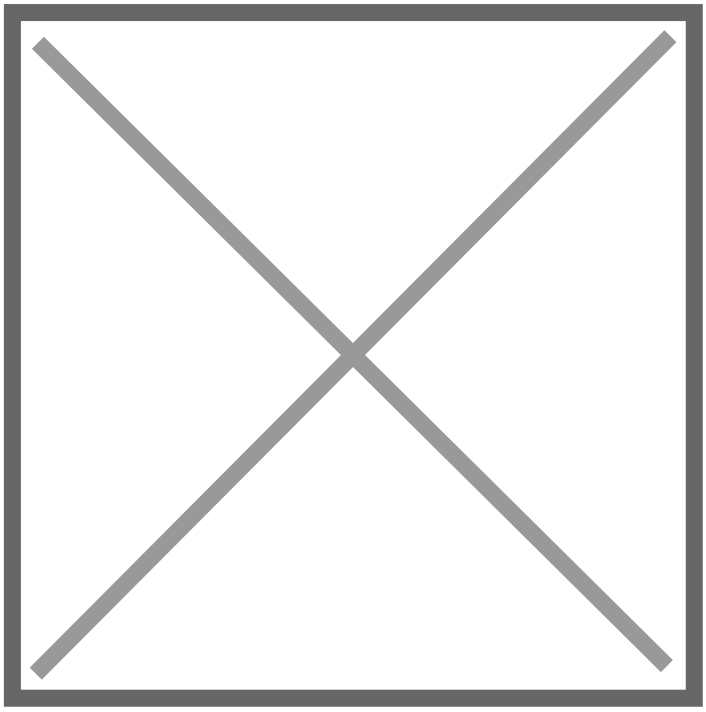
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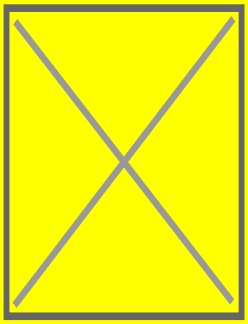
Agri market leader

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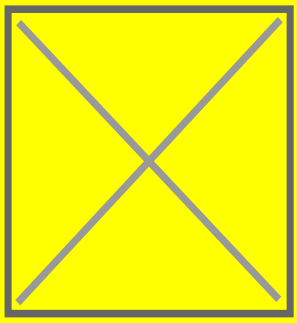
4

Nuziveedu Seeds



Head:
M Prabhakar Rao

Business:
Manufacturer of hybrid cotton seeds



Startup Year:
1973

Address:

NSL ICON, 8-2-684/2/A, Plot No. 1-4, 4th Floor, Road No. 12, Banjara Hills, Hyderabad-500034, Andhra Pradesh

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Website:
www.nuziveeduseeds.com

Nuziveedu Seeds Limited (NSL), one of the leading hybrid seed companies in India, has posted an annual turnover of Rs 476.86 crore from its biotech products in FY 2009-10 as against Rs 449.58 crore the previous year. The company has sold more than 68 lakh packets of bt cotton seeds in 2009-10 as against 64.40 lakh packets in 2008-09 and 48.42 lakh packets in the year 2007-08.

Nuziveedu Seeds Private Limited (NSPL) is the flagship company of NSL Group. NSPL is the largest seed company in India. The company has well-established state-of-the-art infrastructure for plant breeding and biotech research. The company's research farms spread over 12 different agro-climatic conditions of the country. The company's supply chain infrastructure including the largest conditioned seed storage facilities have world-class standard.

The company markets its products under nine umbrella brands through their own marketing network, associate companies and through special marketing arrangements with organizations like KRIBHCO, NSC and ITC. Nuziveedu has the largest market share of 36 percent in cotton hybrid seeds and it is also the number one supplier of varietal rice seeds in the private sector. Its products are being used by more than one crore farmers. The company aims to reach Rs 1,000 crore turnover in FY 2010-11.

The company's hybrid seeds are produced in collaboration with about 42,000 seed producing farmers and are used by 50 lakh farmers across the country. The cotton seeds supplied by the company are planted in 35-40 percent of the cotton area in the country and contribute in producing 40-45 percent best quality cotton in India. The company's R&D wing has developed excellent hybrids in cotton, 'Bunny' and 'Mallika', which produce very high-quality cotton fiber besides giving high yield to farmers. The company has also developed several excellent hybrids of rice, maize, bajra and jowar. It has also invested in renewable power generation, textiles, cotton procurement and trading, sugar, power and IT infrastructure businesses.

After establishing itself as the top player in cotton seeds market, NSL is now working on increasing its market share in rice, maize, jowar, bajra, sunflower, chillies, soybean, wheat and various vegetable crops. At present NSL is using the GM traits for imparting 'insect resistance in cotton'.

NSL has research collaborations with a number of reputed national and international research institutions. The company has invested more than Rs 12 crore in R&D this year as against Rs 7 crore the previous fiscal.

The company has marketing alliances with a number of companies. Some of the products of company are sold through subsidiary companies namely-Prabhat, Pravardhan and Yaganti, and Bt cotton hybrids are sold through co-partners like Rallis India and Navbharat Seeds.