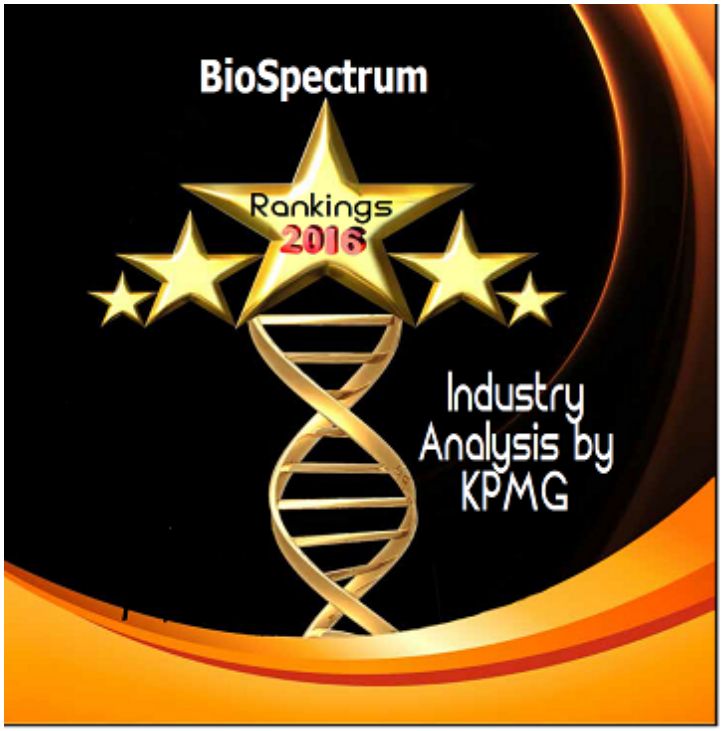
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# BioSpectrum Ranking Survey: Rank 6: Nuziveedu Seeds

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**BioSpectrum Ranking Survey: Rank 6: Nuziveedu Seeds**




**Nuziveedu Seeds**

**CMD: M Prabhakar Rao**

**Revenue: Rs 1,051.36 crore**

Started in 1973, Nuziveedu Seeds (NSL) has transformed into a leading company in R&D and seeds. It operates in 20 states in India with more 160 products in 27 crops, including 17 vegetable crops.

NSL has also developed world-class supply chain infrastructure across its 11 processing plants. NSL's seed testing laboratory is among the six ISTA (International Seed Certification Agency) certified laboratories in India.

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During FY2015-16, NSL has promoted use of high density planting technology in addition to optimal plant spacing for its different products. It has also promoted the use of precision planting technology using precision planters for establishment of optimal plant stand and growth regulation in cotton. The company has also launched its Subeej Krishi Vignan extension services to educate farmers on improved agronomic practices.

The delayed onset of monsoon and crop shifts to pulses and soybean has reduced the overall cotton area and thereby the market size reduced by 15 percent. Despite the reduction in market size, NSL increased its market share due to superiority in performance of its new hybrids Bhakti, Puja, Malini and Raja.

NSL launched Raja for commercial marketing in FY2015-16. The product clocked ~4000 percent growth in the first year. The company also launched precision planter sowing services as a demonstration to farmers for establishment of optimum plant stand and improving their overall farm profitability.

Currently, NSL is working on R&D for product development with respect to enhanced pest resistance to bollworms, improved sucking pest tolerance, drought tolerance and improved resource utilization efficiency. It is also working on alternative technology paradigms for development of improved seeds, seed and plant nutrition and integrated pest management concepts and products.

Reduced commodity prices of cotton in FY2015-16 has also triggered crop shifts in FY2016-17. Increased demand for cotton in future will again spur demand in FY2016-17, NSL said.

NSL's recent partnership include the R&D collaboration with Punjab Agricultural University (PAU) in Ludhiana.

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