40 years of Growth and Prosperity
“Success is 90% perspiration and 10% inspiration!”

The last forty years has seen us perspire unceasingly to deliver high quality, high yielding seeds which have transformed the lives of millions of farmers. Our leadership reaffirms the faith bestowed on us and the transformation which we have brought to not just agriculture but to the overall development of India.

A strong marketing set up, with a national presence and a network of 2200+ distributors has ensured that we touch the lives of 10 million farmers. Our R&D has always been cutting edge in delivering products which are best suited to the farmer’s requirements considering all the biotic and abiotic conditions and also meeting the trade requirement of crop quality, thereby earning us respect among farmers and trade.

The Indian seed industry is at a point of explosive growth and is expected to grow up to ₹14000 Cr by the year 2014. Better seed replacement ratio, improvement in the supply chain and the overall favourable disposition to adopt technology to improve farm productivity and profitability bodes well for the time to come. The overall economic climate coupled with the monsoon vagaries pose a challenge to us but we are optimistic that we will continue to grow at a fervent pace in future and lead from the front.

Awards and accolades have come by our way but we don’t rest on our past laurels. We strive to conquer newer summits.

If we don’t change, we don’t grow and if we don’t grow, we don’t live!

In our 61st year of existence, we have got a new look. A new and strong visual identity which represents all the values Nuziveedu Seeds Limited stands for. It heralds the arrival of a new decade in our history and sets course for consolidating and expanding our leadership across all crop categories in India and beyond.

M. Prabhakar Rao

“That whoever could make two ears of corn, or two blades of grass, to grow upon a spot of ground where only one grew before, would deserve better of mankind, and do more essential service to his country…”

- Jonathan Swift
Mr Venkataramaiah is no just ordinary farmer. His government service tenure gave him exposure to approach agriculture scientifically and realize the importance of a research and scientific approach to producing seeds. He took public seeds and started to produce seeds in his ancestral farm with a motto to make available quality seeds to other farmers. He called his enterprise Nuziveedu after the village which he lived and 'Nuziveedu Cotton Seeds' came into existence in the year 1973.

The initial days were tough as Mr Venkataramaiah was straddling two boats - his government service and his farm, to keep his home and hearth fire burning as well as to make a success out of his enterprise. He was ably supported by his spouse and son in running his enterprise. During the day, his wife (Mrs Rama Devi) toiled in the land while his son (Mr Prabhakar Rao) displayed his streak of entrepreneurship by raising a poultry farm in the land to supplement the income.

The seeds development took place in Nuziveedu but the market was primarily in Guntur district. Mr Venkataramaiah would personally go around meeting farmers, convince them on the benefit of using his seeds. Public transport was his mode of transportation for himself and the seeds, till the company acquired a jeep (ABI-1001) to supply seeds to faraway farmers. An ambassador followed and then began the string of acquisitions to facilitate business.

The year 1982 was significant as many changes came about. The family moved to Guntur to be closer to the market and the first office of Nuziveedu Seeds came about at Sambashivapet Second Lane in Guntur. The first ginning facility, for cotton and processing unit in Nuziveedu was also started in 1982. A retail shop was opened in Guntur (Brodipet Market) to sell seeds to dealers and farmers and along came the first set of employees. Thus began an enterprise…

The story of Nuziveedu begins in a small village called "Thakkur" near the bigger village Nuziveedu which was famous for mango and other fruit crops. In the year 1973 Mr Venkataramaiah, who belonged to an agricultural family from "Thakkur" but working in AGMARK dept, was moved by the plight of farmers not able to get good quality seeds and felt the urge to do something to change this situation. He was an entrepreneur at heart and displayed his independent and visionary thinking in his government service. He is credited with introducing auction for tobacco in Andhra Pradesh so that farmers get the best price for their produce.

The best interest of the farming community was always close to his heart. He was a farmer and he also worked in various positions in the government which had constant contact with the farming community.

This in turn gave him a first hand to all the travails of the farmers. He could empathize with the challenges farmers faced and thought that seeds are the primary input to successful crop production and good, quality seed is the starting point to improve the condition of the farmers and to eventually build a better India.

As an off shoot of the green revolution, the governmental efforts was directed towards developing and providing seeds for paddy, wheat and other food crops. But in cotton, farmers had access only to public seeds from the government and that was not as freely available as required.
As we embarked on the process of developing the business, the team had to make some important decisions. We realized that we needed to focus on areas where we could gain a competitive advantage. The first step was to identify the right market segments and develop products that would resonate with them.

We conducted market research to understand the needs of our target customers. This helped us to develop products that were tailored to their specific requirements. We also invested in developing strong distribution channels to ensure that our products reached the right customers.

Another key decision was to invest in marketing and advertising. We understood that effective marketing could help us to build brand awareness and drive sales. We developed a comprehensive marketing plan that included traditional and digital marketing tactics.

Finally, we focused on building a strong team. We recruited talented individuals who shared our vision and were committed to delivering outstanding results. We invested in training and development to ensure that our team was equipped with the skills needed to succeed.

Through these efforts, we were able to grow our business at a significant rate. Our revenue increased by 50% in the first year, and we continued to expand our operations. Today, our company is a leading player in the industry, and we are proud of the achievements we have made so far.
While the company’s organic growth was healthy, strategic acquisitions of Yaaapadi Seeds, Pravardhan Seeds in 2010 and Prabhath Agri Biotech (2011) has enabled our company to diversify across crop categories and strengthen our germplasm bank. The ₹100 crores revenue mark was touched in the year 2012.

Nuzveedu Seeds Limited has been recognized as “The Bio-Agri Company of the Year” for the year 2008 and for three consecutive years from 2010 onwards. The company had been awarded the “Agriulture Leadership Award” for the years 2009 and 2012 for extension services by Agriculture Today. The Company is the recipient of DSIR Award instituted by Ministry of Science & Technology, Government of India, in the year 2002 for the best In-house research achievements. Nuzveedu Seeds Limited features in the list of India’s fastest growing Medium Size Enterprises for the year 2011 by “India Inc.” magazine.

Four decades of existence is now marked by R&D and infrastructure capability which is second to none. A strong team of 132 scientists with 900 acres of research farms and 70,000+ hybrid seed growers spread over 85000 acres in 7 states and 27 production centers and 16 state of the art processing plants has enabled the company to be a leader, selling more than 1 Crore packets of cotton, 10000 tons of rice, 15000 tons of hybrid paddy and 10000 tons of varietal paddy besides other crops like pearl millets, sorghum, wheat and vegetables.

Our talent pool has been expanding with a strong contingent of 2000+ people pursuing their career dreams with us. Over 500+ Agri professionals across various functions and a team of 200 people in R&D have strengthened our capability to emerge as, India’s foremost seed company.

In our 40 years of journey, from a humble beginning we have grown to be a leader. But what has not changed in all these years has been our love for the land. The commitment to transform the lives of farmers motivates us to do better than before and hence there are new frontiers to be explored, and the time is just right to become a global organization…

An accidental action of Mr Venkataramaiah led to the creation of the first branded product. He wrote his grandson’s name “Bunny” on few seed packs and farmers came back asking for cotton seeds by the name of “Bunny” instead of asking by product number which used to be the norm. From then on, all seeds were started to be named in noun and product branding started.

‘Bunny’ was a hit; from the day go in 1997. Its superior capability to withstand the biotic and abiotic conditions was put to test as soon as it was launched. Despite heavy rains that year, Bunny withstood the rain whereas all other competition failed and earned the goodwill of farming community. From 1.5 lacs packs in the year 1997 the sales jumped to more than 20 lacs packs in 2000. The next super star was ‘Malika’ which dramatically set the course for future growth. With the twin success of Bunny and Malika, the ₹100 Crores turnover mark was registered in 2001 and Nuzveedu Seeds became the market leader.

The next wave of opportunity came when BT Cotton was introduced in 2002 in India, Mahyco-Monsanto alliance had the first mover advantage and Nuzveedu Seeds Limited, was the fourth to get the license from Monsanto in 2004. Yet the investment in R&D, marketing and infrastructure development over the years paid off. After sales service, of providing expertise and advice after the sowing season, thereby continuously being in touch with the farmer created tremendous goodwill and confidence among farmers.

Launched in 2005, Malika BT consolidated the leadership of Nuzveedu Seeds as India’s foremost seed company. The BT Cotton seeds of Nuzveedu, combined the best of Bio Technology and the inherent capability to develop hybrids with the most desirable qualities required for the Indian farmer, had cemented the leadership, Malika BT: a newer version of cotton seeds became a growth driver.

The start of the millennium also heralded a new era of Nuzveedu Seeds entering non cotton seeds in a big way. Corn seeds were launched in 2000, Other crops like vegetables (2004), Hybrid rice (2006), Varietal Rice (2008) was launched and made us an entrenched player across crop categories.
Dealers Visit to Plant 1990

Dealer Meet 1989

Field Visit 1990

Packaging

Advertisements

Narasimha Seeds Pvt. Ltd.
Superior Products of Highest Standards

Malik Bt

NSU

Experience of Lakhs of Farmers
Two Acres yield from one Acre

Possible from Malik Bt through High Density farming

Leading the Indian Farmer into a Better Tomorrow...
OUR RESOURCES

KALEIDOSCOPE

Seed Processing Plant, Aurangabad

Processing Plant, Kompally - AP

Biotechnology Lab, Hyderabad

Seed Testing Lab, Kompally - AP

PRODUCTION

Cotton Seed Production

Green House Cultivation

Paddy Seed Production

CORPORATE HEADQUARTERS - HYDERABAD

LOGISTICS NETWORK

LEGEND

REGIONAL OFFICE

CAP ABILITY INCREASE

PROCESSING PLANT & STORAGE GODOWN

STORAGE FACILITY

COLD STORABLE STORAGE FACILITY
The Leader Has A New Look.

For the last 40 years, the twin bulls have stood for trust. For research expertise and understanding of the land.

For the unmatched quality of seed going into soil.

Today, we reaffirm our commitment to the Indian farmer.

As we continue our journey of transforming lives.

Nuziveedu Seeds. 40 years of prosperity and growth.

www.nuziveeduseeds.com

Futurity

Have comprehensive leadership not just in cotton but across all other crop categories.

Become a global seed company leveraging our ability to understand and develop customized seed solutions to suit all any farmer requirements.

Leaders are restless! There are new frontiers to be explored, new challenges to be overcome. The incumbent leader needs to lead the transformation,

As we ready ourselves to take the next big leap, several initiatives has been rolled out to take us closer to our objectives.

**Customer Centricity**

The hallmark of a successful organization is the capability to continuously evolve to the changing customer needs. Transforming ourselves to be an “Agri Solution” company rather than being a business “selling seeds” is our mantra to engage with our customers in a holistic manner. A robust system of pre-sales and after sales ably supported by people and technology will connect us more closely with dealers and farmers.

**Product**

A steady flow of new products across different crop categories with superior quality is the thrust for R&D in the days to come. Our R&D expertise will undergo radical enhancement to meet the challenges of the farmer world over.

**People**

Improving people ability across the organization, by talent infusion and continuous people development is a key people initiative to strengthen and perform in future. Separate field marketing team focusing exclusively on crops and vegetables will champion the initiative to attain leadership across all crop categories.

**Process**

Processes backed by technology will enable us to make dramatic improvements in providing superior solutions to the farmer. We are on the path of adopting barcode, mobile devices & ERP systems to facilitate smooth logistics management and connection with our dealers. Continuous communication with farmers through mobile devices is a step taken to improve customer engagement with us. We will continue to invest in technology which will bring us closer to the customer.

**Lastly, a new Corporate Identity**

A global corporation needs to look and feel like a global organization for the global customers. Hence the transformation of the visual identity is of paramount importance. Nuziveedu Seeds Limited has been built on the pillars of Expertise, Trust, Empathy and Leadership. A corporate identity, which strongly empathizes with the ethos of the farmer yet be modern enough to appeal to a global audience, is the way to go in future.

For a long time, the double bull in our logo has stood for “Trust” and in its modern version strengthens the heritage of our company. World over “The growing plant” is an identifiable and evident sign for seed industry and a symbol that places the company as a partner for growth and success of agriculture. The font of Nuziveedu has a modern touch, yet it is emphatic in establishing our expertise and has a universal appeal.
Few of our power brand range

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