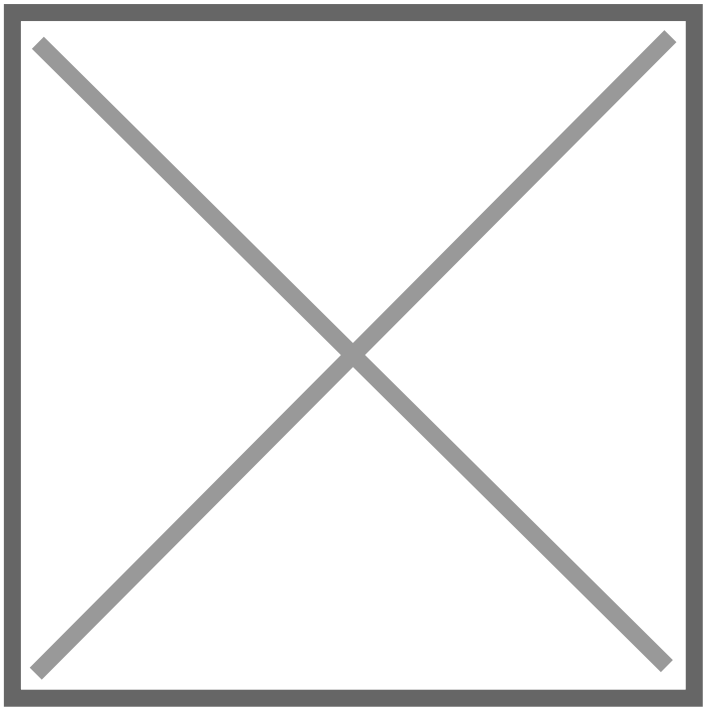
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Profiles - Ankur Seeds

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MD: MG Shembekar

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Tech aggression

The company has chalked out aggressive plans to expand its infrastructure which in turn would support its breeding activities

Ankur Seeds is set to enter its next level of growth by developing new technologies, expanding and building up its capacity. For fiscal 2011-2012, the company has seen a big boost in its Bt cotton sales, clocking an annual turnover of 325 crore. It sold a total number of 35 lakh packets. Today, the total area under Ankur Seeds' Bt cotton Hybrids is 2.8 million acres and the company is looking at increasing this number to four million acres by March 2013.

The company first commenced operations in 1976, by focusing its research activities in cotton, okra, brinjal, chilly and today it has expanded its research area to more than 15 crops. However, most of its business comes from cotton, vegetable and paddy crops. This year its core products have recorded a strong performance in the market as compared to the performance in the previous year and this includes its Jai BG I and Jai BG II hybrids.

Says MG Shembekar, managing director, Ankur Seeds, Ã¢â?¬Å?Last year, we had introduced our Bt cotton hybrid Ankur 3034 which opened to a very good response among the farmers and this year we are introducing Ankur 5642. Maximum demand has been for the Jai Hybrids and Ankur 3034. This year, we will also launch the Ankur 216 hybrid.Ã¢â?¬? Shembekar also believes that having achieved success in Bt technology, more such technologies should be introduced in to the market.

The company currently is investing in maker-assisted breeding projects especially for rice and vegetable crops. Shembekar says, Ã¢â?¬Å?Right now we are working on drought tolerant technologies. We have tied up with a US university for testing this gene and applications have also been made to the GEAC.Ã¢â?¬? Apart from working on drought resistant technologies, its R&D pipeline presently constitutes of hybrids for herbicide tolerance; the Roundup Ready Flex (RRF) technology has been licensed from Monsanto. Ã¢â?¬Å?We are also testing in rice and tomato but both are in initial stages,Ã¢â?¬? adds Shembekar. The company also had a public-private partnership (PPP) with International Centre for Genetic Engineering and Biotechnology for research in virus tolerant technology for okra and for Bt brinjal.

The company has chalked out aggressive plans for expanding its molecular biology laboratories, which in turn

will support the breeding activities of Ankur. Ã¢â?¬Å?The expansion has already started and in another three months it will be commisioned. The investments towards this is around 20 crore. In the coming 12 months, Ankur has kept a target of selling around 50-52 lakh packets of Bt cotton seeds in the current year (2012-13). Also, by March 2013, the company plans to achieve a revenue of over 400 crore from its Bt cotton sales.

Key Achievements	Performance highlights	Key strategy initiatives	Future plans
• Growth through its cotton hybrids JAI -BG I and BG-II. Growth was also seen from its newly launched product Ankur 3034. • Investing 20 crore for a new molecular biology laboratories.	• It sold a total number of 35 lakh packets this year. Ankur Seed's Bt Cotton Hybrids is grown in 2.8 million acres and the company is looking at increasing this number to 4 million acres by March 2013.	• Hybrids for herbicide tolerant, the Roundup Ready Flex (RRF) technology been licensed from Monsanto.	• Ankur has now kept a target of selling around 50-52 lakh packets of Bt cotton seeds in the current year (2012-13). • To achieve a target revenue of over 400 crore in Bt Cotton.