BioSpect
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Top 20: Magic with Ã¢â?¬Å?JadooÃ¢â?¬?

01 August 2014 | Features | By BioSpectrum Bureau

Top 20: Magic with Ã¢â?¬Å?JadooÃ¢â?¬?



top-20-logoKaveri Seeds, though incorporated in 1986, has become a popular choice among farmers in the Bt cotton belt of India in the last two years. Kaveri sells different brands in different markets. Jadoo and ATM in Maharashtra, ATM in Gujarat, Jackpot in Madhya Pradesh depending on the traits and climatic conditions suiting them.

The company has achieved its best so far in FY 2013-14 when it registered a revenue of Rs 647 crore through Bt Cotton seed sales. This remarkable 54 percent growth in the last one year is the best that has been achieved by any BioAgri company during the year. Kaveri has a large network spread of over 15,000 distributors and retailers spread across the country.

Nearly 50 percent of its revenues comes from its flagship brand Jadoo, while 10 percent is generated from Jackpot and ATM and balance from Singha, and Barood. Since the launch of Jadoo in 2008, the company has gained 40 percent market share in Andhra Pradesh and Telangana. The product quality and price control have helped the company grow along with its focus on innovation. In the past five years, Kaveri has cumulatively spent nearly Rs 50 crore on research and in the year 2013 alone, it has invested around Rs 15 crore on its R&D programs.

For the year 2014, the company is laying new thrust on hybrid rice and maize development through conjunct use of hybrid and biotechnologies. Other growth strategy includes geographical expansion, higher sales and the hybrid vegetables business. The company is planning to expand operations in the country, besides entering Bangladesh, Vietnam and some African countries.