



Bioseed organizes Mega Pre-sowing Farmer Training Programme for Hybrid Tomato seed BIOSEED 777 & SWADESHI

7th June 2015 Pathalgaon: Bioseed is a leading Hybrid Seed company with presence in India & South East Asia. Bioseed has conducted a **Mega Pre-sowing Farmer training Programme at village – Jhimki, Tehsil-Pathalgon, Dist- Jaspu, Chhattisgarh on one of its leading Tomato hybrid – Bioseed 777** today where almost 1000-1200 farmers & 8-10 Dealers participated from adjoining 40-45 villages of Pathalgaon.

Recently, Bioseed has launched Tomato – Bioseed 777 in the Tomato growing states of India like Chhattisgarh, Madhya Pradesh, Maharashtra and Jharkhand. Bioseed 777 has unique characteristics like uniform shape , size, color of fruit, long shelf life (more than 10 days after ripening), good TYLCV tolerance & of course high yield. The popularity of the product is due to its long shelf life and uniformity for which farmers are benefiting higher market price.

Presently, Bioseed is one of the top players in Hybrid Okra (Bhindi) Seed Market. It's leading hybrid, Avantika's 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, Bioseed 56, Okra : Miss okra 18, Hot Pepper - Lalima, Marshal, Ojaswi, Tej, Brinjal – Mohit, Mogli, Hema, Trishul and Gourds – Gaurav, Mallika, Maya, Abhimanyu , Chotu etc

Bioseed has targeted Chhattisgarh 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. Bioseed is operating across the country with a large distributor network.

Farmers who have grown the variety last year, have appreciated the performance of Hybrid Tomato – Bioseed 777 as far as uniformity, yield, plant type, disease tolerance, longer shelf life as well as market produce price is concerned. Presently, Bioseed 777 is fetching highest produce price in Pathalgaon which is one of the leading Tomato growing markets in Chhattisgarh.

Success stories of **Bioseed 777** have been reported across Chhattisgarh, few farmer views from Chhattisgarh are mentioned below -

Shri. Phool Singh Manjhi, a farmer from Chhattisgarh, has grown the tomato hybrid – Bioseed 777 last year said that the variety has excellent fruit bearing quality & color.

Shri. Hunar Nag Patel from Jashpur district, shares his experience after switching to Bioseed 777, the Tomato hybrid. He has cultivated 0.1 acre during June'14 he has harvested 1120 kg & he has got 30% more yield than leading competing variety. According to him, he fetched high price over leading hybrids in the district due to its good keeping quality.

About Bioseed:

Bioseed is a division of the Rs 5650 crore conglomerate DCM Shriram 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 and The Phillipines have, in a short span of time, established themselves as large players in their markets, contributing to DCM Shriram's top and bottom-line.

For further information