

# Business Standard

## Agro Tech sets up HR academy

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**H**yderabad-based Agrotech Foods Ltd (ATFL), which is into the business of branded edible oils and foods, has started a human resource (HR) academy.

The company is also planning to set up sales, marketing and manufacturing academies, which are expected to be ready in six months.

The HR Academy, ATFL

**The company has also increased the spend on promotional activities by 70 per cent from the earlier Rs 5 crore.**

has tied up with Hyderabad-based National HRD Institute for certifying the employees, N Narasimha Rao, HR head and vice-president, ATFL, told Business Standard.

"Capacity building is a way to enhance employee engagement in the company," he said, adding that about Rs one crore was being earmarked for the exercise.

The company has also increased the spend on promotional activities by 70 per cent from the earlier Rs 5 crore.

ATFL, affiliated to US-based ConAgro Foods, has also introduced concepts such as breakfast with the company president, brings out newsletter and has also set up a career development centre to guide people on career aspirations.

The company reported a net profit of Rs 16 crore last year and expects to remain at the same level excluding the additional investments for promotion, Rao said.