

27th Sep 2018

The Manager-Listing
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400001

The Manager-Listing
National Stock Exchange of India Ltd.,
Exchange Plaza, Bandra-Kurla Complex
Bandra (E)
Mumbai-400051

BSE Code-537291

NSE Code-NATHBIOGEN

Subject: Presentation on Analysts' / Investors' meet

Please find the attached herewith Presentation of Nath Bio-Genes (India) Limited on Analysts' / Investors' meet to be held on 28th September 2018.

This is for your information and record purpose.

Thanking You.

Yours faithfully, For Nath Bio-Genes (India) Limited

Authorised Signatory



1 Chateau Windsor 86 Veer Nariman Road, Mumbai - 400020 (MS) Tel : 022-22871001, 22875653/4/5





## **WELCOME**







- Fusion Bt. Technology
- ➤ Bristled Bajra
- ➤ Thick Skinned Tomatoes
- ➤ Industrial Rice.







# Seed Industry has to play a pivotal role in making Farming profitable.



# Seed is highly technical / advance bio-technology.

- ☐ Technology embedded
- ☐ Power Packed
- ☐ Custom designed Seed



## **FOCUS CROPS**



- Cotton
- Paddy
- Bajra
- Maize
- Mustard
- **❖** Wheat

- Tomato
- Okra
- **❖**Gourds
- Cucumber
- Brinjal
- \*Chilli



## **COTTON**

- ✓ Drought Tolerance
- ✓ Sucking pest resistance
- ✓ Climate resilient





## **PADDY**

- ■Industrial Rice Poha
- Low Glycemic Index Rice





## **BAJRA**

• Dual purpose – Fodder and Grain.





## **VEGETABLES**

**≻**Virus tolerant.





### **SEED IS A COMPLEX BUSINESS**



## WHAT MAKES US STAND OUT

- Passion
- Bringing a talented, Passionate, young and vibrant team together.

To do so we have seasoned stalwarts driving the mission of bringing the best genetics for our farming community.



### LEADERSHIP TEAM



- Dr. Satish Raina
- Dr. Ish Kumar
- Dr. C.S. Pathak
- Mr. Madhav Dhande
- Mr. Devinder Khurana

- Technology
- Paddy and FC
- Vegetable Research
- Leading the marketing
- Our CFO



# INTERNATIONAL & NATIONAL RESOURCING.





- We are geared up to grow consistently.
- Working on future trends in Agriculture is a Challenge and We like it.

## **EXPORT**



➤ New Horizons - Africa and Philippines





## **THANK YOU**



#### Brief R&D Review





## Shaping the Future

NaSeptember 28) 2018 हर बीज खरा, शक्ति भरा



## Cotton

Mission: Second to

None





India is the world's biggest cotton producer with 8 million farmers buying 50 million seed packets of 450 gm each annually to plant on 12.26 million hectares of land.

**Economic Times, March 2018** 

## India to be largest cotton producer in 2018-19: USDA

22 June 2018

For the fourth consecutive season, India is expected to be the largest producer of cotton in 2018-19, with the crop projected at 28.5 million bales, unchanged from the previous year, according to the latest US department of agriculture (USDA) cotton projections for 2018-19.

Nath Bio-Genes (I) Ltd. India is forecast to accountलor 24 per cent of the world's

### **Cotton Breeding Priorities**



#### Top Priority Areas

- High Degree Sucking
   Pests Tolerance
- EnhancedTolerance to WaterStress
- Assured Yielder

#### Additional Features

- Medium to Big Bolls with <u>Easy</u> <u>Picking</u>
- Extra-Early Maturity (~140 Days)
- High Volume (Kapas) Weight
- GMS Based Hybrid Development
- Attractive Plant Architecture
- Production Friendly
- GOT Friendly

Stacking Proven Sources of High Degree Tolerance to Sucking Pests & Enhanced Tolerance to Water Stress Tolerance in the Genomic Background of Elite Bt-Cottn Hybrids.

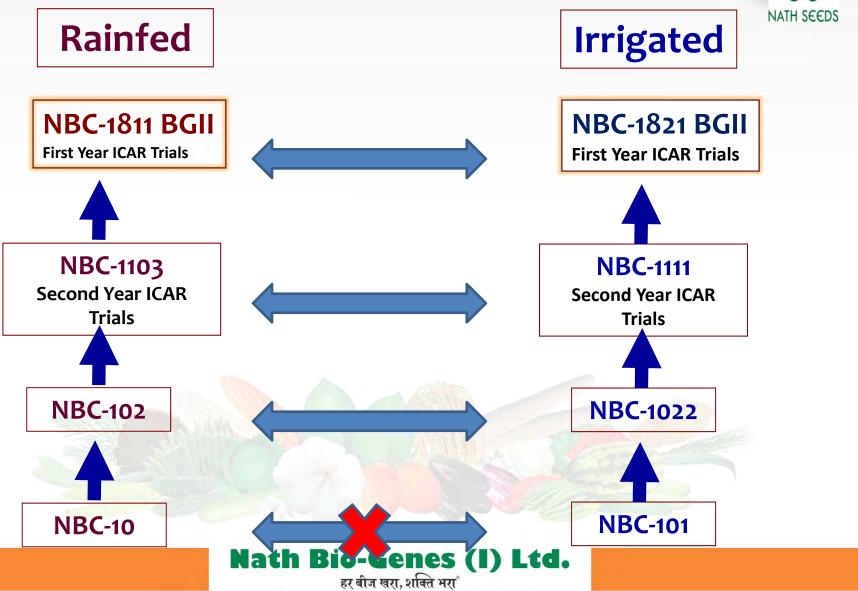






#### Surgxfw#Ghyhorsphqw#Wwdwxv#534;,







## Comparative Performance of Bt-Cotton Hybrid, NBC-10 BGII, for Seed Cotton Yield at Six SAU Locations of Telangana & Andhra Pradesh during Kharif-2015

			Seed Co	otton Yield				SCY % In	ncrease	Over
Hybrid	ARS, Adilaba d	ARS, Mudhol	RARS, Palem	RARS, Waranga I	RARS, Lam	RARS, Nandyal	All Locations Mean	Bunny BGII	Jado o BGII	Malli ka BGII
NBC-10 BGII	3595	2823	1145	2089	3201	1902	2459			
Bunny BGII (C)	2024	1629	495	1490	2433	661	1455			
Jadoo BGII (C)	2539	2791	736	1957	2742	1092	1976	69	24	71
Mallika BGII (C)	1545	1599	844	1426	2514	717	1441			
CD at 5%	615	505.5	269	250	397	267	T			
CV (%)	17.3	14.44	16.5	9.93	9.4	14.9				

## Performance of NBC-10 BGII Cotton Hybrid <u>Under Unprotected Conditions</u> at Regional Agricultural Research Station, Nandyal, AP during *Kharif-*2015

Leafhoppers/3 leaves   Jassids Injury   Locule day	W Yield (q/ha
1       NBC 10       NATH BIO GENES       10.7       4.6       7.6       II       68.         2       NAMCOT 640       NAMDHARI SEEDS       10.89       5.78       8.33       II       72.	W Yield (q/ha
2 NAMCOT 640 NAMDHARI SEEDS 10.89 5.78 8.33 II 72.	43 10.54
37. 33.	
3 SWCH 7525 SEED WORKS IntPvt Ltd 12.11 6.11 9.11 II 61.	41 9.87
	92 9.15
4 RJHH 113 RJ BIOTECH 17.67 5.66 11.67 III 53.	06 9.1
5 ANKUR TEJOS ANKUR SEEDS 10.78 4.89 7.83 II 73.	97 8.6
6 KCH4011 KAVERI SEEDS 16.44 6.11 11.28 III 58.	02 8.58
7 NCS 3456 NUZIVEEDU SEEDS 15.78 4.11 9.95 II 73	.6 8.42
8 KCH 4021 KAVERI SEEDS 11 5.44 8.22 II 44.	
9 DPC 7115 MONASANTO 13.44 4.44 8.94 II 64.	38 7.88
10 NCS 6566 NUZIVEEDU SEEDS 11.44 4.67 8.06 II 75.	44 7.81
11 BIO AHH383 SRI RAM BIO SEEDS 7.55 5.55 6.55 I 70	.2 7.36
12 ANKUR YASH ANKUR SEEDS 11.11 7.22 9.17 II 67.	57 7.35
13 ACH 1155-2 AJEET SEEDS 11.33 4.55 7.94 II 76.	77 7.23
14 ACH1199-2 AJEET SEEDS 11.78 5.11 8.44 II 71.	74 6.58
15 NCS 9999 NUZIVEEDU SEEDS 11.89 3.78 7.83 II 66.	.55 6.57
16 CCHo3 ROHINI SEEDS 12.89 5 8.94 II 68.	.19 6.57
17 60 SS66 SRI SATYA 16.78 5.11 10.95 II 64.	99 6.52
18 KCH 4001 KAVERI SEEDS 18.78 5.78 12.28 III 53.	6.48
19 SWCH7677 SEED WORKS IntPvt Ltd 11.11 6.22 8.67 II 73.	06 6.28
20 PRCH 135 PRAVARDHAN SEEDS 14.45 4.44 9.45 II 51.	24 6.21
21 NBC 101 NATH BIO GENES 10.3 4.8 7.6 II 59.	.17 6.18
22 JADOO ROHINI SEEDS 13.64 4.78 9.21 II 70.	28 6.05
23 KCHH 2725 KIRTIMAN AGRO GENETICS 14.11 4.89 9.5 II 79.	64 5.93
24 BIO GHH 029 SHRIRAM BIO SEEDS 10.11 5.22 7.67 II 68.	34 5.82
25 DPC 5102 MONASANTO 16.67 5.45 11.06 III 73.	03 5.81
26 BIO AHH341 SHRIRAM BIO SEEDS 12.78 4.33 8.55 II 54.	84 5.74
27 JAADOO CHECK 11.44 4 7.72 II 69.	09 5.6

NBC-10 Ranked FIRST among all test entries (71 entries) from 24 companies, and recorded 88% higher yield over best check hybrid, Jadoo.



# Comparative Performance of Bt-Cotton Hybrid, NBC-10 BGII, at RVSKVV, Khandwa, Madhya Pradesh during *Kharif*-2016 (Fourth Year Testing)

	No. of 10 Boll Lint Yield Seed Cotton		Sood Cotton	% Increase	Over RCH-2			
Hybrid	50% SL	Boll/Pla nt	Wt. (g)	(kg/ha)	Yield (kg/ha)	Lint Yield	SCY	
NBC-10 BGII	31.5	24.47	36.33	344.3	1179.01			
RCH-2 BGII (C)	24.1	18	32.33	238.33	802.47	44.5	46.9	
CD at 5%		3.09	2.22	46	186.87			
CV (%)	22.77	14.58	6.11		11.82			





#### **State Agricultural University Trials (SAUs):**

Comparative Performance of Bt-Cotton Hybrid, NBC-102 BGII, for Seed Cotton Yield at Four SAU Locations of Andhra Pradesh during *Kharif*-2013

Hybrid		See	% Increase over					
	RARS, Lam	ARS, Mudhol	RARS, Warangal	RARS, Nandyal	Mean	Mallika	Bunny	Jadoo
NBC-102 BGII	3267	3526	2211	3547	3138			
Mallika BGII	3075	2693	1732	2400	2475		16	10
Bunny BGII	3221	3078	2238	2295	2708	27		
Jadoo BGII	2904	3080	1854	3613	2863	2/	10	10
CD@5%	626.12	409.77	408	582				
CV%	11.9	8.91	12.88	12.4				

### Comparative Performance of NBC-102 BGII in Rainfed Trial for Seed Cotton Yield at UAS, Dharwad, Karnataka during Kharif-2014

Hybrid	Sood Cotton Viold (kg/ba)	SCY % Increase Over				
пургіа	Seed Cotton Yield (kg/ha)	Bunny	<b>Bunny NBt</b>	DHH-11NBt		
NBC-102	1808					
Bunny BGII	900					
Bunny Non-Bt	267	101	577	58		
DHH-11 Non-Bt	1143	101	577	50		
CD at 5%	374.12					
CV (%)	15.48					



Comparative Performance of NBC-102 BGII under Unprotected Rainfed Trial for Seed Cotton Yield at UAS,
Dharwad, Karnataka during Kharif-2014

Uvbeid	Seed Cotton Yield	SCY % Increase Over				
Hybrid	(kg/ha)	Bunny	Bunny NBt	DHH-11NBt		
NBC-102	1476					
unny BGII 486						
Bunny Non-Bt	162	204	811	74		
DHH-11 Non-Bt	846	204	011	74		
CD at 5%	502					
CV (%)	-					

Comparative Performance of Bt-Cotton Hybrid, NBC-102 BGII, for Seed Cotton Yield at JAU, Junagadh, Dr. PDKV, Akola and MPKV, Rahuri during *Kharif-*2014

100000	9	Seed Cotton Y	'ield (kg/ha)		SCY % Increase Over			
Hybrid	JAU, Junagadh	MPKV, Rahuri	DrPDKV, Akola	Mean	RCH-2	Bunny		
NBC-102	1723	3790	1154	2222				
RCH-2 BGII	1633	2446.6	482	1521				
Bunny BGII	1595	2378.9	643	1539	46	44		
CD at 5%	304.8	605.69	152					
CV (%)	11.08	12.93	10.8					

#### **State Agricultural University Trials (SAUs):**

## Comparative Performance of Bt-Cotton Hybrid, NBC-1022 BGII, for <u>Seed Cotton Yield</u> at Two SAU Locations of Andhra Pradesh during Kharif-2016

	Seed	Cotton Yi	eld (kg/ha)	SCY % Increase Over		
Hybrid	RARS, Nandyal	RARS, Mean Lam		Jadoo BGII	RCH-659 BGII	
NBC-1022 BGII	3183	3428	3306			
Jadoo BGII (C)	1967	3197	2582	20	40	
RCH-659 BGII (C)	1285	3162	2224	28	49	
CD at 5%	246	434.406				
CV (%)	8.7	10.124				

## Comparative Performance of Bt-Cotton Hybrid, NBC-1022 BGII, for <u>Lint Yield</u> at Two SAU Locations of Andhra Pradesh during Kharif-2016

		Lint Yield (kg/ha)		Lint Yield % Increase Over		
Hybrid	RARS, Nandyal	RARS, Lam	Mean	Jadoo BGII	RCH-659 BGII	
NBC-1022 BGII	1197	1140	1169			
Jadoo BGII (C)	720	1093	907	20		
RCH-659 BGII (C)	424	1088	756	29	55	
CD at 5%		157.628				
CV (%)		10.735				

## Comparative Performance of Bt-Cotton Hybrid, NBC-1022 BGII, at RVSKVV, Khandwa, Madhya Pradesh during Kharif-2016

Hybrid	50%	No. of	10 Boll	Lint Yield	Seed Cotton	% Increase RCH-	
	SL	Boll/Plant	Wt. (g)	(kg/ha)	Yield (kg/ha)	Lint Yield	SCY
NBC-1022 BGII	34.2	34.33	35.33	461.4	1558.64		
RCH-2 BGII (C)	24.1	18.00	32.33	238.33	802.47	93.6	94.2
CD at 5%		3.09	2.22		186.87	33.3	
CV (%)		14.58	6.11		11.82		

## Comparative Performance of Bt-Cotton Hybrid, NBC-1022 BGII, under Irrigated Conditions at Three SAU Locations of Maharashtra during Kharif-2016

	Seed Cotton Yield (kg/ha)				SCY % Increase Over					
Hybrid	MPKV,	CRS,	RRC,	Mean	Bunny	G. Cot. Hy-	G. Cot. Hy-	Mallika	Phule-	
	Rahuri	Parbhani	Amravati	IVICALI	Dullily	6	8	William	492	
NBC-1022 BGII	2583	2456	2190	2410						
Bunny BGII (C)	1794	1467	2719	1993					55	
G. Cot. Hy-6 (C)	1801	1584	2194	1860			29	19		
G. Cot. Hy-8 (C)	1681	1485	2453	1873	21	30				
Mallika BGII (C)	1828	1455	2776	2020	21	30	23	19	33	
Phule-492 NBt (C)	1610	596	2462	1556						
CD at 5%	464.13	369	513.39							
CV (%)	11.64	11.3	12.46							

Beginning 2017, Genetic Engineering and Appraisal Committee (GEAC), Ministry of Environment, Forests and Climate Change)
Entrusted the responsibility of Approving New Bt-Cotton Hybrids to the Department of Agriculture (DAC) and the ICAR. They were directed to ensure greater stringency in the testing system, so as to limit the approval of new hybrid to only the best.

Accordingly, it was decided to constitute an exclusive All India Trialing system under the ICAR, and directly supervised by a select panel of experts of the ICAR. No more than two hybrids are accepted from any organization.

Given the importance of Cotton, some of the leading national and multinational companies participated (*Kharif*, 2017) with their top-line new hybrids.



## <u>Top Three Bt-Cotton Hybrid Performers in All India Coordinated Trials:</u> <u>Kharif-2017</u>

#### Special Category: Bt-Cotton Hybrids Under Rainfed Cultivation

S#	Name of the Entry	ce Entry Company Name Seed Cotton Yield (q/ha)		Rank		
Ce	ntral Zone: Rainfe	CZ: Rainfed	SZ: Rainfed			
1	NBC-1103 BGII	Nath Bio-Genes (I) Ltd.	14.61	1	3	
2	Ankur Hemang BGII	Ankur Seeds	14.54	2	22	
3	MC 5405 BGII	Metahelix	13.73	3	9	
So	uth Zone: Rainfed					
1	KCH 301 BGII	Kaveri Seed Company Ltd.	19.11	8	1	
2	SP 7670 BGII	Bayer Bio Science	18.52	13	2	
3	NBC-1103 BGII	Nath Bio-Genes (I) Ltd.	18.2	1	3	

#### <u>Top Three Performers in All India Coordinated Research Project Trials: Kharif-2017</u>



#### Special Category: Bt-Cotton Hybrids Under Irrigated Cultivation

S#	Name of the Entry	Company Name	Seed Cotton Yield (q/ha)	Rank		
Cer	itral Zone: Irrigated	CZ: Irrigated	SZ: Irrigated			
1	HY.ATCH-605 BGII	Agri Top Seeds Pvt.Ltd.	23.21	1	NT	
2	PRCH 2799 Bt 2	Pravardhan Seeds	21.96	2	NT	
3	NBC-1111 BGII	Nath Bio-Genes (I) Ltd.	21.82	3	1	
Sou	th Zone: Irrigated					
1	NBC-1111 BGII	Nath Bio-Genes (I) Ltd.	20.75	1	3	
2	BIO-GHH-104-2 BGII	Shriram Bioseed	16.86	NT	2	
3	ACH-115 <mark>5-2 BGII</mark>	Ajeet Seeds	15.74	NT	3	

NT: Not Tested

#### None of the company repeated among top three except Nath, which is present in each segment among the top three.



**Special Category: Bt-Cotton Hybrids** 

S#	Name of the Entry	Company Name	Seed Cotton Yield (q/ha)	Rank				
Ce	Central Zone: Rainfed				CZ: Irrigated	SZ: Rainfed	SZ: Irrigated	
1	NBC-1103 BGII	Nath Bio-Genes (I) Ltd.	14.61	1	NT	3	NT	
2	Ankur Hemang BGII	Ankur Seeds	14.54	2	NT	22	NT	
3	MC 5405 BGII	Metahelix	13.73	3	NT	9	NT	
Central Zone: Irrigated								
1	HY.ATCH-605 BGII	Agri Top Seeds Pvt.Ltd.	23.21	NT	1	NT	NT	
2	PRCH 2799 Bt 2	Pravardhan Seeds	21.96	12	2	NT	NT	
3	NBC-1111 BGII	Nath Bio-Genes (I) Ltd.	21.82	NT	3	NT	1	
South Zone: Rainfed								
1	KCH 301 BGII	Kaveri Seed Company Ltd.	19.11	8	NT	1	NT	
2	SP 7670 BGII	Bayer Bio Science	18.52	13	NT	2	NT	
3	NBC-1103 BGII	Nath Bio-Genes (I) Ltd.	18.2	1	NT	3	NT	
S	South Zone: Irrigated			Mary Service	T.	- Allendar		
1	NBC-1111 BGII*	Nath Bio-Genes (I) Ltd.	20.75	NT	3	NT	1	
2	BIO-GHH-104-2 BGII*	Shriram Bioseed	16.86	NT	NT	NT	2	
3	ACH-1155-2 BGII*	Ajeet Seeds	15.74	NT	NT	13	3	

NT: Not Tested

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#### Performance at ICAR Trials during *Kharif-*2017

# NATH SEEDS

## Overall Mean Performance In Central Zone during *Kharif*-2017: Rainfed

S# Name of the Entry	Company Name	Fibre Length (mm)	Mic	Strength	Seed Cotton Yield (q/ha)	Rank	% Increase Over BGII Zonal Check	% Increase Over BGII Local Check
1 NBC 1103 BGII*	Nath Bio-Genes (I) Ltd.	29.6	4.8	30	14.61	1	49.2	14.9
2 Ankur Hemang BGII*	Ankur Seeds	28.7	4.7	29	14.54	2	48.5	14.4
3 MC 5405 BGII	Metahelix	27.9	4	28.6	13.73	3	40.2	8
4 C 344 BGII	Sungro Seeds Pvt. Ltd.	29.2	4	27.8	13.72	4	40.1	7.9
5 C 9397 BGII	Mahyco	29.6	4.4	28.5	13.59	5	38.8	6.9
6 BIO-GHH 324-2 BGII	Shriram Bioseed	30.8	4.3	29	13.01	6	32.9	2.4
7 BIO-GHH 001-2 BGII	Shriram Bioseed	30.3	4.3	30	12.95	7	32.3	1.9
8 KCH 301 BGII	Kaveri Seed Company Ltd.	29.4	4.5	31.3	12.85	8	31.3	1.1
9 INDAM 1667 BGII	Indo-American Hybrid Seeds (I) Pvt L	29.2	4.1	29	12.77	9	30.4	0.5
10 RCH 929 BGII	Rasi Seeds	30.3	4	30.9	12.71	10	29.8	0
11 BGII Local Check	Check	29.9	4.2	28.7	12.71	11	29.8	0
12 PRCH 2799 Bt 2	Pravardhan Seeds	29.8	4.2	28.3	12.48	12	27.5	-1.8
13 SP 7670 BGII	Bayer Bio Science	29.3	3.9	28	12.37	13	26.4	-2.7
14 YCH 7475 Bt 2	Yaaganti Seeds Pvt.Ltd.	29.3	4.5	30.7	12.21	14	24.7	-3.9
15 SWCH 8263 BGII	Seed Works	29.7	4.1	29.2	12.08	15	23.4	-5
16 NCS 7691 Bt 2	Nuziveedu Seeds Pvt. Ltd.	30.7	4	30	11.83	16	20.8	-6.9
17 C 331 BGII	Sungro Seed <mark>s Pvt</mark> . Ltd.	29.1	4.2	31.8	11.74	17	19.9	-7.6
18 C 9391 BGII	Mahyco	28.1	4.1	30.8	11.49	18	17.4	-9.6
19 ACH-171-2 BGII	Ajeet Seeds	30.4	4.1	30.1	11.29	19	15.3	-11.2
20 ACH-121-2 BGII	Ajeet Seeds	32.3	3.2	30.4	10.97	20	12.1	-13.7
21 Neo 1635 BGII	Neo Seeds India Pvt Ltd	30.7	4.9	29.6	10.68	21	9.1	-16
22 PCH 5677 Bt 2	Prabhat Agri Biotech	30.1	3.8	29.9	10.22	22	4.4	-19.6
23 Daftari 333	Daftari Agro Pvt. Ltd.	32.2	4	31.9	10.06	23	2.8	-20.8
24 Neo 1655 BGII	Neo Seeds India Pvt Ltd	30.2	4.3	30.8	9.88	24	0.9	-22.3
25 Bunny BGII	Check	32.3	3.6	29.5	9.79	25	0	-23
26 Daftari 525	Daftari Agro Pvt. Ltd.	32.9	3.6	30.1	8.52	26	-13	-33
27 Bunny (NBt)	Check Nath Bio-G			30.4	• 7.76	27	-20.7	-38.9
28 Non Bt Local Check	Check	वरा शिक्ति	<del>गर्ग</del> ै.6	29.4	7.23	28	-26.1	-43.1

### Performance at ICAR Trials during *Kharif-*2017



## Overall Mean Performance In South Zone during *Kharif*-2017: Irrigated

S#	Name of the Entry	Company Name	Fibre Length (mm)	Mic	Strength	Seed Cotton Yield (q/ha)	Rank	% Increase Over BGII Zonal Check	% Increase Over BGII Local Check
1	NBC 1111 BGII*	Nath Bio-Genes (I) Ltd.	28.1	4.2	28.8	20.75	1	53	44
2	BIO-GHH-104-2 BGII*	Shriram Bioseed	29.4	3.8	29.3	16.86	2	25	17
3	ACH-1155-2 BGII*	Ajeet Seeds	28.7	4.2	28.8	15.74	3	16	10
4	SRCH-207 BGII	Sri Rama Agri Genetics (I) Pvt.Ltd	27.5	3.3	27.5	14.74	4	9	3
5	Ankur Samir BGII	Ankur Seeds	26.8	4.3	27.7	14.65	5	8	2
6	SP 7669 BGII	Bayer Bio Science	29.1	3.7	29.5	14.45	6	7	1
7	BGII Local Check	Check	29.2	3.6	29.5	14.37	7	6	0
8	JKCH 15551 BGII	JK Agri Genetics	28.3	3.7	27.3	14.35	8	6	0
9	C 9366 BGII	Mahyco	27.4	3.8	29.4	13.66	9	1	-5
10	C 9355 BGII	Mahyco	29.4	3.9	28.2	13.6	10	1	-5
11	Bunny BGII	Check	31.7	3.4	28.8	13.53	11	0	-6
12	C 375 BGII	Sungro Seeds Pvt. Ltd.	29.5	3.8	28.7	13.31	12	-2	-7
13	RCH 933 BGII	Rasi Seeds	29.3	3.2	29.6	13.23	13	-2	-8
14	SRCH-153 BGII	Sri Rama Agri Genetics (I) Pvt.Ltd	29.2	3.5	29.2	13.11	14	-3	-9
15	KCH 302 BGII	Kaveri Seed Company Ltd.	28.4	3.5	29.6	13.06	15	-3	-9
16	C 377 BGII	Sungro Seeds Pvt. Ltd.	27.6	3.8	29.3	12.97	16	-4	-10
17	ACH-1199-2 BGII	Ajeet Seeds Nath Bio	-29.8	1835	<b>(3</b> 0.4 L	<b>(12.</b> 66	17	-6	-12
18	Bunny (NBt)	Check हर	बीक्रुक्र्गा, श	क्लि.सरा	29.2	10.33	18	-24	-28

### **GMS for High Density Planting and Machine Picking**



### **GMS Based Hybrid Seed Production- Benefits**

P1 X P2 X F1

**Production Cost Reduced ~25**%

No need for emasculation during hybrid seed production

**Quality Assurance for F1 Seed** 

Chances of self plants are negligible.

**Better Suitability Under HDP** 

Large quantity seed production is feasible through GMS

**Easy for GOT** 

No confusion for GOT observations; no mistakes

Nath Bio-Genes (I) Ltd.

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# We have already an exclusive Bt-Cotton GMS Hybrid Cotton Development Program in Progress.

First GMS Hybrid MLT was done last year (2017). Selected hybrids are currently under Large Scale Trials in Maharashtra



## PBW Awareness Campaign at NBIL's R&D Farm





# **Creating a Brighter Future for the Indian Farmers**





Generating a New Range of Transgenic Bt-Cotton Events



### Nath Bio-Genes (I) Ltd

Nath House, Nath Road, Aurangabad 431005 Tel.: 0240 2376314-17 Fax: 0240 2376188 www.nathbiogenes.com

# Modifications of *cry* genes to Enhance Their Efficacy Against Cotton Bollworms

Mod1: Substitution of amino acid at N-terminal side of the protein which improves toxin binding efficiency

- On the basis of Insilco analysis, it was understood that short span of the N-terminal Trans Membrane segment of the Cry2Aa molecule may contribute towards its low toxicity.
- Replacing the one amino acid (at 72 position) increases the Trans Membrane region.

Cry2Aa Amino Acid Sequences

Trans membrane region

MNNVLNSGRTTICDAYNVVAHDPFSFEHKSLDTIQKEWMEWKRTDHSLYVAPVVGTVSSFLLKKVGSLIGKRILSELWGIIFPSGSTNLMQDI LRETEQFLNQRLNTDTLARVNAELIGLQANIREFNQQVDNFLNPTQNPVPLSITSSVNTMQQLFLNRLPQFQIQGYQLLLLPLFAQAANMHL SFIRDVILNADEWGISAATLRTYRDYLRNYTRDYSNYCINTYQTAFRGLNTRLHDMLEFRTYMFLNVFEYVSIWSLFKYQSLMVSSGANLYASG SGPQQTQSFTAQNWPFLYSLFQVNSNYILSGISGTRLSITFPNIGGLPGSTTTHSLNSARVNYSGGVSSGLIGATNLNHNFNCSTVLPPLSTPFV RSWLDSGTDREGVATSTNWQTESFQTTLSLRCGAFSARGNSNYFPDYFIRNISGVPLVIRNEDLTRPLHYNQIRNIESPSGTPGGARAYLVSVH NRKNNIYAANENGTMIHLAPEDYTGFTISPIHATQVNNQTRTFISEKFGNQGDSLRFEQSNTTARYTLRGNGNSYNLYLRVSSIGNSTIRVTIN GRVYTVSNVNTTTNNDGVNDNGARFSDINIGNIVASDNTNVTLDINVTLNSGTPFDLMNIMFVPTNLPPLY

Potential trans membrane segments before modification

Start Stop Length ~ Cut-off 51 62 12 ~ 1.7

Potential trans membrane segments after modification









"The green section indicates the presence of a desirable gene in an organisms' genetic code that is associated with two genetic markers (red flags)."

	ToLCV Resistant Genes Present in Our Hybrids and the Competitors' Leading Hybrids						
S#	Competitor	Ty1	Ty2	Ty3			
1	ABHINAV (Syngenta)	Н	-	_			
2	TO-1389 (Syngenta)	Н	-	Н			
3	NS-501 (Namdhari)	-	Н	_			
4	US-3383 (US Agri.)	-	Н	_			
5	NS-585 (Namdhari)	Н	-	<b>H</b> (Ty3a)			
6	LAKSHMI (Nunhems)	-	Н	_			
7	NS-592 (Namdhari)	-	Н	Н			
8	Heemshikhar (Syngenta)	Н	-	Н			
9	Abhilash (Seminis)	Н	-	Н			
10	Ayushman (Seminis)	Н	-	-			
11	NTH-1831 (Nath Seeds)	Н	Н	Н			
12	NTH-1894 (Nath Seeds)	Н	Н	Н			

io-**Genes (I) Ltd.** हर बीज खरा, श्रीकेल पुराटe: Bhanuprat<mark>ap, Tomato Breeder, NBIL</mark>

# Molecular Markers Available for other Disease Resistant Traits/Genes

S.No	Trait Gene Marker		Marker	Chromosome	
1	Lata blight registance	Ph-2 and	dTG422-CAPS	10	
	Late blight resistance	Ph-3	TG328-CAPS	9	
2	Bacterial wilt	Bwr-12	SLM12-2-SCAR	6	
2	resistance	BWr-12	SLM12-10	12	
3	Fusarium wilt resistance	12	I2OH-SCAR	11	
4	Root-knot nematode	Mi	CAPS	6	
5	Spotted wilt virus	Sw-5	SNP-Gene Based	9	

### **Plans for the Future:**



- Ty5 to be critically examined for its efficacy and, if providing added advantage, the gene shall be accordingly mobilized (through MAS) to region/segment-specific hybrids of choice.
- TOSPO would be a major target.
   Tomato Breeding Program already have good resistant sources, but they need further validation. Accordingly then, molecular markers shall be identified, which would be entirely our own effort.
- Late Blight and Early Blight
- Bacterial Wilt



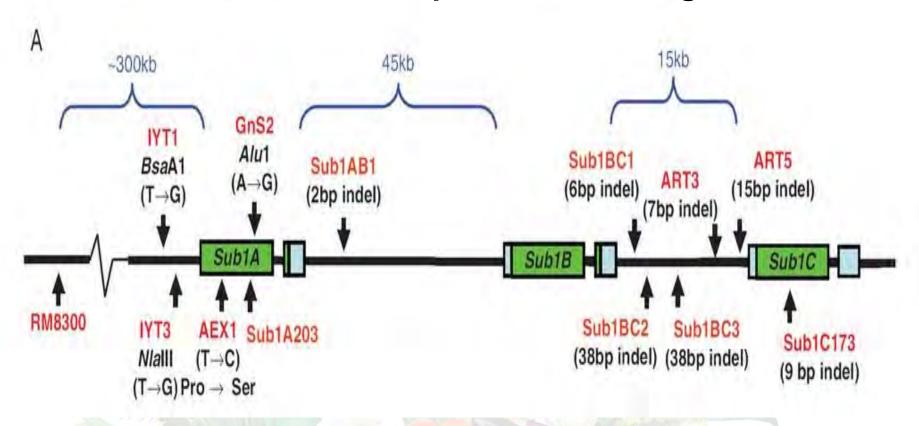
## **B.** Marker Assisted Breeding in Rice

We have established reproducible screening protocols for Blast, BLB and Submergence tolerance of rice which, used in Marker Assisted Breeding programs. We are also screening all foreign parental lines for the presence of Blast and BLB resistant markers.

Trait	<b>Causative Organism</b>	Gene(s)/QTL(s)	Linked Marker	
		Pi-z	Z56592	
		Piz-t	Zt56591	
		Pik-p	K3957	
Blast Resistance	Magnaporthe grisea	Pik-h	Candidate gene marker, RM206	
		Pi-b	Pb28	
		Pi-9	195R-1	
		Pi-ta/Pi-ta2	YL155/YL87,RM541	
		Pi-1	RM224	
		Xa4	STS-M1	
		Xa5	RG556+Dral	
Do ato vial Diislat		Xa7	STS-M5	
Bacterial Blight	Xanthomonas oryzae	Xa10	Gene linked RFLP	
Resistance		Xa13	RG136+Hinfl	
		Xa21	STS (pTA248)	
		Xa27	STS-M124	
Submergence	Nath Bio-	Sub1A	IYT1-CAP marker, AEX	
Tolerance		ज खरा, शि <b>क्किंधिक्र 1</b> C	Sub1C173, ART3, ART5.	



### Molecular markers developed in the Sub1 gene cluster



Rice breeding material tested for Bacterial blight tolerant genes/traits

Year	Gene/Trait	Number of samples
	Xa4	340
	Xa5	340
2014	Xa7	340
	Xa13	340
	Xa21	340
	Xa4	182
	Xa5	182
2016	Xa7	182
	Xa13	182
	Xa21	182
	Xa5	24
2017	Xa13	24
	Xa21	24
	•	•

### Rice breeding material tested for Submergence tolerant genes/traits

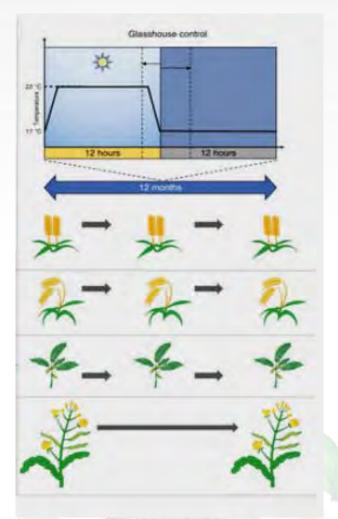
Year	Gene/Trait	Number of samples
2016	Subl	50

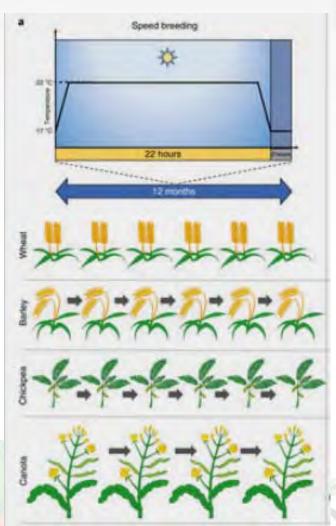
### Rice hybridity test

Year	hybrid	Number of samples			
2047	Ghazab	1100			
4Vath I	Super-Bupers	(I) Lt <sub>200</sub>			

Speed breeding accelerates generation time of major crop

plants for research and breeding







# Ongoing RNAi Projects RNAi Based Insect Resistant Cotton

- Pink Bollworm has already become resistant to Bt-cotton events currently available in India, it may be a matter of some time before the notorious American Bollworm (Helicoverpa armigera) also develops resistance against current Bt-cotton events in our country.
- With the progression of RNAi research; an alternative tool for



- HR3 gene in target insects, including Pink Bollworm, plays key role during the metamorphosis of molting.
- If this process can be inhibited by a mutation or silencing of *HR3*, the target insects cannot progress towards completion of life cycle. Consequently, the moth population will be reduced significantly.
- A recent publication (Silencing the HaHR3 Gene by Transgenic Plant-

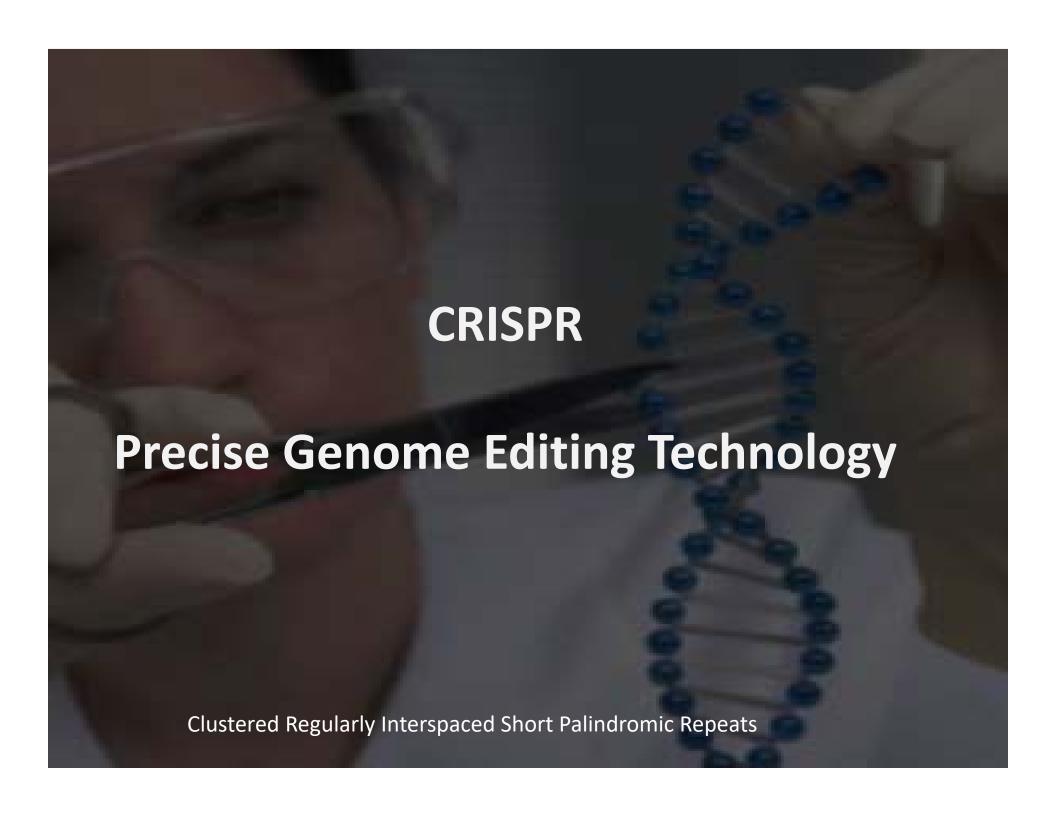
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### Bt-biopesticide and Identification and Isolation of New Btgenes (Ongoing)

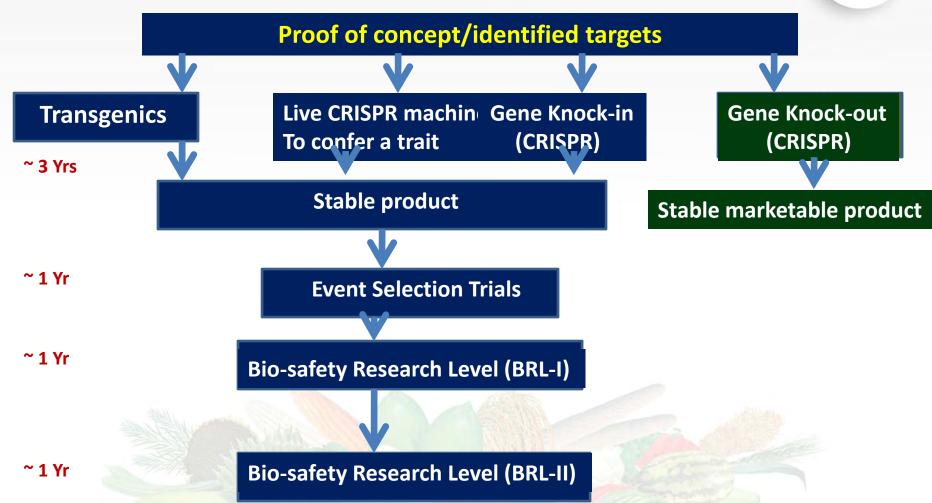
- Aside from editing the existing Btgenes to enhance efficacy against target pests, we have also initiated project to identify new Bt-genes mainly against pink bollworm.
- The main aim of this work also includes possible development of efficient bio-pesticide by combining multiple Bt-strains to target mainly

Helicoverpa armigera, Pectinophora



## **Transgenics Vs Genome Editing (CRISPR)**









# Ongoing Gene **Editing Projects**

Targeted crops. Broad-spectrum virus tolerant plants

Methodology: CRISPR-Cas9 based gene knock-out

**Proof of Concept:** 

Molecular Plant Pathology



MOLECULAR PLANT PATHOLOGY (2016) 17(7), 1140-1153

DOI: 10.1111/mpp.12375

## Development of broad virus resistance in non-transgenic cucumber using CRISPR/Cas9 technology

JEYABHARATHY CHANDRASEKARAN<sup>1,</sup> t, MARINA BRUMIN<sup>1,</sup> t, DALIA WOLF<sup>2,</sup> t, DIANA LEIBMAN<sup>1</sup>, CHEN KLAP<sup>1</sup>, MALI PEARLSMAN<sup>1</sup>, AMIR SHERMAN<sup>3</sup>, TZAHI ARAZI<sup>4</sup> AND AMIT GAL-ON<sup>1,\*</sup>



<sup>&</sup>lt;sup>1</sup>Department of Plant Pathology and Weed Research, ARO, Volcani Center, Bet-Dagan 50250, Israel

<sup>&</sup>lt;sup>2</sup>Department of Vegetable Research, ARO, Volcani Center, Bet-Dagan 50250, Israel

<sup>&</sup>lt;sup>3</sup> Department of Fruit Tree Sciences, ARO, Volcani Center, Bet-Dagan 50250, Israel

<sup>&</sup>lt;sup>4</sup>Department of Ornamental Plants and Agricultural Biotechnology, ARO, Volcani Center, Bet-Dagan 50250, Israel



## **Mode of Action**

- Many plant viruses require host factors to complete their life cycle.
- One of such host factor is eukaryotic translation initiation factor (eIF4E).
- eIF4E is any essential host factor for translation viral proteins.
- Inhibition or silencing of eIF4E in host plants will prevent virus multiplication.
- This approach already demonstrated in Cucumber and Arabidopsis to confer broad spectrum viral tolerance traits.
- We are using similar approach to knock down eIF4E of tomato to confer broad spectrum viral tolerance.





## 2. Control of root system architecture by DEEPER ROOTING 1 increases rice yield under drought conditions

(Nat Genet. 2013 Sep;45(9):1097-102. doi: 10.1038/ng.2725. Epub 2013 Aug 4)

Methodology: CRISPR-cas9
The genetic improvement of drought resistance is essential for stable and adequate crop production in drought-prone areas.
Alteration of root system architecture improves drought avoidance through the cloning and characterization of DEEPER ROOTING 1 (DRO1), a rice quantitative trait locus controlling root growth angle.
Higher expression of DRO1 increases the root growth angle, whereby roots grow in a more downward direction.
Introducing DRO1 into a shallow-rooting rice cultivar by backcrossing enabled the resulting line to avoid drought by increasing deep rooting, which maintained high yield performance under drought conditions relative to the recipient cultivar.



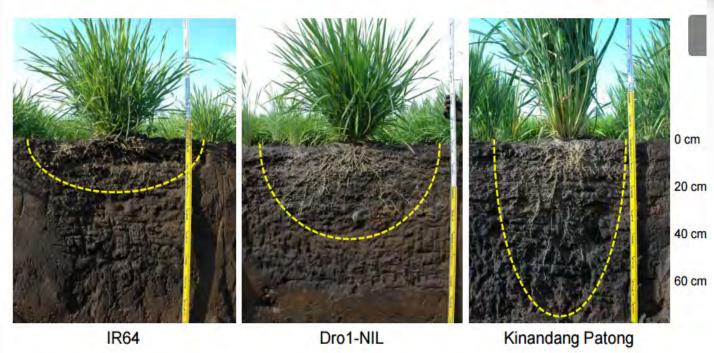


## Drought Tolerance experiments with IR64 and (Functional Dro-1 transgenic of IR64) plants.

- ❖ Under severe drought, physiological damage such as leaf wilting and delayed flowering was more prominent in IR64 than in Dro1-NIL (Functional Dro-1 transgenic) plants.
- Moderate drought significantly reduced the grain weight per plant in IR64 plants (to 42.3% of that in unstressed plants), whereas Dro1-

MIII plants had almost the same grain





Supplementary Figure 1. Representative vertical root distribution of IR64, Dro1-NIL, and Kinandang Patong in an upland field.

Root distribution was assessed by using the trench method. Yellow dashed lines indicate the extent of root elongation.



Very high heterotic hybrids, of very high yield potential, and Early maturity: 110-115 days (Super Duper), 120 days (Ghazab). Both non-lodging.

These two credentials assume great importance today, in view of the uncertainties of rain and, therefore, sooner we can harvest the better. Harvesting yields of 130-140 day maturity products, 2-3 weeks sooner, is a Huge Plus for the farmers.

Besides, Ghazab has ghazab-like cluster panicles, grains 275-325 per panicle, more than 90% fertile spikelets, Long medium-bold grains, excellent synchronous maturity (all tillers mature within 5-6 days, so farmers do not have to wait for late-tertiary tillers to mature, before he can harvest), height just about 95-100 cm. Yields (according to Pathak Ji): 34-36 q per acre.

However, Ghazab is primarily a Dry Season product, not bred/developed for Wet Season.

Nath Bio-Genes (I) Ltd.

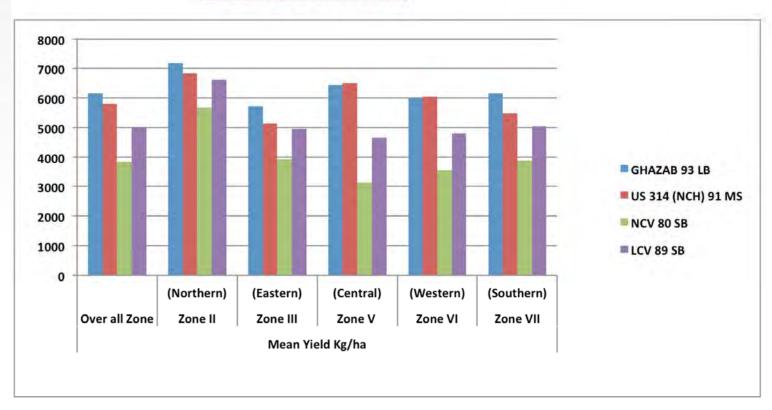


Super Duper matures in just about 115 days (± 5 Days): Superb. 110-115 cm Height, Non-Lodging, Almost 100% spikelet fertility. According to Pathak Ji, yields 24-26 q per acre.

However, Seeds are Long Bold. Suitable mainly in Boro areas. Whereas in the State of Orrisa (Odisha), the hybrid can be taken up round the year, Kharif as well as Rabi/Boro, in the states West Bengal, Jarkhand, MP and Assam, it would be typically a Boro product. Pathak Ji says he has very good reports from Assam for Boro. Early maturity and high yield are the most desirable features.



## Paddy Hybrid GHAZAB Yield (Kg/ha) Compared to Checks [ICAR TRIAL]



						Mean Yield	d Kg/ha		
S#	HYBRID	DFF	Grain Type	Over all Zone	(Northern) (Eastern) (Central)	Zone V	Zone VI	Zone VII	
				Over all Zone	(Northern)	(Eastern)	(Central)	(Western)	(Southern)
1	GHAZAB	93	LB	6147	7165	5725	6442	5989	6147
2	US314(NCH)	91	MS	5803	6829	5119	6496	6046	5479
3	NCV	80	SB	3845	5664	3941	3133	3548	3886
4	LCV	89	SB	5028	6610	4957	4661	4792	5052

NCH=National hybrid check (US 314), NCV= National varietal check (Anjali), LCV= Local check Variety.

DFF= Day's to 50% Flowering





Nath Bio-Genes (I) Ltd. हर बीज खरा, शक्ति भरा



## Vegetable Crops



Nath Bio-Genes (I) Ltd. हर बीज खरा, शक्ति भरा



## **Vegetable crop - Fundamentals**

- Vegetable seed Industry is > Rs 2500 crore and increasing
- The crops we are working have market potential of > Rs 1250
   Crores
- Plans to achieve 10% market share by 2021





## **Vegetable crops - Fundamentals**

#### Increasing importance

- Huge domestic consumption for fresh & in future processed products
- Enhanced purchasing power of large population
- Increased Health consciousness
- Export potential for fresh & processed products
- Predominant short duration cash crops

#### Performance of the variety - a key driver

- Yield, pest & disease tolerance & input and output traits
- End consumer & farmers are looking for value and willing to pay for value added products



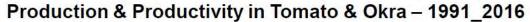


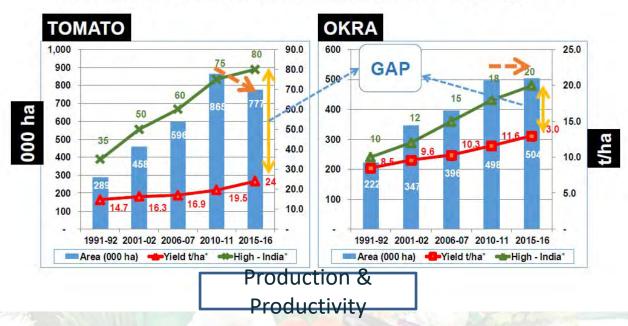
# Our focus on Vegetables

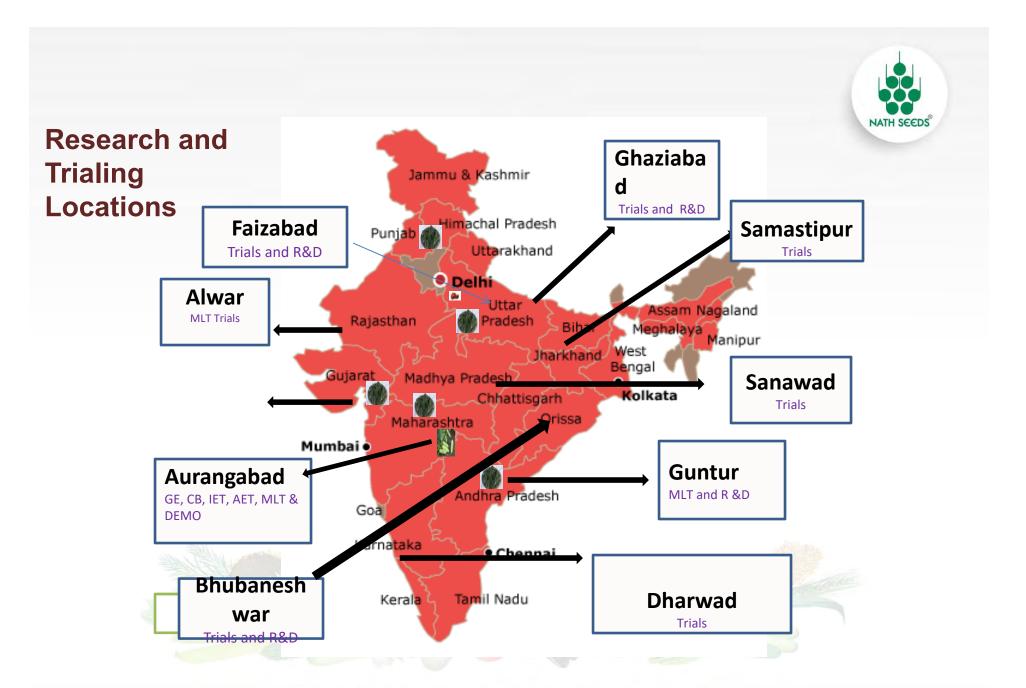
- Work only on few but important crops:
  - Tomato
  - Okra
  - > Chilli
  - Brinjal
  - Gourds
  - Cucumber
- Develop superior products and get leadership position in mandated crops
- ➤ Linkages with leading Institutes in India and abroad involved in Vegetable Research to support our research activities
- ➤ Use the best technologies available
- Keep awareness about Market dynamics
- Smart working
- Knowing our markets
- Understanding of cropping Seasons
- Biotic and abiotic stresses and their management
- Crop agronomy new ways
- Use of new technologies



## Production & Productivity in Tomato & Okra – 1991- 2016







## Nath Bio-Genes (I) Ltd. हर बीज खरा, शक्ति भरा



## **OKRA**



Nath Bio-Genes (I) Ltd. हर बीज खरा, शक्ति भरा



## Okra

- Total Acreage: 4.5 Lac hectares.
- Acreage under hybrids: 2.3 Lac hectares.
- Market Size: 1800 MT.
- Market Potential: Rs 300.0 crores.
- Okra ranks third having 12 % share among vegetables





# **Breeding**

- YVMV and ELCV are Major diseases of Okra
- Success in combined resistance to develop durable resistance
- Developing varieties for export markets
- Develop plant ideotype having shorter internodes
- Fruit quality: Smooth surface and deep green fruits
- Developing GMS lines to reduce cost of seed production and to manage quality





### **New Promising Product**

NOH-05: A wonder product

- Resistance to YVMV and ELCV
  - very good horticultural traits and yield
- Good tolerance to Jassids
- Excellent plant Ideotype with Short internodes
- Performed well across the country with more yield over all major checks
- Excellent fruit qualities
- We plan to take big share of okra market with this variety
- This is a very unique product in the market







#### **NOH-05**

- A branching pattern not seen in any okra variety so far
- Excellent plant Ideotype
- Short internodes
- Around 150 fruits per plant



#### NOH-05: USP'S

### **Improved plant type:**

• Very short & more no. of internodes







#### NOH-05: USP'S

#### **Fruit quality:**

- Attractive dark green tender medium long fruits
- Fruit length: 13-15 cm
- More & bold seeds > increased fruit weight







## **Promising Pipeline Products**

#### NOH-03:

- Resistance to YVMV and ELCV

   very good horticultural
   traits and yield
- Performed well across the country with more yield over all major checks
- Initial seed production is under progress (1000 kg)







# NOH-941 – Baby okra - A product for export and processing Industry

- Very short length
- Good shelf life
- Good for export markets







# **TOMATO**





#### **Tomato: Status In India**

- 1. Tomato Ranks 2<sup>nd</sup>
- 2. Area under cultivation 865,000 (ha)
- 3. Total Seed Market 167 tons
  - **HYBRID** 92 tons
  - **OP 75 tons**
- Major leader are;
  1. Syngenta India
  2. Namdhari seeds
  3. US-Agri (Bayar crop science)
  4. Semnis
  5. Clause seeds





# Major Focus areas in tomato

- Wider resistance to Tolcv (Tomato leaf curl virus)
- Marker assisted breeding (MAB) incorporating Ty1, Ty2, and Ty3 genes – Good success
- Tospo (Tomato spotted wilt virus) resistance
- Early blight resistance
- Heat set
- Bacterial wilt
- Fruit firmness and good transport quality
- High lycopene
- High yield





#### **Tomato Segments and Potential Markets In India**

SN	Segment	Volume (MT)	Value (Crores )	Varieties
1	To-Rainy (OVAL)	21	84	NTH 1900
2	To-Rabi& sum (OVAL)	9.8	73	NTH 1894
3	To-Rainy (Round)	35	88	NTH 1831, NTH 1909
4	To-Sum-(Heat Set +Tolcv) Round	8.6	26	NTH 1910
5	BW tolerant (Round)	10	25	NTH 1831, NTH 671
6	ID Type	7.9	24	NTH 1914
	Total	92.3	320	



# **TOSPO** infected crop





# **CHILLI**



# Chilli - Present Market size

Market volume- 140 MT (Hybrid seed)

• Value (Crore) - 275

 Major market area- AP,KA,MH,MP,UP and Rajasthan.





Focus of Chilli bree

Work on both fresh market and red dry segments

Strong CGMS program:
Presently 20 stable CGMS lines being used

Solid germplasm base - 1400 lines available including species

Work is in good progress for resistance to thrips, powdery mildew and leaf curl virus



Capsicum
chinense
- Source for leaf
curl virus



### Present status

#### Fresh Green Segment:

- NCH-886 M.P., Karnataka, Gujarat.
- NCH 811 Maharashtra, Odisha
- NVH 1526 Maharashtra, Karnataka

#### Red Dry Segment:

- NCH-1055 A.P, Karnataka.
- NCH 1814 A. P.

#### **Dual Short Segment:**

- NCH-1120 M.P, U.P, Bihar, Jharkhand, Maharashtra...
- NCH-1490 Maharashtra, Bihar, U.P.





# **Bitter Gourd**





#### **BITTERGOURD SEGMENTS and STATUS**

Sr. No.	Segment	Approx Volume (tonnes)	Approx Value (crore)
1	Medlong, green/ dark green,	90.0	65.0
2	Long, green, mild smooth prickles	40.0	28.0
3	Chu-Chu/ Short green	20.0	14.0
4	Long/ Med-long, smooth prickles	10.0	7.0
	APPROX TOTAL	165.0	117.0



# NATH SEEDS®

## **Major Focus areas in Bitter gourd**

- Resistance to Downy and Powdery mildew
- Resistance to viruses
- Good fruits quality as per market need
- Earliness
- High yielder
- Heat set Bio-Genes (I) Ltd.
- Toloranco to cucking noct



## **Major Products**

- NBIH 274 Tolerant to Viruses,
   Dark green Fruit
- NBIH 332 Attractive fruits with dark green colour
- NBIH 541 Smooth prickles long fruits, less bitter
- NBIH 608 Medium long with smooth prickles





#### **NBIH-274**

- Features:
- A highly promising variety getting popular in several parts of the country
- High degree tolerance to mosaic virus and Downey mildew
- Dark green Fruit color
- Medium-Long Fruit, length about 15-16 cm
- 90-100 g Fruit weight
- Thick sharp dense Prickles
- First harvesting 50-55 days from sowing
- High yield





# **CUCUMBER**





#### **CUCUMBER SEGMENTS and MARKETS**

Segment	Commercial products	Approx Volume (tonnes)	Approx Value (crore)
Green long	Malini, Ninza, Tasty, Chitra	135.0	189.0
Whitish-green	Gypsi	15.0	21.0
TOTAL		150.0	210.0





#### A very young program-

Presently we have only two products in the market

- 1. NCH -2
- 2. NCH 1061





# **BRINJAL**





## **Brinjal Market Information**

	Area (000'ha)	Seed Qty (000'kg)	Seed Rate (kg/ha)	NRV Per Kg (Rs)	Share %	Market Value (Crores)
F1	420	105	0.250	7000	79	73.5
OP	110	35	0.350	600	21	2.1
Total	530	140			100	75.6





#### **Present Status:**

Four hybrids released in different segments

NBH-1152 (Purple green white variegated spiny)

NBH-385 (Purple long),

NBH-386 (Purple round big),

NBH-442 (Dark purple round small),





# THANK YOU FOR YOUR ATTENTION





# Welcome

- Madhav Dhande Business Lead







# **About Seed Industry**

Rs. 10000 Crores Field Crops

Rs. 2500 Crores Hy. Organised Vegetables

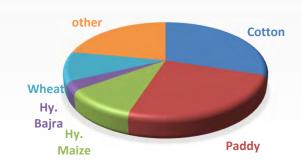
#### **Contributing Crops: Field Crop**

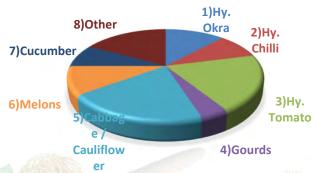
1)	Cotton	3000 Cr.	30 %
2)	Paddy	2500 Cr.	25 %
3)	Hy. Maize	1000 Cr.	10 %
4)	Hy. Bajra	300 Cr.	3 %
5)	Wheat	1000 Cr.	10 %
Govt. of India	KH -14		78 %

#### **Contributing Crops: Vegetables**

-	The second of the second	08010100	
1)	Hy. Okra	300 Cr.	12 %
2)	Hy. Chilli	225 Cr.	9 %
3)	Hy. Tomato	500 Cr.	20 %
4)	Gourds	100 Cr.	4 %
5)	Cabbage / Cauliflower	500 Cr.	20 %
6)	Melons	250 Cr.	10 %
7)	Cucumber	200 Cr.	8 %
			92 %

Foliar Nutritions 2000 Cr. Mkt









# NATH SEEDS

# Marketing

- We are having 16 Business Centers
   Having Storage / Accounts / Business Coordination
- 2) Team Consist of
  - a) Branch Managers / Regional Managers
  - b) Marketing Officers Territory based
  - C) Nos. of territories 131 (Clusters)
- 3) Trade Direct FC 909 PNS-511 Veg 598 Indirect 7000 to 8000 Retailers
- 4) Distributor Network Separate for Field Crop Vegetable Win-Chi-Win (PNS)







## **Marketing Strategy**

- 1) Right product at Right place. (Segment)
- 2) Timely Placement
- 3) Pre season meet (OPM) to own the budget at territory level
- Close monitoring during season at trade level and need based corrective measures
- 5) Cut throat Competition is big issue for industry and desired solution is basic demand generation which we are focusing (benefit selling)
- 6) Regular Streamlining of trade network need based









#### Our Excellence

- 1) Conceptual qualitative and quantitative field activities
- 2) 150000 Nath contact farmers
- 3) Now we are creating helpline for the farmers
- 4) We are planning to have direct live broadcast to farmers
- 5) Staff knowledge updation by periodical training
- 6) 200 Nath Farmers Advisors (NFA) working at village level
- 7) Right product at right place is emerged as a big strength
- 8) For Vegetable and Win Chi Win created separate vertical to have focused approach for this more profitable growing business





## **Product Strategy**



18 Testing Centers all over the country







## **Product Line**

Crop	Introduction Products	Growing Products	Old Products
COTTON	NBC 1103 and 1111	NBC 102, NBC 1022	Kashinath, Arjun
PADDY	No. G 45 / 63/ Hy. Bold/ NP 108 / NP 72	ΠΔΟ / Shweta / Khiishi /	Lok. 510 / Kabir 508 / Rajani / Karina
BAJRA	NBBH 27	NBBH 21/ NBBH 20 / NBBH 1717 / 301 Gold	Big B
MAIZE	AAA 1707	NMH 1008 White NWMH 2002	Don 1588 Nath Samrat 1144
MUSTARD	Rajshree	Goldie, Super Sona	Sona 212
WHEAT	Navnath Lalima & Two more coming up	Mohan Wonder	Notified phased out

This product line gets the consistency to cope-up with market needs









#### Developmental Activities to Create Presence

- Working in selected clusters around 90 out of 131 for F/C and Veg 30 Clusters with dedicated team
- 2) Field Staff:
  - a) 100 on payroll + 200 NFA = 300
  - b) 10 Markets to be covered by each individual = 3000 Markets
  - c) 5 Villages per market = 15000 Villages
  - d) 10 contact farmers per village = 1.5 Lakhs contact farmers
- 3) 7 Crop shows on target crop per NFA = 1500 crop shows (Crop shows for 50 to 100 farmers and 3 to 5 retailers to develop confidence)
- 4) 1 TSM/MO has to conduct minimum 1 Mega field day of 300 to 500 farmers + 25 to 30 Trade partners. Accordingly minimum 100 mega field days in which media and department of Agriculture gets involved





#### PBW AWARENESS VAN CAMPAINING DURING APRIL 18

Area	Village Covered	Farmers Covered
VIDHARBHA	315	33550
MARATHWADA	904	49080
KHANDESH	218	13880
GRAND TOTAL	1437	96510

It's a major problem to the cotton cultivation and we took adequate steps to create an awareness particularly in MS/MP/GUJ









#### **GROWTH**

Industry is growing with the pace of 12%

We are aiming to grow for next 3 years with the pace of 20 – 25%

#### **HOW**

111	17-18	18-19	19-20	20-21		
1)\	5 Lakhs	8 Lakhs	15 Lakhs	25 Lakhs		
Dase is Hallow						

and our present

- 2) Res. Paddy is giving us good growth. Nath Poha has emerged as industry Rice.
- 3) From Hy. Okra we are getting phenomenal growth
- 4) Virus free tomato added beauty to our product line
- 5) Win Chi Win a Crop balancer is getting an acceptance in majority of crops like orchards, Pulses, Oil seeds, Cotton, Cumin, Potato, etc. and growth is more than 25% year on vear.





