

Shriram Super Research Wheat – Super 231 helps increase farmers productivity by at least 25% and also increases farmer's income in Punjab

Amritsar, 5th April, 2013: Shriram Fertilizer & Chemicals has received tremendous response for its Shriram Super 231 Research Wheat in Punjab and has been holding farmer field days across various cities of Amritsar, Jalandhar, Ludhiana, Hoshiarpur, Bathinda etc.

Farmers have appreciated the performance of Shriram Super 231 research Wheat as far as plant type, disease tolerance and yields are concerned. Compared to other varieties grown by famers in this area, Super-231 research wheat has more number of tillers (7-13 tillers) and each of the panicle or *Baali* has 72-80 grains per plant. This variety has attractive, bold and shining grains.

Some of the testimonials from the region are of Farmer Ram Singh in Mansa region who has grown Shriram Super 231 in the area of 5 acre, he is expecting a yield of 25 quintals / acre. Further he said that "Shriram Super 231 has given him almost 20-30% plus yield in comparison to other wheat variety cultivated by them earlier and at the same time the crop has had high resistance to drought and diseases."

Also Farmer Amrik Singh who has grown Shriram Super 231 in 7 acres at Hoshiarpur is also expecting the estimated yield of 25 quintals / acre. Further he said that "Shriram Super 231 has given him additional gain of 10 per cent more straw from Shriram Research Wheat compared to other varieties grown in this area."

Shriram Super Research Wheat varieties are developed with strong backing of R&D catering to the specific requirement of farmers in India. The Shriram Fertilizers & Chemicals team worked with farmers through the crop cycle to ensure better effectiveness of the procedures and the resultant yields.

Shriram Fertilizer & Chemicals is planning to organize many more such field days especially in the state during the next two weeks in order to showcase the benefit that farmers are deriving from Shriram Super Research Wheat.

Many success stories of **Shriram Super Research Wheat** have been reported across North India.

About Farm Solutions Business:

Farm Solutions Business of Shriram Fertilisers & Chemicals, New Delhi- a Unit of DCM Shriram Consolidated Ltd's (DSCL) , has built considerable strength in agribusiness domain ranging from manufacturing capabilities to the delivery of agri-solutions. It has a pan India presence covering North, West & East India with regional marketing offices at 22 locations. Supported by a robust and extensive network to make the products and services available to the rural customers, it today has a turnover of Rs 1088 cr (2011-12) and is an important part of DSCL's Agri-business portfolio. The other major Agri/Rural businesses of DSCL are Sugar, Fertilizer and Bioseed- Hybrid Seeds. DSCL's Farm Solution division has been serving farmers for over four decades through an extensive network of around 3000 channel partners and 30000 retailers.