

# ANANYA SEEDS



ANANYA AGRI GENETICS INDIA PVT. LTD.

## About Us

**Introduction :** The Managing Director of the Company Mr. Prem Prakash Singh holds a Bachelor Degree in Agriculture from SKIN-Bikaner and also done his Diploma in Business Administration with Marketing as specialization.

A dynamic professional with over 27 years of rich experience in Sales, Marketing and Business Development in Agro Chemicals, Seeds, Tissue Culture and Bio-fertilizers. He worked with leading MNC's and Indian Companies which includes Pioneer, Mahyco & other leading companies.

His core competencies are designing Policies and Guidelines for Product Development, Market Planning, Development, Team Management and Strategy Execution. He has been an entrepreneurial being since his early youth. He never settled for the given, always dreamed for the better and earned it through his hard work. Throughout his career, he was experimenting with different business ideas. His relentless experimentation has eventually resulted in the establishment of different businesses that today constitute the Annaya Agri Genetics India Pvt Limited.

Annaya Agri Genetics India Pvt Limited is a seed company engaged in hybrid development, seed production, seed processing and seed marketing. The company is promoted by a team of technically qualified people with several years of pooled up experience in the seed industry.

The company has been sculptured into a full-fledged "research driven" company. It could also develop: 1) a trusted "Support-base" of suppliers, 2) efficient sales network in 12 states of India and 3) establish "State-of-the-art" seed processing and quality operations, within a relatively short span of time. The research and development wing of the company has been recognized by the Ministry of Science and Technology through its Department of Scientific and Industrial Research (DSIR) New Delhi.

### Research and Development

On research front our exposure and experience in private and public institutes and wide contacts with scientific community has gives us a strong base to establish a viable R & D unit with focus on important crops like pearl millet, maize, cotton, sorghum and paddy in field crops, tomato, chilly, okra and cucurbitaceous crops in vegetables.

Our ongoing research activities in 15 acres of research farms have already started paying dividends and set the company on sustaining track with identification of several new products in different crops.

Our research collaborations with international institutes like ICRISAT as member of Hybrid parents research consortium and associations with various national institutes have further strengthened our germplasm base and research capabilities.

### Research Farms

With technically sound people at helm of affairs and strong back ground of genetic resources, Annaya Seed is involved in authentic, result oriented and focused research in various crops like pearl millet, maize, cotton, sorghum and paddy in field crops, tomato, chilly, okra and cucurbitaceous crops in vegetables in 60 acres of research farms located around in Hyderabad (Telangana), Agra (Uttarpradesh) and in bangalore (karnatak). The R&D farms are fully developed with infrastructural facilities like irrigation, latest and imported equipment for quality controls such as biotechnology, Seed Testing laboratories and Green Houses supported by well qualified & experienced breeders and technical staff.

In addition to this, multi-location trial centers have been set up in different agro-climatic zones to evaluate the adoptability of various products and screen them i.e. Biotic and Abiotic stresses. We have tests products at reputed different universities.

### Hybrid Development and Testing

Customer oriented breeding programmes are designed with clear end product in mind.

A clear protocol is developed & followed at annaya R&D centre for testing of hybrids in different stages. The following trials are conducted to judge the performance of hybrids.

- o Preliminary trials
- o Initial trials
- o Advanced trials
- o Strip Tests
- o On farms trials

## Our Mission

To be leaders in developing customer focussed products of superior values based on world class technology and attractive margin for the trade which can enhance farmer's & trade prosperity & agriculture productivity.

## Our Vision

GROWING FOR A BETTER FUTURE

## Our Values

- ✦ Entrepreneurship
- ✦ Integrity
- ✦ Creativity
- ✦ Team Work
- ✦ Excellence
- ✦ Commitment
- ✦ Achievement
- ✦ Ethics

## Business Objectives

- ✦ To establish leadership position in the Indian Seed Industry by growing superior technology high quality, high margin end of the market.
- ✦ To build on the image of high credibility with farmers trade & the government.
- ✦ To continue to build the entrepreneurial organization with culture of achievement orientation.

THE JOURNEY MUST GO ON .....

## VEGETABLE SEEDS

IMPROVED CORRINADER	KHUSBU
IMPORVED BHINDI	VARSHA
HYBRID BHINDI	SADABAHAR
	KOMAL
HYBRID TOMATO	SONAL
	KARISHMA
TOMATO	KASHI AMAN
HYBRID BOTTLE GOURD	ADITYA
	MARSHAL
HYBRID SPONGE GOURD	NEELIMA
HYBRID BITTER GOURD	GREEN WONDER
	GREEN WONDER 101
HYBRID CUCUMBER	HARYALI
	HARYALI 101
HYBRID BRINJAL	RAVIKIRAN
	RAJKIRAN
HYBRID CHILLY	HOT KING
	TEJAS
HYBRID CAPSICUM	SURBHI
HYBRID CAULIFLOWER	WHITE BALL
HYBRID CABBAGE	KAVITA
HYBRID PUMPKIN	HARITAMA
HYBRID COW PEA	MAHARANI 201
HYBRID RADISH	EVERGREEN
IMPROVED RADISH	BARKHA RANI
HYBRID WATERMELON	RED KING
	MADHURIMA
IMPROVED PEA	AS - 10
IMPROVED CARROT	LALI
IMPROVED PALAK	RUCHIKA
CLUSTER BEAN	BEAN 711
IMPROVED ONION	MARATHI LAL

## CEREAL SEEDS

HYBRID MAIZE	ALANKAR M 511
	M 512
	M 513
HYBRID BAJRA	YUVRAJ B 111
	MAHARAJ B112
HYBRID PADDY	P 211
	P 212
IMPROVED PADDY	KARAN P 51
	VIVEK P 52
	P 53
IMPROVED MUSTARD	PEELA SONA MUS 100
	KRISHNA MUS 101
IMPROVED WHEAT	AJAY W 100
HYBRID SSG WHITE	SG 311
HYBRID SSG RED	SG 312

ALL NOTIFIED & CERTIFIED VARITIES  
OF ALL CROPS



## HYBRID PADDY P 211

Plant Height	:	110 - 115 cm
Maturity	:	130 - 135 days
Tolerance	:	High
Grains	:	Medium Plant Slender
Yield	:	High

## HYBRID PADDY P 212

Plant Height	:	110 - 115 cm
Maturity	:	105 - 110 days
Tolerance	:	High
Grains	:	Medium Plant Slender
Yield	:	High



## IMPROVED PADDY KARAN P 51

Plant Height	:	110 - 115 cm
Maturity	:	130 - 135 days
Tolerance	:	High
Grain Type	:	Fine
Yield	:	High



## IMPROVED PADDY VIVEK P 52

Plant Height	:	115 - 120 cm
Maturity	:	125 - 130 days
Tolerance	:	High
Grain Type	:	Super Fine
Yield	:	High



## IMPROVED PADDY P 53

Plant Height	:	130 - 135 cm
Maturity	:	140 - 145 days
Tolerance	:	Highest
Grain Type	:	Long Super Fine Basmati Rice
Yield	:	Very High



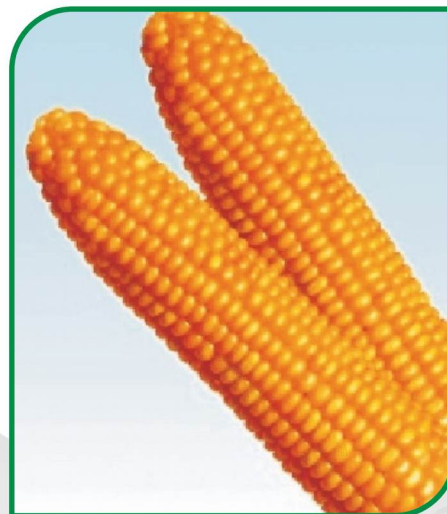
## IMPROVED PADDY BALRAM

Plant Height	:	115 - 120 cm
Maturity	:	135 - 140 days
Tolerance	:	Highest
Grain Type	:	Coarse
Yield	:	Very High



## HYBRID MAIZE M 511 ALANKAR

Maturity (Kharif)	:	80 - 85 days
(Rabi)	:	
Cob	:	4000 Cob size
Best for	:	Kharif
Standability	:	Good
Grain Colour	:	Orange Yellow
	:	Semident
Yield	:	High, Good for Green Cob



## HYBRID MAIZE M 512

Maturity (Kharif)	:	90 - 100 days
(Rabi)	:	110 - 120 days
Cob	:	Big Size Cob
Best for	:	Kharif & Rabi
Standability	:	Good
Grain Colour	:	Bold Yellow Orange
	:	Semident
Yield	:	High Yield



## HYBRID MAIZE M 513

Maturity (Kharif)	:	95 - 100 days
(Rabi)	:	110 - 120 days
Cob	:	Big Size Cob
Best for	:	Kharif & Rabi
Standability	:	Good
Grain Colour	:	Yellow Orange
	:	Semident
Yield	:	High Yield

# HYBRID BAJRA / HYBRID MUSTARD

## HYBRID BAJRA

### Yuvraj B 111

Maturity	:	80 - 85 days
Plant Height	:	190 - 200 cm
Ear head	:	Long Compact
Yield	:	High
Fodder	:	Good for Fodder



### Maharaj B 112

Maturity	:	80 - 85 days
Plant Height	:	170 - 175 cm
Ear head	:	Long Compact
Yield	:	High
Fodder	:	Good for Fodder

## IMPROVED MUSTARD

### PEELA SONA MUS 100

Maturity	:	120 - 125 days
Plant Height	:	155 - 165 cm
Pod	:	High
Yield Oil	:	High
Grain Colour	:	Attractive Yellow
		Lustress Seeds
Branches	:	High



### KRISHNA MUS 101

Maturity	:	115 - 120 days
Plant Height	:	150 - 180 cm
Pod	:	High
Yield Oil	:	High
Grain Colour	:	Black Maroon
		Seeds
Branches	:	High

## IMP WHEAT AJAY W 100

Maturity : 125 - 130 days  
 High Yield Varitum  
 Very good Tillering Ability  
 Good looking value  
 25% more Yield than all Popular Varities  
 85 - 90 Grain per Ear head



## HY. SSG RED SSG 312

Days to First Cut : 40 days  
 Seed : White  
 Tillers : Very Tender & Juicy 9 - 11 per Plant  
 Colour of Leaves : Tender Leaves  
 Average Yield : 200 - 220 mt./hec.

## HY. SSG WHITE SSG 311

Days to First Cut : 30 - 35 days  
 Seed : Red  
 Tillers : 4 - 8 per Plant  
 Colour of Leaves : Tender Leaves  
 Average Yield : 190 - 200 mt./hec.



## IMP BHINDI VARSHA

Plant height	:	150 - 180 cm
Ist Picking	:	45 - 50 days
Fruit colour	:	Dark green
Resistance	:	YVMV
Fruit length	:	12 - 14 cm



## HY. BHINDI SADABAHAAR

Plant height	:	150 - 180 cm
Ist Picking	:	50 - 55 days
Fruit colour	:	Dark green
Resistance	:	YVMV
Fruit length	:	10 - 12 cm

## HY. BHINDI KOMAL

Plant height	:	150 - 180 cm
Ist Picking	:	40 - 45 days
Fruit colour	:	Dark green
Resistance	:	YVMV
Fruit length	:	10 - 12 cm



## HY. TOMATO SONAL

Plant Type	:	Semi determinate
Harvest	:	50 - 60 days
Fruit Weight	:	80 - 90 gms
Fruit Shape	:	Square round deep red
Resistance	:	TLC/BW/Early Blight
Yield	:	High
Market	:	Excellent
Sustainability		



## HY. TOMATO KARISHMA

Plant Type	:	Semi determinate
Harvest	:	50 - 60 days
Fruit Weight	:	90 - 100 gms
Fruit Shape	:	Uniform square oval shape
Resistance	:	TLC/BW
Yield	:	High
Market	:	Excellent
Sustainability		



## TOMATO KASHI AMAN

Plant Type	:	Semi determinate
Harvest	:	50 - 60 days
Fruit Weight	:	90 - 100 gms
Fruit Shape	:	Round shape
Resistance	:	TLC
Yield	:	Good
Market	:	Good
Sustainability		

## HYBRID BOTTLE GOURD

### ADITYA

Fruit Length	:	35 - 40 cm
Fruit Shape	:	Long Clyndrical
Fruit Colour	:	Light Green
Fruit Weight	:	400 - 500 gms
First Picking	:	50 - 55 days



### MARSHAL

Fruit Length	:	30 - 35 cm
Fruit Shape	:	Long Clyndrical
Fruit Colour	:	Light Green
Fruit Weight	:	400 - 500 gms
First Picking	:	50 - 55 days

## HYBRID SPONGE GOURD

### NEELIMA

Fruit Length	:	20 - 25 cm
Fruit Shape	:	Good
Fruit Colour	:	Dark Green
Fruit Weight	:	120 - 125 gms
First Picking	:	40 - 45 days



### NEELIMA 101

Fruit Length	:	20 - 25 cm
Fruit Shape	:	Good
Fruit Colour	:	Light Green
Fruit Weight	:	125 - 130 gms
First Picking	:	40 - 45 days

## GREEN WONDER

1st Picking :	50 - 55 Days.
Fruit Colour :	Dark Green.
Fruit Weight :	110 - 125 gm.
Fruit Shape :	Medium Long.
Fruit Length :	20 - 22 cm.
Remarks :	Good & High Yield



## GREEN WONDER 101

1st Picking :	50 - 55 Days after Sowing.
Fruit Colour :	Dark Green.
Fruit Weight :	110 - 125 gm.
Fruit Shape :	Medium Long Thick with Pointed Spines.
Fruit Length :	20 - 22 cm.
Remarks :	High Yield & Good Adaptability.

## HY CAULIFLOWER - White Boll

Maturity :	70 days of Transplantation.
Compactness :	Very Compact with Soft Blending Leaves.
Curd Weight :	1 - 1.5 Kg.
Sowing Season :	August to November in Plain Areas.



## HY CABBAGE KAVITA

Maturity :	70 - 75 days of Transplantation.
Head Weight :	1.5 - 2.5 Kg.
Head Shape :	Round, Very Compact & Firm.
Season :	Round the Season.

## HY. CUCUMBER HARYALI

First Picking	:	40 - 45 days
Fruit Colour	:	Dark Green
Fruit Length	:	18 - 20 cm
Plant Type	:	Strong Plant with dense foliage
Special Characteristics	:	Suseptible to High Temperature, Free from Bitterness & Excellent Yelder.



## HY. CUCUMBER HARYALI 101

First Picking	:	40 - 45 days
Fruit Colour	:	Light Green
Fruit Length	:	15 - 17 cm
Plant Type	:	Strong Plant with dense foliage
Special Characteristics	:	Free from Bitterness & Excellent Yelder.

## HY. BRINJAL RAVIKIRAN

1st Picking	:	60 - 70 days after Transplantation.
Fruit Shape	:	Oval Shape.
Fruit Colour	:	Purple.
Weight	:	80 - 100 gms.
Season	:	All Kharif/Rabi/Zayad
Remarks	:	High Yelder



## HY. BRINJAL RAJKIRAN

1st Picking	:	60 - 70 days after Transplantation.
Fruit Shape	:	Long Thick.
Fruit Colour	:	Dark Purple.
Weight	:	100 - 120 gms.
Season	:	All Kharif/Rabi/Zayad
Remarks	:	High Yelder

**HY. CHILLY HOT KING**

Fruit Height	:	Medium Tall Bushy
1st Picking	:	70 - 75 days
Fruit Length	:	10 - 12 cm
Un ripe Colour	:	Dark Green
Ripe Colour	:	Red
Pungency	:	Highly Pungent

**HY. CHILLY TEJAS**

Fruit Height	:	Medium Tall Bushy
1st Picking	:	70 - 75 days
Fruit Length	:	10 - 12 cm
Un ripe Colour	:	Light Green
Ripe Colour	:	Red
Pungency	:	Pungent

**HY. CAPSICUM SURBHI**

Fruit Height	:	Medium Tall Bushy
		3 - 4 Lobed Fruits.
1st Picking	:	60 - 65 days
Fruit Weight	:	140 - 160 gm
Un ripe Colour	:	Green
Ripe Colour	:	Green



## HY. COW PEA MAHARANI

- , Dense Foliage with broad leaves and semi vine growth habit.
- , 2 - 3 Cylindrical Pods.
- , Light green in colour.
- , Harvest starts 55 - 60 days after sowing.



## IMP. RADISH BARKHARANI

- , Semi Upright Plant
- , 40 - 45 cm long Roots
- , 40 - 45 days Maturity
- , Roots are soft Texture & Mildly Pungent.

## HY. RADISH EVERGREEN

- , Semi Upright Plant
- , 40 - 45 cm long Roots
- , 40 - 45 days Maturity
- , Roots are soft Texture & Mildly Pungent.



## IMP. CORRIANDER KHUSBU

- , Strong Growing Plant with Bright Green Medium Leaves.
- , Extraordinary & Excellent Aroma.
- , Desi type Leaves.
- , Ready for 1st harvest after 30 - 35 days of sowing.



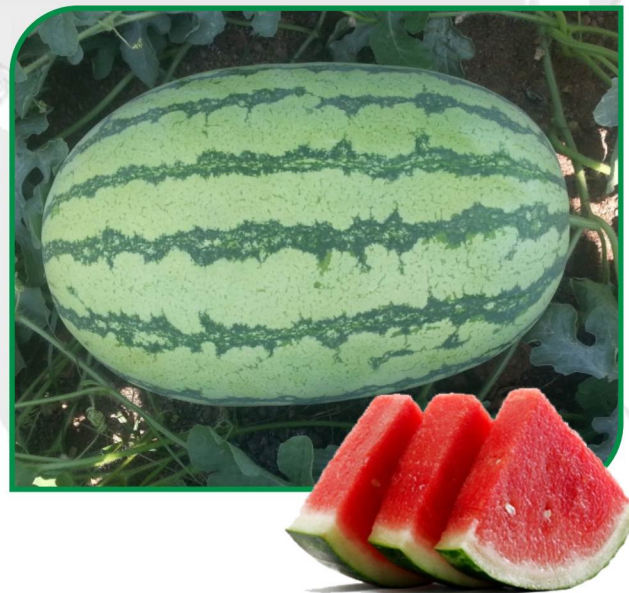
## MADHURIMA

Maturity	:	80 days of sowing.
Fruit Shape	:	Oblong.
Fruit Colour	:	Light Green with Green Strips.
Fruit Weight	:	10 - 12 Kg.
Remarks	:	Good/High Yield 3 - 4 Fruits per Plant. Good for Storage & Market.



## RED KING

Maturity	:	65 - 70 days of sowing.
Fruit Shape	:	Oblong.
Fruit Colour	:	Dark Green.
Fruit Weight	:	3 - 4 Kg.
Remarks	:	Early/High Quality, 4 - 5 Fruits per Plant. Good for Storage & Market.



## CLUSTER BEAN - BEAN 711

- , Erect Plant with Profuse bearing of Pod in Branches.
- , Medium green, glossy smooth Pods of 12 - 14 cm.
- , Pods are ready to harvest after 40 - 45 days of sowing.

**IMP. PEA AS 10**

- , Shining Dark Green with 11 - 13 Seed per Pod.
- , Pods are ready to harvest in 75 - 80 days of Sowing.
- , High Yield.

**IMP. ONION MARATHI LAL**

- , Round in shape.
- , Golden Yellow in Colour.
- , Suitable for Kharif & Rabi Season.
- , 100 - 110 gm Round Bulb.
- , Good for Storage.

**IMP. PALAK RUCHIKA**

- |               |   |
|---------------|---|
| Plant type    | : Plant are very vigorous and erect with large number of leaves                           |
| First Picking | : 35 days of sowing   |
| Leaf Colour   | : Lush Green  |
| Remarks       | : It has got broad leaves, nice aroma & is tolerant to bolting. It gives multiple cutting |





## HY. PUMPKIN HARITAMA

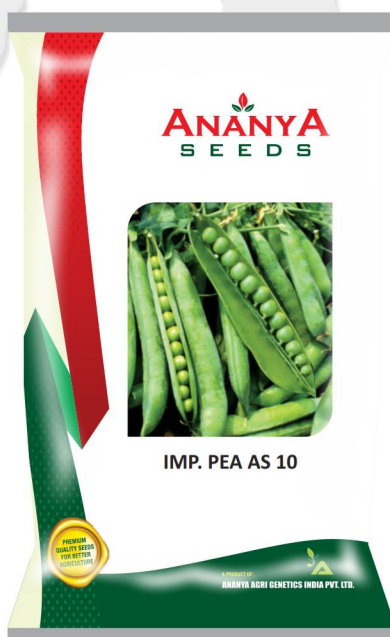
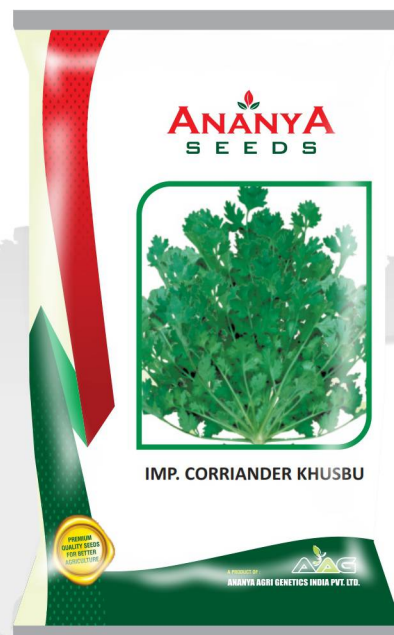
Fruit Maturity	:	110 - 115 days.
Fruit Shape	:	Round to Flatter Round.
Fruit Colour Ripe	:	Green with White Dots.
Standing Abilities	:	80 - 90 Days.
Fruit Weight	:	5 - 7 Kg, High Yielding.

## IMP. CARROT LALI

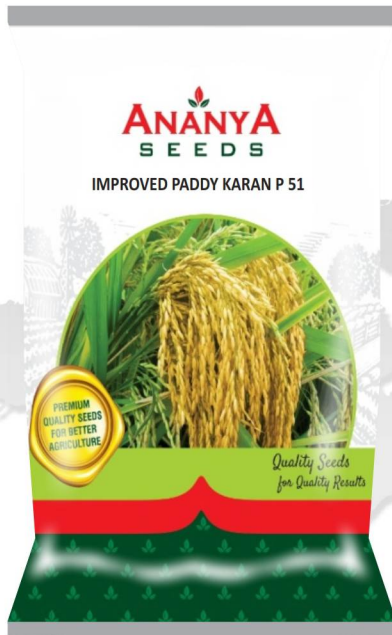
- , Tropical Red Carrot.
- , Vigorous Plant with Dark Red Roots.
- , Maturity after 80 - 90 days of sowing.
- , Long Roots 22 - 26 cm length with Self Colour Core.



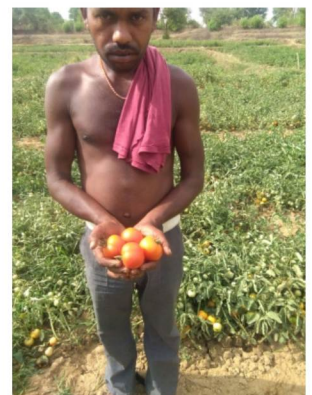
## OUR PACKINGS



## OUR PACKINGS



## OUR SERVICES





# ANANYA

## SEEDS



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