



SUNDARAM SEEDS

SINCE 1996

PRODUCED FROM INDIA'S BEST SOIL

www.sundaramseeds.in
farmerfirst@sundaramseeds.in

SUNDARAM ENTERPRISES PVT LTD

ABOUT THE COMPANY

Founded in 1996 by Mr. RK Agrawal in Betul District of Madhya Pradesh.

Earlier ventures in the company included wire binding unit and plywood manufacturing unit.

The company ventured into Seed Production in 2013 to take advantage of its rich agriculture based location and has since transformed itself into a new generation seed company.

Company now has 1.2 lakh square feet of land on its name on the main National Highway from Betul to Bhopal and has well developed storage and processing facilities.

Company is currently focused on producing high quality field crop products and is among the market leaders in soybean seed production country wide. We have touched production of 70000 Quintals of soybean seed this year.

Company has covered 5 states for sales and is among the top 7 soybean seed producers in the country now.

Company has partnered with all top field crop brands and government seed corporations in the country including MSSC, KSSC, TSSC among others.

PRESENT SCENARIO AND PAST ACCOMPLISHMENTS

We are currently focused on producing high quality field crop products and we have gradually expanded our capacity over the years to produce, process and pack over 1 lac quintal of field crop seeds annually.

We are the leaders in production of upcoming notified varieties of soybean seed. We have 50 pc of total quantity available in MP state of new varieties such as Kds 726 which is the most recent popular variety in Maharashtra State developed by Rahuri University, Maharashtra.

We have successfully acquired approvals of 3 new research varieties in soybean and wheat crop by conducting state level University Trials in Maharashtra state.

We have continuously grown at a high pace for the past 7 years exhibiting CAGR of 40 pc in revenues. Our current revenues have touched 51 Crs this year till date.

We were the top supplier to Maharashtra State Seed Corporation from Madhya Pradesh from 2018 to 2020. MSSC was the biggest player in national soybean seed market for several years.

In private sector we have co marketed with Eagle Seeds, Ankur Seeds and Zuari FarmHub who are among the top players in the field crop seed industry.

Sundaram Seeds was the highest selling soybean seed brand in CG state for continuous 3 years in the past



Supplied over **25000 Quintals** to Karnataka State Seed Corporation in last 4 years



Onboarded top **50 distributors** from **3 states** as direct channel partners in past 2 years



Selling over 75000 Quintals of various seeds in our in-house '**Sundaram Seeds**' brand.



Top supplier to **Maharashtra State Seed Corporation** from Madhya Pradesh from **2018 to 2020**

COMPANY ASSETS

INFRASTRUCTURE

Sundaram Seed's Mother Processing Unit is Located In Betul (MP) and is spread over 1.2 Lakh square feet area.



COMPANY FARM

Company also owns a 40 acre farm just kilometers away from its processing facility that serves as the hub for developing parent planting material.



STORAGE FACILITY



Company owns storage facilities of over 10,000 MT of seed, with all storage facilities meeting excellent seed storage standards.



PROCESSING MACHINERY

All processing machinery installed is from the best in class manufacturers with the main processing unit developed by a Denmark based company (Fowler Westrup) and all other additional units designed and developed by industry experts.

MANAGEMENT



Mr RK Agrawal
Managing Director

(LLB) 35 years of business experience and 25 years of seed production experience as a farm land owner. Oversees finance and overall strategy of the company.



Mr Arpit Agrawal
Executive Director

(MBA FINANCE - Christ University, Bangalore)
9 years experience of handling multiple businesses. Oversees major company affairs of production and marketing. Responsible for strategy and goal setting.



Mrs Salonika Agrawal
Director

(BA Hon. Psychology - LSR, Delhi , MA Psychology - Ambedkar University, Delhi)
Oversees several administrative and HR related activities in the company.

OUR TEAM

9

**Production &
Quality Control**

Senior members have rich experience having worked in companies like Shriram Bioseed for over 10 years.

5

**Accounts &
Finance**

Rich experienced management with mix of experience and youth.

8-10

Ad hoc team

Available on short term contract basis for company to handle procurement and field level activities.

Senior members have 25 plus experience of production.

3

Sales

Good well rounded team for prompt accounting and compliance.

3

Management

PRODUCTION

AREA

We have production network of over 600 farmers which are managed through 10 organizers.

Betul district and surrounding area is well suited for multiple good quality crop production and is ideal for soybean seed production it ensures high germination capabilities for the crop. Surrounding areas soil is considered best in the country with high levels of Sulphur which assists quality production.

Our production network is present in Maharashtra as well for state specific variety production.



Network
of **600**
Farmers



OUR PRODUCTS



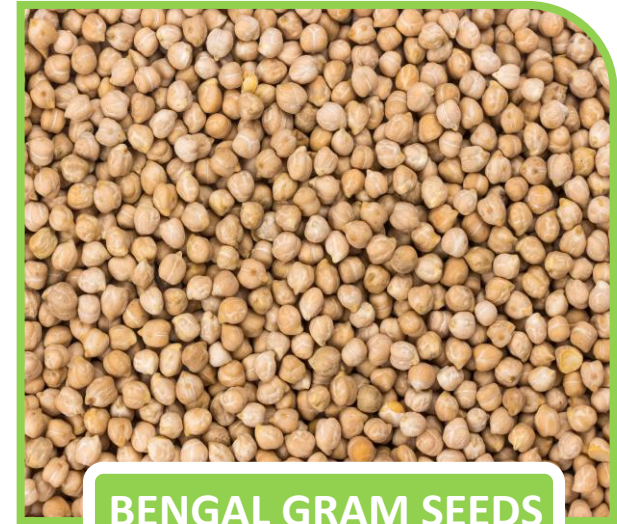
WHEAT SEEDS

All major notified varieties popular in Madhya Pradesh, Maharashtra Chhattisgarh. Self developed research variety which has been passed by Maharashtra State Universities in field trials.



SOYABEAN SEEDS

All major notified varieties including Js 335, Js 9305 , Js 9560, Kds 726. Research Soybean Varieties Maharaja and Supreme (Cleared by Maharashtra State University Trials)



BENGAL GRAM SEEDS

All major notified varieties including Jaki 9218, Vijay, Digvijay and RVG 202

OUR STRENGTHS



FOCUS

Clearly focused on building a strong production based seed company that can maintain quality production in various crops and regions.



LOCATION

Area of processing unit ideal for catering to all major markets including Maharashtra Madhya Pradesh Chhattisgarh Karnataka Telangana and Rajasthan. Production area is based at a location which has countries richest soil base (High Sulphur levels) which enables to produce superior quality products, which are excellent in physical appearance and other quality parameters.



FINANCIAL STABILITY

Considering the nature of the industry, it is a highly capital intensive business which has a long working capital cycle. Company is well-funded by its management which are also the major shareholders in the company. The company has good credit line with multiple banks and can further arrange capital if need arises.



NICHE EXPERIENCE

We have good experience in handling tricky crops and have maintained quality even in bad crop years. We thus have niche experience in the seed sector.

FUTURE PLANS

We are well placed to expand further in the industry by increasing our product line and market coverage as well. We plan to work extensively on our research variety segment and introduce new products such as Tur and Moong research products.

We have already started construction of a new pricing unit which will double out pricing capacity and company has vacant land as well to further expand storage if needed.

We also plan to expand our team in production as well as sales and rope in experienced members of the industry to support quality building and growth in the future.



**FUTURE
PROSPECTS**

GALLERY

FIELD RESULTS



VIEW MORE - <https://photos.app.goo.gl/U3ZPsGKa7fsVgxTa8>

GALLERY PACKAGING



VIEW MORE - <https://drive.google.com/drive/folders/1mmYMTWmArJ3cCVm6vy3MFzQb6pDNrwgK>

LATEST AD CAMPAIGN



VIEW - <https://photos.app.goo.gl/D7jSr1g1rLCMe1p36>

A close-up photograph of a person's hands holding a bundle of rice stalks. The person is wearing a blue and red plaid shirt. The background is a lush green rice field. The text "THANK YOU" is overlaid in white, bold, sans-serif font in the center of the image.

THANK YOU

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