixid™** application
- 8) Use proper PPEs during application



## Bliss experienced

A new weed management technology that made growers experience the bliss across key rice geographies

### Weed biomass difference per acre \*



### Note -

Leaf rolling symptoms are observed in Swarna variety which will be recovered within 4 to 21 days. It will not impact the yield



### Novixid™ practice over farmer practice

### TPR

### WDSR

	TPR	WDSR
<b>Biomass reduction over farmers practice</b>	4 times lesser	3 times lesser
<b>Visual symptoms of weed kill</b>	3 to 5 days earlier than in farmers practice	3 to 5 days earlier than in farmers practice
<b>Labour savings per acre over farmers practice</b>	upto 3	upto 12
<b>Crop health</b>	superior to farmers practice	superior to farmers practice
<b>Incremental yield over farmers practice</b>	upto 3%	upto 2.5%

The data is on the basis of our in-house demonstration studies.\*

### Disclaimer

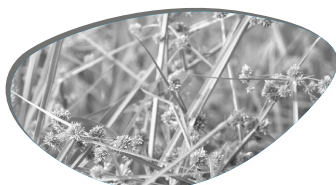
The relative performance of **Novixid™** over farmers practice may vary under different field and environment conditions.

# Take a journey to blissful weed management with Novixid™

## Existing Burdensome Practice

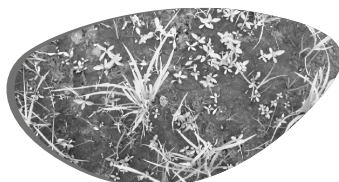
To

## New Blissful Practice



### Doubt

Weed intensity & emergence making you doubt existing weedicides



### Anxiety

Anxiety creeps in when one can't see early symptoms of fast action



### Hassled

Poor efficacy results in many hassles; multiple application, tank mixing, hand weeding etc



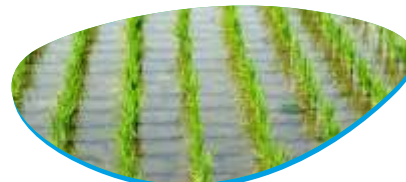
### Dissatisfaction

Uncontrolled weeds dim yield prospects makes you discontent



### Certainty

Experience certainty with Latest rice weed management technology **Novixid™**



### Confidence

Amazingly fast actions within 3 days & complete kill by 14<sup>th</sup> to induce confidence



### Accomplished

Feel accomplished with excellent control of tough weeds like Cyperus & high efficacy on other weeds



### Satisfaction

Excellent crop vigour and environment profile brings satisfaction



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\*Always read and follow label directions

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