

## Nuziveedu grows 28%, retains spot No. 4

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### RANK 4

610 crore

#### Nuziveedu Seeds

Chairman & MD

Dr M Prabhakar Rao

Business

Production and marketing of agri-biotechnology products

Start-up Year: 1990

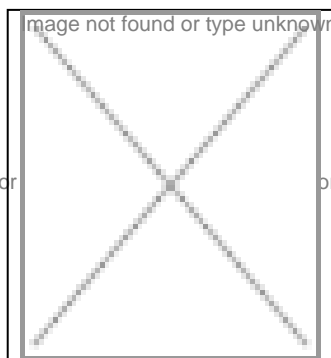
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NSPL is looking to invest 15 to 20 percent of its turnover in R&D and is ensuring that it successfully communicates its innovations to farmers



The vision of Nuziveedu Seeds Private Limited (NSPL) is to be the most preferred seed brand in India and to adopt proactive biotech applications to strengthen its core competence. In 2010-11, the company sold about 70 lakh packets of BG I and BG II varieties of seeds in India, registering sales worth 610 crore as compared to

During the end of December 2010, NSL group, the parent company of Nuziveedu, decided to hive-off the seed business into a separate company, in order to have a more effective focus. Nuziveedu received a commitment for

the global private equity major, Blackstone Group.

Nuziveedu has set up an extensive marketing network that gives it a phenomenal advantage during the sales window period. The marketing network spread across 16 states in India, comprises nine regional offices, 5,000 distributors and more than 55,000

dealers and sub-dealers.

Nuziveedu's extensive sales network is touted to be one of the major reasons for its No.1 position. Nuziveedu's competitor's

are yet to catch up with the leader. The company is known to increase its basket of offerings.

Nuziveedu has been organizing marketing campaigns in order to successfully communicate its innovations, ideas and services to the farmers. These well-timed campaigns duly inform the farmers how to increase crop productivity and farm profitability. Nuziveedu also conducts meetings between distributors, dealers and farmers to spread awareness about its products, innovations, agronomic practices and new technologies.

Nuziveedu pro-actively participates in the seed subsidy programs that have been initiated by the state governments and the central government. Through these programs, the company tries its best to ensure that the farmers get high quality seeds at a lower price. NSPL's research and development division has around 150 experienced technicians and workers.

The main center, which is located near Hyderabad, is spread across 600 acres and has been engaged in developing superior hybrids and improved variations of different crops like, cotton, maize, rice, bajra, jowar, sunflower and vegetables among others.

The company has multi-location trial centers set up in different agro-climatic zones to evaluate the adaptability of various products and screen them with respect to biotic and abiotic stress.

Nuziveedu tests its products at well known national and international research institutes such as, IRRI Philippines, ICAR and state agricultural research institutes. The future plan of the company is to expand research to cover wheat, mustard, pigeon pea and sweet sorghum and invest nearly 15 to 20 percent of its turnover in R&D.