

# Mangalam Seeds Limited



*Planting life in seeds*

**2017-18**  
**Annual Report**

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# *Vision*



*To be the most preferred  
seed brand in India...*

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## *About Mangalam:*

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Mangalam Seeds Limited is a sustainable agriculture ISO 9001 certified Company founded in 2011, which delivers agricultural products that supports farmers – small and large – all over the Country. Mangalam Seeds is engaged in producing and delivering high quality seeds with specialization in forage crops. The Company's expertise is in the supply of high potential, versatile and disease, pest and drought tolerant hybrid seeds which are adaptable to different agro-climatic conditions. The technology used by the Company is to develop better seeds, nurture and develop new agronomic practices that can drive big and increase yield and productivity.

We build our brands and develop our products through extensive Research and Development activities, relentless innovation and crystal clear marketing carried out by our Company. This is a powerful blend that helps and inspires us, our Farmers & Customers. We are committed to make sustainable agriculture using farming techniques that can protect the environment, public health, human communities and animal welfare.

The objectives of research and development units are as under:

- Collection and maintenance of Indi genius and exotic genetic plant material for various crops.
- Development of high yielding diseases and pests resistant varieties in various crops.
- Development of new male and female lines with specific characters.
- Development of male sterile lines for new crops like cumin, fennel and isabgul.
- Production of nucleus breeder, foundation, certified and truthful seeds.
- Advice to farmer to solve the problem related to crop production.

Our Company is headquartered in Ahmedabad and listed on the SME Platform of Bombay Stock Exchange in August 2015. Our Company has well equipped seeds

processing and packaging cum Research and Development units located at Village Jagudan District Mehsana, Village Raner Taluka Kankrej District Banaskantha and Village Maktupur, Taluka Unjha District Mehsana. Our Company also has strong marketing channel in Gujarat and Rajasthan, comprising of 421 Distributors, more than 1150 dealers and retailers to support marketing. The warehouses of the Company for seeds stocking are located in the State of Gujarat and Jaipur in the State of Rajasthan, Indore in the state of Madhya Pradesh, Haryana, Delhi, and Karnataka.

Company provides foundation seeds to the seed producers, which are developed under direct supervision of breeder and technical supervisors. Well experience & technical staff visits seed production plots periodically and advise to producers for making best quality seeds. Standard sampling procedure follows for withdrawing representative samples from produce of individual producers/ farmers. Then all lots undergoes for quality test i.e. for germination, physical purity & genetic purity test. Pass/standard lots as per existing seed act are used for processing, packing and marking.



## Our Strength:

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### Experience

- The Company's promoters possess more than 15 years of experience in India's agriculture industry comprising an understanding of relationship building, customized approach, PAN-India distribution and effective marketing.

### Reach

- The Company created good distribution networks in India's agriculture sector; more than 421 distributors and 1150 dealers and retailers.

### Intellectual Capital

- The Company having dedicated, motivated team of around 55 employees and researchers evaluate existing and emerging formulation for onward application across different regions resulting in product availability in line with farmers need.

### Brand Portfolio

- The Company possesses a range of more than 35 brands. Over the years, the Company has strengthened its reputation as a one-stop solution provider for diverse crops, regions and seasons.

### First-mover's Advantage

- The Company was the first to introduce Hybrid Fennel in India, under the Brand name of "VOLINA", which has received marvellous response from farmers. This first-mover's advantage helped develop the market and enhance the Company's market share in agriculture segment.

### Location

- The Company's Registered Office is situated in Ahmedabad, Gujarat and its units and branches are located strategically in Gujarat, Madhya Pradesh, Rajasthan, Karnataka, Haryana, Uttar Pradesh, Delhi and Andhra Pradesh.

## *Transforming with Changing Times:*

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**2003**

Mangalam Seeds Corporation started by Mr. Mafatlal Patel

Introduced first Variety of Hybrid Seeds in form of Castor MSC-55

**2004**

**2006**

Introduced various Hybrid variety Products like Bajra in form of MSC-524, MSC-252, Eklavya, etc

Conversion of Proprietorship to Partnership to expand the business

**2007**

**2011**

Conversion of Partnership to Company in the name of Mangalam Seeds Limited with the aim of good corporate governance

Introduced first ever hybrid fennel in India named "VOLINA"

**2013**

**2015**

Listed on SME Platform of BSE Limited

Reached in Madhya Pradesh, Telangana, Haryana and Karnataka

**2016**

**2017**

Allotment of Bonus shares in the Ratio of 1:1

Completed journey of 15 years from Proprietorship concern to BSE SME Listed Company. Also reached in Delhi, Andhra Pradesh and Uttar Pradesh.

**2018**



## Way Forward:

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### New Market:

New Market Expansion will provide us opportunities for increasing production and sales as well. It will help us to introduce new products & new varieties of the same products. We have appointed various Marketing team and C & F agents at SIX New States to broad base our business and operations namely,

Indore, Madhya Pradesh

Hubli, Karnataka

Sirsa, Haryana

Lucknow, Uttar Pradesh

Delhi

Guntur, Andhra Pradesh

### New Recruitment:

We have hired Dr. Bhailal F. Patel for Production Department, Mr. Amit Saini for Quality Control and Marketing in Northern Region and Dr. Ratnaji Rao from Hyderabad exclusively for Research work of Maize, CIMMIT and ICRISAT related work.

### New Products:

India is having vast variability in its agriculture cropping pattern, due to this new products and new cropping pattern is emerging very rapidly. **MSL** is also trying to capture all of those opportunities by introducing new production patterns and new products in field crop and vegetable crops, by giving prime attention towards its R&D Segment. During this period, our Research & Development team has initiated research work in Green gram, Black gram, Sesame, Okra,



Pearl millet, Maize & Fodder along with all ongoing research work.

The major research work includes selection of high yielding line in Black gram from diverse genotypes, selection of bold seeded variety in green gram, development of bold seeded and YVMV tolerant variety in green gram, new hybrid development in Pearl millet, Okra and Maize.

Your Company has launched following Vegetable Crops during the year:

#### Hy. Watermelon: Shitali



This is the product of most preferred segment of watermelon crop i.e. Ice Box type. Bluish black colored fruit having approximate size 3-3.25 kg. It has high yield potentiality and very good keeping quality.

#### Hy. Watermelon: Nimbo

Fruit of Nimbo variety is light green in color with dark green stripe. This variety gives chance of selection to consumer as it has different color. Fruit shape is oblong and bigger in size. It has also high yield potentiality and very good keeping quality.

