



**MANGALAM SEEDS LIMITED**

*Planting Life through seeds*

**ANNUAL REPORT 2016-17**



**Board of Directors:**

Mr. Mafatlal Jethabhai Patel  
Mr. Pravinkumar Mafatlal Patel  
Mr. Dhanajibhai Shivrambhai Patel  
Mr. Samir Jitendrabhai Shah  
Mr. Mukesh Ravinchandra Sheth  
Mrs. Riddhi Nimit Shah

Chairman  
Managing Director  
Executive Director  
Independent Director  
Independent Director  
Independent Director

**Statutory Auditor:**

M/s. Piyush J. Shah & Co.  
Chartered Accountants  
504, Shikhar Complex,  
Nr. Vadilal House, Mithakhali Cross Roads,  
Navrangpura, Ahmedabad - 380009.

**Registered Office:**

202, Sampada Complex, B/h. Tulsi Complex,  
Mithakhali Six Roads, Navrangpura,  
Ahmedabad- 380009

**Registrar &  
Transfer Agent:**

Karvy Computershare Private Limited  
Karvy Selenium Tower B,  
Plot no. 31-32, Gachibowli,  
Financial District, Nanakramguda,  
Hyderabad- 500032

**Website:**

[www.mangalamseeds.com](http://www.mangalamseeds.com)

**Bankers:**

HDFC Bank Ltd, Unjha Branch

**Chief Financial Officer:**

Mr. Ankit Mahendrabhai Soni

**Company Secretary:**

Ms. Rujavi Pranavbhai Chalishajar

## *Our Path:*

We believe that innovation is the cornerstone of sustainable development and focuses on strategic investments in research and development. Over the past few years, the R&D department of the Company has helped Mangalam to grow significantly and thus we have strengthened our R & D by appointing qualified and experienced scientists to take R & D at new summits. We are reinforcing our research and development efforts by particularly focusing on high-yielding hybrid technology and improvement in existing products. Hybrid technology offers considerable opportunity for increasing productivity of field crops. It is an appropriate technology for sustainable agriculture and thus, deserves to be promoted on a large-scale.

We are consistently building a robust portfolio of field crops to help enhance farm yield. We arrange off campus knowledge sharing events for customer awareness with our products and product related practices. Our after sales service staff always keeps themselves at ground to solve any query of customers.

We are extending our brand presence across India through aggressive marketing and branding initiatives. We implement different ways of branding by mass communication techniques and/or personal communications. It proved beneficial for existing product and which also paved path for new product placement. Branding and marketing enhances product recognition and helps us in positioning the product nationally.



## **Progress Report of Research and Development of Mangalam Seeds Limited during 2016-17:**

During this period, our Research & Development team has initiated research work in Greengram, Blackgram, Sesame, Okra, Pearlmillet, Maize and Fodder along with all ongoing research work.

The major research work includes selection of high yielding line in Blackgram from diverse genotypes, selection of bold seeded variety in greengram, development of bold seeded and YVMV tolerant variety in greengram, new hybrid development in Pearlmillet, Okra and Maize.

### **New Products:**

After consistent efforts of R&D, we had incorporated following new products in our current product basket.

#### **1. Maize:**

Maize, Queen of cereals, has the highest genetic potential for production improvement due to its genetic potential. It is one of the most versatile emerging crops having wider adaptability under varied agro-climatic conditions. In India, maize is the third most important food crops after rice and wheat. Maize in India, contributes nearly 9 % in the national food basket, cultivated under 9.3 M Hectres gross area. Maize is cultivated in states of central and south India in different seasons. With a view to share market, Mangalam Seeds Limited launched new varieties in yellow and white colour in both single and triple cross segments suits to all corn growing area. The new combinations are ready for field and market evaluation.



#### **2. Okra:**

MSL intends to venture in vegetable seed supply, a lucrative segment of seed supply, to maintain its brand in market by expanding customer base. Okra is a wide adapted vegetable in Gujarat and sown in two seasons with large area

under cultivation. After a substantial research, we are coming up with a new high yielding okra hybrid and distributed seeds to selected areas for field testing and evaluation.

### 3. **New Fodder Crops:**

Mangalam is known for its fodder crop offerings. It consists of fodder crops mainly for Kharif and Rabi seasons. Considering need of a good fodder crop for summer season with multiple cuts and heat tolerance, Vita Grass, a multicut hybrid fodder is introduced. Vita grass is best suited for hot summer and yield more fodder in short duration. Dudhdharini is also introduced as multiple cutting diseases tolerant fodder sorghum. In single cut type, Mahagrass and YoYo grass are launched for areas having limited season for fodder storage.

- **Hybrid Maize:**



- **New Fodder crops:**



### **Markets Expansion:**

With expansion in product portfolio, new markets are also added during the last reporting period. Mangalam started product placements in south Indian states of Andhra Pradesh, Telangana and Karnataka by appointing new dealer distributor network and marketing personals. New states will be focused for new products like maize; and for existing products like Green Gram, Sesame, Black Gram, Fodder crops etc. In central India, Madhya Pradesh operation has been started with considerable success. New business areas are offering fresh opportunities for establishment and growth.

### **Key Milestones:**

- 2003:** Mangalam Seeds Corporation, a Proprietorship concern was started by Mr. Mafatlal Patel.
- 2004:** First Variety of Hybrid Seeds in the form of Castor MSC-55 was introduced.
- 2006:** Introduced various Hybrid variety Products in the form of MSC- 524, MSC-252, Eklavya, etc.
- 2007:** Conversion of Proprietorship concern to Partnership to expand the business.
- 2011:** Conversion of Partnership to Public Limited Company in the name of Mangalam Seeds Limited.
- 2013:** Introduced first ever hybrid fennel in India named “VOLINA.”
- 2015:** Listed on SME Platform of BSE Limited.
- 2016:** Opened branches in Madhya Pradesh, Telangana, Haryana and Karnataka.

## **Our Team:**

### ***Mr. Mafatlal Jethalal Patel***

#### ***Chairman***

Mr. Mafatlal laid the foundation stone of Mangalam Seeds – A Proprietorship Concern, doing business as trader, dealer and distributor of agricultural products in Unjha. From the foundation of Mangalam Seeds Corporation – A Partnership Firm, Mr. Mafatlal Patel has been actively engaged in the Financial, Production and Distribution matters. Mr. Mafatlal Patel is qualified Bachelor of Science in the field of Agriculture (B.Sc Agriculture). Mr. Mafatlal Patel serves MSL with his rich experience of more than 35 years in the field.

### ***Mr. Pravinkumar Mafatlal Patel***

#### ***Managing Director***

Mr. Pravin Patel has played an active part in the growth and development of the organization. He has completed his bachelor of science in the field of applied chemistry from Sardar Patel University. Under his strong initiative, Mangalam Seeds Corporation – A Partnership Firm was converted into Mangalam Seeds Limited – A Public Limited Company under the provisions of Part IX of the Companies Act, 1956. Mr. Pravin Patel has a rich experience of more than a decade in the field of Producing and Selling Hybrid Seeds and has enriched MSL with his expert knowledge.

### ***Mr. Dhanajibhai Shivrambhai Patel***

#### ***Executive Director***

Mr. Dhanajibhai Patel has been part of Mangalam Seeds Corporation – A Partnership Firm from the establishment. Holding more than 15 years of experience in this field, Mr. Dhanajibhai has been actively engaged in the Production matters.

***Dr. Ishwarlal D. Patel***

***Head – Research Scientist***

Dr. I.D. Patel, is an Ex-Scientist of G.A.U. Gujarat with a qualification of Masters of Science in the field of Agriculture. Dr. I. D. Patel has done Ph.D in Plant Breeding and Genetics. He is an eminent agricultural scientist who had played significant role in the development of agriculture at State and National Level by developing 46 improved / hybrid varieties. Dr. I.D. Patel is one of the pioneers in the country for development of male sterile line, gummosis resistant, dwarf genotypes and first fennel hybrid in the Country. Dr. I.D. Patel is associated with MSL since inception and working as a Research Scientist.

***Mr. Samir Jitendrabhai Shah***

***Independent Director***

Mr. Samir Shah is having good experience & knowledge of Accounts and Finance. He has experience of more than 20 years in this field. He expertise in finalization of Accounts and filling of Tax Returns meticulously. He is actively involved in the Accounting and Finance Department since last 2 years.

***Mr. Mukesh Ravinchandra Sheth***

***Independent Director***

Mr. Mukesh Sheth is having a good experience of more than 25 years in business. He has good entrepreneurial and analytical skills. He is involved in the Strategy formulation for the Company.

***Mrs. Riddhi Nimit Shah***

***Independent Director***

Riddhi Nimit Shah is a Master of Commerce from Gujarat University. She is a dynamic individual having vast knowledge of Accounting. She has good interpersonal skills and



good analytical and problem solving skills. She is a person with a strong positive attitude having sound knowledge of Accounts & Finance.

***Mr. Ankit Mahendrabhai Soni***

***Chief Financial Officer***

Ankit Soni is a commerce graduate from Gujarat University having good knowledge of Accounts and Finance. He has experience of more than 10 years as Accountant in leading Private Companies of Ahmedabad. He gained expertise in Accounts and earned great knowledge on Financial Statements. He is actively engaged in finalisation of Accounts of the Company.

***Rujavi Pranavbhai Chalisehajar***

***Company Secretary and Compliance Officer***

CS Rujavi Chalisehajar is a commerce graduate from Gujarat University and an associate member of Institute of Company Secretaries of India. She is a dynamic professional presently working with Mangalam Seeds Limited, Ahmedabad as a Company Secretary. She expertise's in Company & LLP formation, Compliances under Company & LLP Law, Knowledge on Takeovers & Mergers, Corporate Governance Report, Secretarial Audit (Reconciliation of Share Capital Audit), E-filing, etc. She is serving as Company Secretary and Compliance officer of the Company since 2 years and also worked for the preferential issue of the company.

***We believe TEAM means TogetherEveryoneAchievesMore.....***



## **Our Seed Portfolio:**

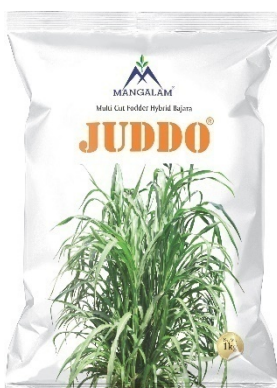
### **Maize:**



### **Pearl Millet:**



### **Multi Colour Fodder Bajra:**



### **Lucerne:**

