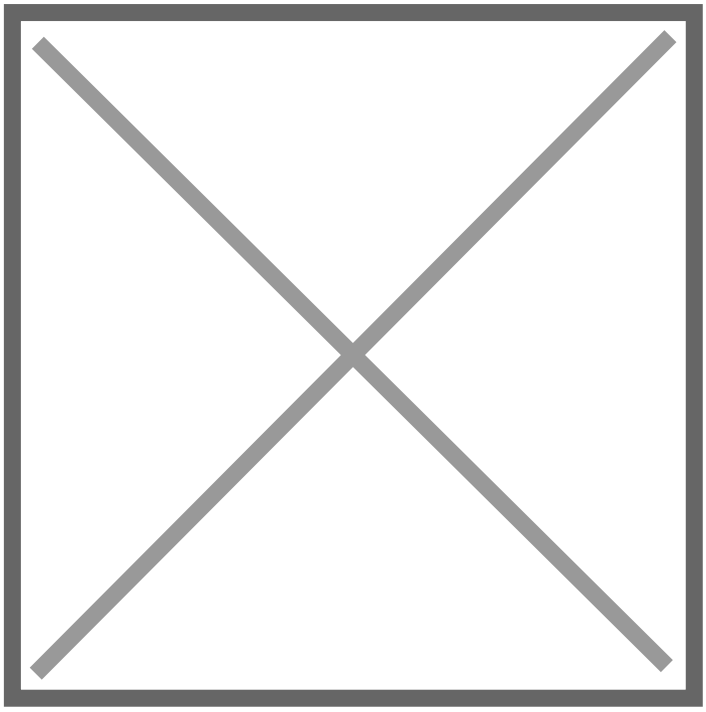
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Profiles - Krishidhan Seeds

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MD: Sushil Karwa

Sushilkarwa3

On aggressive roll out

Introduction of newly registered products, new technologies for higher yield and establishment of newer facilities were the key initiatives

Jalna-based Krishidhan Seeds Private Limited (KSPL) is adding more steam to its engine in order to roll out its expansion plans in the coming months. In 2011-12, the company clocked revenues of 173.80 crore from Bt cotton sales alone. It sold over 19 lakh plus packets of Bt cotton seeds during Khariff-2011 season. Today, Bt cotton acreage under KSPL seeds is between 13.5 to 14 lakh acres with a reach of around 6.75 lakh farmers in India.

The company got a fillip in its product portfolio due to inclusion of newly registered products which had much higher productivity. Says Anup Karwa, director, life sciences, Krishidhan Seeds Group India, Ã¢â?¬Å?In north zone we could provide reliable CLCV tolerant hybrids such as Pancham and Border which performed better and have now become one of the leading brands as recognized by independent trade channels. It brought a new vigor in our market partners and KSPL had significant demand for its products both from public and private organizations.Ã¢â?¬?

KSPL has made big stride in another biotech range of products for biological plant nutrition and plant care through one of its subsidiary, Subhash Fertilizer. The group has developed crop specific formulations for cereals, vegetables, cotton and floriculture as well. Each tailor made product is able to confer significant yield increase by helping crop to establish better post germination growth, have robust root development and overcome soil nutrient deficiency.

This apart, KSPL has also launched an improved maize hybrid Indra 17 which was recognized for its highest yields in AICRIP trials conducted under the aegis of ICAR. The hybrid shows full tip filling, and falls within the category of medium late segment. The hybrid has validated resistance to most common diseases and pests and drought tolerance.

Ã¢â?¬Å?All this investment is being made to make Indian products achieve the current level of quality seen in the global products,Ã¢â?¬? comments Karwa.

Key Achievements	Performance highlights	Key strategy initiatives	Future plans
• Provided CLCV tolerant hybrids such as Pancham and Border. • In central and south zone, a high yielding new cotton hybrid Parivartan has been introduced. • Set-up a new facility in Ahmedabad.	• Sold 19 lakh plus packets of Bt Cotton seeds during Khariff 2011 season. • Bt Cotton acreage under KSPL seeds is 14 lakh acres with a reach of around 6.75 lakh farmers in India. • Introduction of 3G enabled tablets for marketing field force.	• Revisited strategies and phased out BG portfolio and continue to offer better technologies such as BG-II. • Subsidiary, Subhash Fertilizer introduced range of products which will bring in business to the company.	• Ambitious program for use of molecular markers. • SNP marker analysis for absolute purity.