

## Press Release

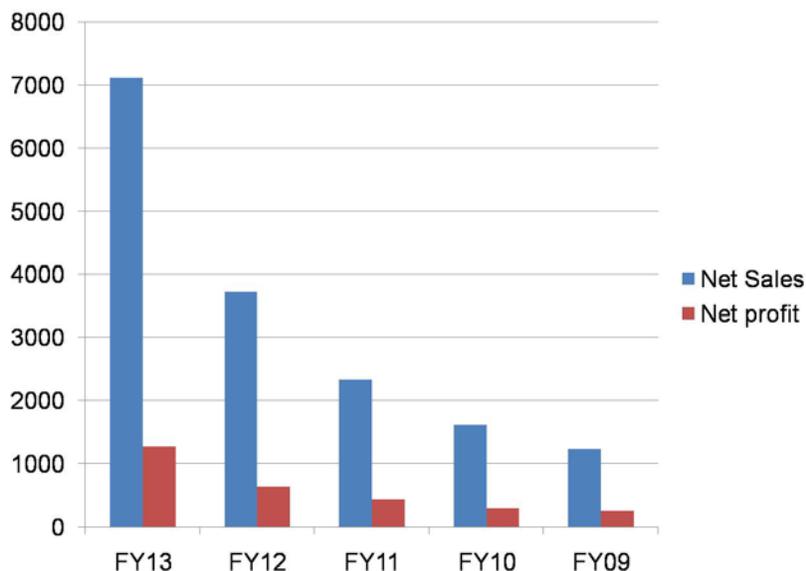
### Kaveri Seed Company Ltd - Preamble

The Kaveri saga began in 1976 with Gundavaram V. Bhaskar Rao- a technocrat turned agribusiness entrepreneur sprouting a small time seed production in family owned farm land in Gatla Narsingapur village of Karimnagar Dt in Andhra Pradesh as G.V.Bhaskara Rao &Co With the success of this entrepreneurial voyage, the idea further blossomed as Kaveri Seed Company that was formally incorporated in 1986. In the year 2007 the company went public to become a listed one. Since then the company is on the path of green growth.

2008 – 2013  
**Last 5 years Kaveri's  
 revenue and profit has  
 grown @ an average of  
 54% & 56%  
 respectively**

Currently Kaveri is one among the 30 fastest growing companies in India with a large network of over 15,000 distributors and retailers spread across the country. With over 600 employees and a strong product portfolio of Hybrids and OPVs, the company is poised to go greater heights with its renewed and reinforced focus on R&D and strong will and commitment by the Management to breed the best and excel to deliver.

Kaveri Seeds Key Financials ( INR Million)



With one of the largest collection of germplasm (crop genetic wealth) in the country, Kaveri's drought and disease resistant as well as high yielding product portfolio include Cotton, Corn, Rice, Jowar, Bajra, as well as vegetable crops -Tomato, Okra, Chilly Bottle gourd, Ridge gourd & Bitter gourd.

Year ended March, 2013 the sales revenues of the company nearly doubled from Rs. 372 crs in 2012 to Rs.711 crs. This growth is largely owing to almost doubled revenue from

cotton seed sales. Jaadoo the brand BT cotton hybrid of the company contributed 60% of Kaveri's sales in FY13. Corresponding net profit more than doubled with the 2013 figures at Rs.130crs as



against Rs. 58 crs in the previous year. With the normal monsoon forecast, the management anticipates at least 20% sales growth in 2013-14.

## **Research & Development the core of Kaveri's forte**

Kaveri derives its core strength from its R&D competitiveness. It is among the top three companies in trading BT Cotton, hybrid maize, hybrid bajra. Company's R&D Labs are located at Gundla pochampally as well as Pamulpurthi village in Medak Dt in the outskirts of Hyderabad. At the state-of-the-art facilities, design and development of new products are envisioned. Seed of market competitive products are subjected to stringent tests for quality assurance. Currently the company spends 7-8 % of its revenue on R&D. In view of short market life of hybrids (>10 yrs) the company strives hard to build an array of product chain refurbished and ready for crops - cotton, maize rice, bajra and jowar as well as vegetables. Most of these products in the pipe line are expected to be launched in next 2-3 years.

The company has 600 acres dedicated farm land to developing hybrids. The company's main processing facility for pre-cleaning, grading, cob-drying, storage and packing is about 350,000 sq ft. Aside this there are 6 other processing facilities at different parts of the country. Company's cold storage facility for foundation and certified seed has a capacity of 8,330 metric tones.

Encouraged by the R&D's success in delivering knowledge driven proprietary hybrids and research varieties the company is laying new thrust on hybrid rice development through conjunct use of hybrid and biotechnologies. Hybrid rice with huge potential and hybrid maize with scope for further expansion are the potential growth drivers and the firm expects to capitalize on the expansion of hybrid paddy cultivation and increased demand for maize in the near future.

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