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Top 20: Slow & steady wins the race

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top-20-logoAjeet Seeds is a producer and processor of hybrid cotton seeds in India. It is very strong in Maharashtra. During 2013-14, the company's Bt cotton revenue totaled to Rs 309 crore which as per market estimates is much higher than what it was a few years ago. The company certainly has slowly made its way up and has over 10 percent market share in the total Bt cotton market.

Ajeet-11, the cotton variety introduced in 1992, is known for its seed quality, tolerance to abiotic and biotic stresses. Also Ajeet-33 is known for its distinguishing differences and attributes. Ajeet is strong in R&D. Its R&D center has been recognized by the DSIR. Understanding the role of biotechnology for its growth, the company set up a separate center known as Plant Biotechnology Research Centre (PBRC) in 2003. Subsequently, the company geared up for genetic research and introduced Bt cotton seeds into its range of products through a tie up with Mahyco-Monsanto Biotech company.

The company has also upgraded its warehouse facility by introducing scientific methods for packing, storage and transportation for speed and accuracy. Its seed processing plants are situated at Chitegaon and Phulambri in Aurangabad in Maharashtra.

Over the last one decade, the company has established a network of close to 400 distributors, 3,000 dealers and 30,000 seed growers across India. Besides cotton, it has many hybrids in Jowar, Bajra, Maize, Sunflower, and other vegetables. The company launched its hybrid bhendi variety, Ajeet-311 in 2002. It was followed by hybrid chilli, brinjal, tomato, bottle gourd, bitter gourd etc. The progress of the company has been continuous and spontaneous. As a result, the product profile of the company covers 22 crops and their 55 different hybrid varieties.