



Profile

kaveri seed company limited

Kaveri Seed Company Ltd. is one of the premier seed companies in the country. It is one of the largest seed company in India, with a strong R&D base for developing quality hybrids in key Indian crops. The company saga began in 1976, when Sri G.V. Bhaskar Rao, a young and dynamic agriculture graduate, through his start-up G.V.B. Rao & Co. ventured into the adventure. Further it became Kaveri Seed Company Pvt. Ltd. in 1986. In the year 2007 the Company has been listed as a Public Limited Company and is being managed by eminent Board of Directors chaired by Mr. G.V.Bhaskar Rao, Chairman & Managing Director. At present it is one of India's fastest growing seed companies with a wide portfolio, large network of distributors and dealers and a very wide customer base spanning the country.

The Company with decades of experience in seed production of major agricultural crops is backed by a very strong in-house R&D recognized by the Department of Science and Technology (DSIR), Govt. of India from 2001 onwards.

Kaveri Seed has 30 plus years of rich experience in Indian seed industry. It has 125 plus high quality hybrids and varieties developed across field and vegetable crops. Kaveri Seed always aim to develop superior hybrids and inbred varieties in field and vegetable crops that are high yielding and are resilient under varying agro climatic conditions. As part of the growth strategy, Kaveri is investing consistently in R&D. Realizing the immense potential of Biotechnology in fostering and fortifying the traditional breeding, the Company has formulated integrated programme of molecular breeding. The Biotechnology lab is State-of-the-Art, equipped with sophisticated equipment's and manned by highly qualified scientists.

Our relentless pursuit towards seed innovation has helped farmer's yields enormously and earned us tremendous goodwill amongst farmers and distributors. The Company has developed a committed grower network across 12 different agro-climatic zones of India.

A diverse and de-risked portfolio which not only caters to all the key crop segments but also mitigates the risk of unanticipated shifts in crop rotation .Kaveri ranks enviably in its product portfolio - both in number and performance. The Company's premier hybrids in BT

cotton, maize, pearl millet, sunflower, sorghum, while in rice and vegetables both hybrids and varieties are in the forefront of seed market and in the farmers' fields. New breeding strategies are put in place that will enable us for further increase in R&D productivity, while continuing to excel at the invention and development of the new products. To its credit, Company has developed good number of cotton hybrids to suit under different regions of India in various segments. Kaveri products are gaining rapid acceptance among farmers of India and in countries where Kaveri exports its seed.

Multi-crop portfolio, superior R&D, strong product launch capabilities, brand equity, farmer trust, comprehensive supply chain, robust distribution network, competent and engaged human capital, and strong financial position are pillars of Kaveri's business strategy for long term success.

The major thrust of the Company is to help farmers, capture the market opportunities and also strongly face the external challenges through innovation rooted in our deep understanding of crops and needs of growers of India. Keeping in view with farmer's needs and consumer preference, research efforts are focused in designing and developing suitable hybrids.

Kaveri's emphasis is also on strong financial and operating metrics and creating value for all its stakeholders. It has consistently delivered profits and superior return and is supported by a strong balance sheet every year.

Human Resources

Over last decades, the company has invested in attracting best talent and also nurturing them with high quality training. Company lays specific emphasis in driving high level of employee engagement. Thus the organization is being run by highly competent and engaged human capital. All the heads of the departments are highly experienced and are led by a professional and competent Chief Operating Officer (COO).

We consistently try to attract industry relevant talent, sharpen their skill sets and align their career objectives with the larger organizational goals. To keep our people motivated and focused on organizational goals, we have introduced an award program. The award recognizes top performers from various departments.

Product portfolio:

Breeding genetically enhanced hybrids and inbred varieties in respect of yield, quality, resistance to various biotic and abiotic stresses like pests, diseases and conditions like drought, heat etc. are the hallmark of Kaveri R&D. It has developed research collaborations with several National and International institutions.

The company's premier hybrids in field crops: Cotton: ATM, Jadoo, Money maker, Jackpot, 3/1, KCH 4001, KCH 4011, KCH-4021 and KCH-1603. **Maize:** Kaveri 50, KMH 2589 (Drona), Profit, KMH-25K45 (Bumper), God Father, KMH 5210, KMH 1311 (Sultan), KMH 463, KMH 5332, KMH-3712, KMH-3426, KMH-25K60, KMH-218 PLUS & KMH-7148. **Rice :** KPH-468, KPH-475, K-9090, KPH 371, KPH 199, KPH 467, KPH 272, KPH 460, KPH 459, KPH 473, Sampurna, Chintu, Shireen, Super Sona, Supreme Sona, Elito, Glory &Tino. **Pearl millet:** Super Boss, Maximo, KBH 6080, Fouzi, Boss 65, KBH 3580 (Singham). **Sunflower:** Kaveri Champ, Sunkranti, Dhara, and Leader. **Sorghum:** Kaveri 6363 (Colonel), Rabi Raider & KSH-361. **Red Gram:** Sampada & Deluxe. Green Gram: KG-19, Black Gram: KBG-28

Vegetable crops: Tomato: KTH-354, KTH-355, KTH-304. Okra: KOH- 712, Kaveri 703 & Nadiya. **Hot Pepper:** KHPH 1201, KHPH 888, KHPH 225, KHPH 206, KHPH 215, KAVERI-66, KHPH-272, Little Hot. **Water Melon:** Crimson Heart. **Sweet Corn:** KSCH-333 (Candy) & KSCH-222.

Infrastructure:

The Kaveri Seed Company owned seven largest modern processing plants across key locations in India. A huge maize cob drying facility of 2900 tonnes per cycle. State-of-the-art warehouse capabilities with a combined storage space of around 6 lakhs sq.ft., very big godowns to store seed material under ambient and cold storage conditions. A battery of green house facility for screening of pest and disease as well as for Bt cotton containment facility.

Research Farms:

The company has more than 15 main and satellite research farms (own and leased) in India, covering more than 500 acres of land with all infrastructure facilities for conducting all research trials for biotic and abiotic situations. Besides this company is having MLT out stations to test the newly developed company products.

Our key accreditations:

216 applications of our promising parental lines and hybrids were filed with Protection Plant Varieties and Farmers Rights Authority (PPV&FRA) to safeguard our intellectual properties. So far a total of 100 hybrids/varieties have been registered and have received certificates from PPV&FRA. To its credit 19 hybrids were released and notified under CVRC- GoI. Further it is company's privilege to have 18 hybrids which were recommended for the inclusion in OECD Seed Scheme list to market in other countries.

Recognition:

In the three and half decades since its inception, Kaveri Seed Company Ltd. has truly undergone a transformational journey in the agribusiness, becoming one of the nation's leading seed companies. Kaveri has been globally recognized as a significant player in India's agri-business landscape. Kaveri has figured on the Forbes Asia's 200 Best Under a Billion List for five times 2010 to 2013 and in 2015. The company was conferred 'Bio-Excellence Asia Award' by the department of IT, BT and S&T, Government of Karnataka during 2015.

Company's Chairman & Managing Director, Sri. G.V.Bhaskar Rao , is nominated as board member for the prestigious institute "Professor Jayashankar Telangana State Agricultural University" Rajendranagar, Hyderabad during the year 2017. He became member for Extant Variety Recommendation Committee (EVRC) of PPVFRA, New Delhi during 2017. He is also Governing Council Member for NSAI.

The thrust:

The Company is looking forward to new grounds in overseas marketing. It has tie up with Serbian seed firm for breeding sunflower hybrids. and Bangladesh for vegetable seed marketing. With a Gross Consolidated Turnover of Rs.843 Crores and a Net Profit of Rs.222 Crores for the financial year ended 31st March 2018, the Company is surging forward to scale new heights in agri business. Kaveri Seed Company is certainly marching ahead towards green growth.

Kaveri has sowed and nurtured the seeds of trust and loyalty among farmers for decades. The result is that the company has now emerged as the preferred choice of the farming fraternity across India. The company further reinforces market position by foraying into various markets, relying on the performance of the products and catering to the changing requirements of the customers. Across decades, Kaveri has steadily transformed their products, processes and innovations techniques to deliver the best of science to enhance farm productivity and ensure food and nutritional security for millions of people. This is company's road map of growth and value creation for all stake holders.

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