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Top 20 Series-Rank 15- Rasi Seeds- Rapid advances in R&D

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Top 20 Series-Rank 15- Rasi Seeds- Rapid advances in R&D

Organization: Rasi Seeds Pvt Ltd
CMD: Mr M Ramasami
Bioscience Revenue: Rs 363.59 crore

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Rasi Seeds has recorded revenue of `363.59 crore from its bioscience segment. The segment mainly consists of Bt Cotton seed production. The company has made rapid advances from seed production and supply ventures to a commendable position in Research and Development (R&D) and transformed as Rasi Seeds (P) Ltd.

Having 700 qualified workforce, the company serves over 4 million Indian farmers. Rasi Seeds is one of the recognized companies in cotton hybrids, besides hybrids in maize, pearl millet and vegetables. The company has processing facilities and follows efficient seed production techniques considering seed quality and purity. The services network provides technical support to several thousand farmers enabling them to produce high quality seeds.

Rasi Seeds (P) Ltd. was envisioned and initiated by Mr Ramasami in 1973 at Attur, located in Salem District, India. Rasi Hybrid Seeds has made rapid advances from seed production and supply ventures to a commendable position in Research and Development (R&D) and transformed as Rasi Seeds (P) Ltd in 1986.

Rasi Seeds has been recognized as the leader in cotton hybrids, besides hybrids in maize, pearl millet and vegetables. Over 15,000 seed-growing farmers are under the company's direct supervision and are responsible for effective seed production. An exclusive team is involved in the production of seeds for each hybrid crop such as Cotton, Vegetables, Pearl Millet, Maize, Sunflower and Paddy by effective supervision through out the seed production period. Seed processing is a crucial aspect of seed production.

In 2013-14, Rasi Seeds has acquired the hybrid corn seed business of Bayer BioScience in India for an undisclosed sum. India was the only geography, where Bayer Crop Science had a presence in the corn seed segment, through its subsidiary Bayer BioScience. Bayer was one of the top 10 players in the Indian corn seed market and its volumes were around 3,000 tonnes a year, almost same as that of Rasi.

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Besides bringing Bayer's five to six hybrid varieties to Rasi's portfolio, the acquisition also gave the Attur, Salembased firm access to the multinational's corn germplasm and breeding stations in Bangalore, Hyderabad and in North India.

On future outlook, the company says that the seed demand continues to be a matter of concern for cottonseed suppliers though the South-West monsoon has covered most of the country. However, other leading kharif crops such as hybrid rice, maize and soyabean showed a mixed trend in different growing regions. The company anticipates a drop in cotton seed sales.