

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

23rd April, 2013 Madanpalli: Shriram Bioseed is a leading Hybrid Seed company with presence in India & South East Asia. SBG conducted a **field day on farmer Shri Reddappa's field in Village Gaddaru, Mandal – Punaganur, District - Chittor, AP on one of its leading Tomato hybrid – Bioseed 90.**

Recently, Shriram Bioseed has launched Tomato – Bioseed 90 in the Tomato growing States of India like Andhra Pradesh, Karnataka, Tamil Nadu, Madhya Pradesh, Rajasthan, Uttar Pradesh etc. 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 & of-course high yield. Product is getting popularity due to its long transportability / shelf life.

Presently, Shriram Bioseed Genetics is one of the top players in Hybrid Okra (Bhindi) Seed Market. Its 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, 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: 907000 ha, India Production: 18652000 Tonnes.

Tomato in Andhra Pradesh - Tomato is cultivated in about 300000 ha in Andhra Pradesh which is 33% of the area under Tomato in India. Average productivity is 18-19 MT / ha contributing 6019000 tons (32% 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 has conducted a field day on Shri. Reddappa's field in Village Gadduru, Distt Chittoor, Near to Madanpalli, AP today where almost 700-800 farmers & 70-80 nursery growers participated from adjoining 15-20 villages. Farmers have appreciated the performance of Hybrid Tomato – Bioseed 90 as far as color & 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 Madanpalli which is one of the leading Tomato growing market in India.

According to Shri. Raddappa, he is expecting 8-10 pickings as the crop will continue till end of May. Further he said that Bioseed 90 has excellent bearing, fruit quality & color is also good, disease tolerance particularly to Virus is excellent & expecting minimum 20% more yield as well as better price than any other competitor hybrid in the market due to its excellent keeping quality / firmness.

Shriram Bioseed is planning to organize 75-100 such field days especially in districts like Chittoor, Ananthpur, Mehboobnagar, Kaddapa, Hyderabad, RR, etc during the next two months in order to showcase the benefit to the farmers about "Bioseed" brand of products.

Success stories of **Bioseed 90** have been reported across India, few farmer views from AP are mentioned below.

Shri. Anjaneyulu of village Kuravalli, District Kaddapa, AP, shares his experience after switching to Bioseed 90, the Tomato hybrid. He has cultivated half acre during Jan'13 & at

present crop is at sixth harvesting stage & despite the high temperature during the season he got yield of 7.5 MT / half acre as on date & he is expecting another 5-6 MT from half acre. According to him, he is fetching high price (Rs2-3/kg) over leading hybrid in the district due to its color, uniformity & keeping quality.

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.