

**Shriram Bioseed organizes Field Day for farmers to showcase the growth in  
production & profitability by using Vegetable Hybrid seed  
BIOSEED 90 – Tomato**

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**15th May, 2014 Sugalimitta, Punganur, AP:** Shriram Bioseed is a leading Hybrid Seed company with presence in India & South East Asia. SBG conducted **a field day on farmer Shri Ramesh Naidu's field in** Village - Sugalimitta, Mandal - Punganur, District - Chittoor, AP (Mob – 09493952478) **on one of its leading Tomato hybrid – Bioseed 90.**

Recently, Shriram Bioseed launched Tomato – Bioseed 90 in the tomato growing states of India like Andhra Pradesh & Tamil Nadu. Bioseed 90 has unique characteristics like excellent colour as well as uniformity in shape & size, good disease tolerance & keeping quality of more than 7-10 days, better market price & of course high yield. This product is getting popularity due to its long transportability and shelf life.

Presently, Shriram Bioseed Genetics is one of the top players in Hybrid Okra (Bhindi) seed market. Its leading hybrid, Avantika has wider adaptability across the country & increases the productivity and profitability of the Okra growers due its high yield & very high YVMV tolerance. Other leading hybrid seeds in its portfolio include Tomato – Swadeshi, 777, 100, Mahaveer, Karan, SBG 555, Hot Pepper - Lalima, Marshal, Ojaswi, Tej, Brinjal – Mohit, Moogli, Hema and Gourds.

Shriram Bioseed has targeted Andhra Pradesh as one of the states with the objective to increase the productivity of vegetables & at the same time to create awareness among the farming community about the benefits of using quality hybrid seeds. Shriram Bioseed is operating across the country with a large distributor network.

Tomato is an important vegetable in India that can be gauged from the fact that India accounts for 19.7% of world acreage and 11% of world production in Tomato. (NHM 2010-11 data)World

area: 4582438 ha, world production: 150513813 MT India area: 876000 ha, India Production: 17848000 Tonnes.

**Tomato in Andhra Pradesh** - Tomato is cultivated in about 253000 ha in Andhra Pradesh which is 27 % of the area under Tomato in India. Average productivity is 20 MT / ha contributing 5065 MT (27% of India production) in total production of Tomato. **Bioseed 90** has consistently yielded more than the other best competing hybrids under good management & farmers are getting Rs.2 – 3/kg extra on an average over leading competitors in AP.

Shriram Bioseed conducted a field day on **Shri Ramesh Naidu's field in** Village - Sugalimitta, Mandal - Punganur, District - Chittoor, AP (Mob – 09493952478) today where almost 400-500 farmers & 30-40 nursery growers participated from adjoining 50-60 villages. Farmers have appreciated the performance of Hybrid Tomato – Bioseed 90 as far as colour & size uniformity, yield, plant type, disease tolerance, longer shelf life as well as market produce price is concerned. Presently, Bioseed 90 is fetching highest produce price in Madanapalli, Guramkonda & V.Kota Markets.

According to Shri. Babu, he has already taken 9 harvest / picking from the standing crop (3/4 Acre) and he is expecting another 5-6 pickings as the crop will continue till end of Jun'14. He has already harvested 900 crates (15 kg each) i.e close to 13.5 MT. Further he said that Bioseed 90 has excellent bearing along with rejuvenation, fruit quality & colour is also good, disease tolerance particularly to virus is excellent & most of the time he got highest price than any other competitor hybrid in the market due to its excellent keeping quality / firmness. Shri. Babu is very happy with the performance of Bioseed 90 & he has advocated the visited farmers to cultivate Bioseed 90 in future for better quality harvest.

Shriram Bioseed is planning to organize 30-40 such field days especially in districts like Chittoor, Anantapur, Mehboobnagar, Medak, Adilabad etc during the next two months in order to showcase the benefit to the farmers about "Bioseed" brand of products.

**About Shriram Bioseed:**

Shriram Bioseed is a division of the Rs 5000 crore conglomerate DCM Shriram Consolidated Ltd with interests mainly in the Agri/Rural & Chloro-Vinyl Business. The mission of the 'Bioseed' business is 'To create value for the farmers by developing superior hybrid products through cutting edge Research & Development.' Bioseed is a complete Hybrid Seed Company with Research, Production, Processing, and Extension Activities & Marketing

The 'Bioseed' brand product portfolio includes Field Crops like Corn, Bajra (Pearl Millet), Jowar, Paddy, Bt cotton, and Vegetables. The Bioseed overseas companies in Vietnam, Indonesia, The Phillipines and Thailand have, in a short span of time, established themselves as large players in their markets, contributing to DSCL's top and bottom-line.