

# 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 given 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 acers 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 background 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 (Karnataka). 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 Excellence	❖ Integrity Commitment	❖ Creativity Achievement	❖ Team Work Ethics
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## 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 CORN	KHUSBU
IMPROVED BHINDI	VARSHA
HYBRID BHINDI	SADABAHAR
HYBRID TOMATO	KOMAL
TOMATO	SONAL
HYBRID BOTTLE GOURD	KARISHMA
HYBRID SPONGE GOURD	KASHI AMAN
HYBRID BITTER GOURD	ADITYA
HYBRID CUCUMBER	MARSHAL
HYBRID BRINJAL	NEELIMA
HYBRID CHILLY	GREEN WONDER
HYBRID CAPSICUM	GREEN WONDER 101
HYBRID CAULIFLOWER	HARYALI
HYBRID CABBAGE	HARYALI 101
HYBRID PUMPKIN	RAVIKIRAN
HYBRID COW PEA	RAJKIRAN
HYBRID RADISH	HOT KING
IMPROVED RADISH	TEJAS
HYBRID WATERMELON	SURBHII
IMPROVED PEA	WHITE BALL
IMPROVED CARROT	KAVITA
IMPROVED PALAK	HARITAMA
CLUSTER BEAN	MAHARANI 201
IMPROVED ONION	EVERGREEN
	BARKHA RANI
	RED KING
	MADHURIMA
	AS - 10
	LALI
	RUCHIKA
	BEAN 711
	MARATHI LAL

## CEREAL SEEDS

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

ALL NOTIFIED & CERTIFIED VARIETIES  
OF ALL CROPS

**HYBRID PADDY P 211**

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

**HYBRID PADDY P 212**

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

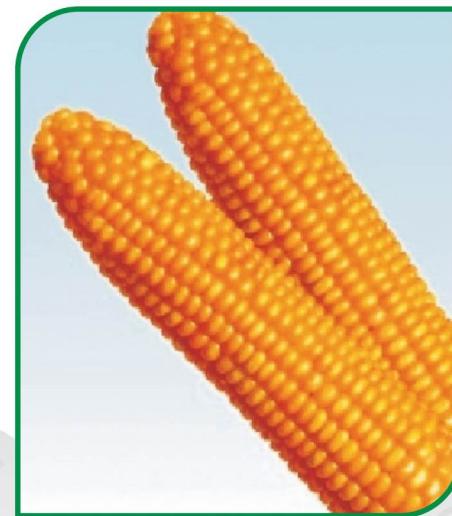
**IMPROVED PADDY BALRAM**

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
Standibility	:	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
Standibility	:	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
Standibility	:	Good
Grain Colour	:	Yellow Orange Semident
Yield	:	High Yield



**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**

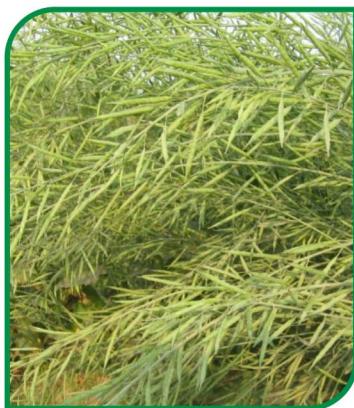
Maturity	:	80 - 85 days
Plant Height	:	170 - 175 cm
Ear head	:	Long Compact
Yield	:	High
Fodder	:	Good for Fodder



**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.

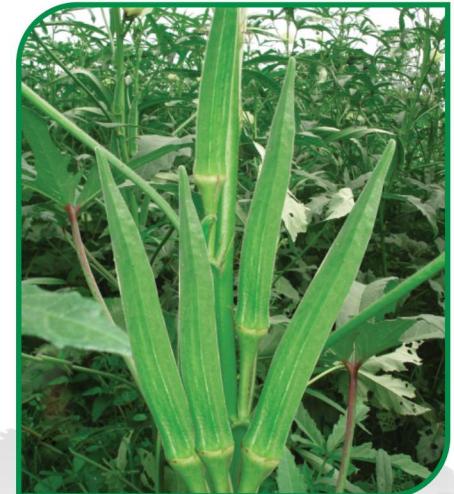
**HY. SSG WHITE SSG 311**

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 SADABAHAR**

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 Ball**

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	:	Susceptible to High Temperature, Free from Bitterness & Excellent Yielder.



## 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 Yielder.

## 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 Yielder



## 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 Yielder



**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 cm
Un ripe Colour	:	Green
Ripe Colour	:	Green



**HY. COW PEA MAHARANI**

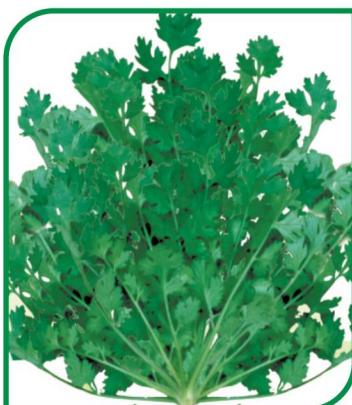
- , Dense Foliage with broad leaves and semi vine growth habit.
- , 2 - 3 Cylindrical Pods.
- , Light green in colour.
- , Harvest starts 55 - 60 days after sowing.

**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**

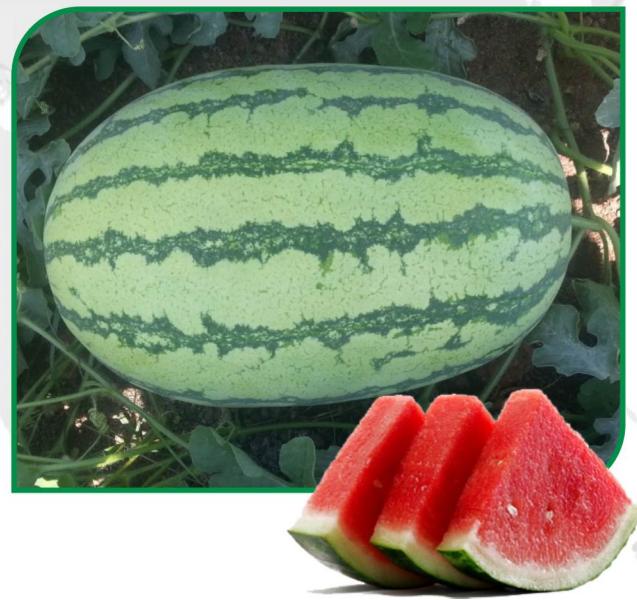
- , Strong Growing Plant with Bright Green Medium Leaves.
- , Extraordinary & Excellent Aroma.
- , Desi type Leaves.
- , Ready for 1st harvest after 30 - 35 days of sowing.

**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

**ANANYA**  
SEEDS



HY. TOMATO SONAL

**ANANYA**  
SEEDS



HY. BHINDI KOMAL

**ANANYA**  
SEEDS



IMP. CORIANDER KHUSBU

**ANANYA**  
SEEDS



HY. PUMPKIN HARITAMA

**ANANYA**  
SEEDS



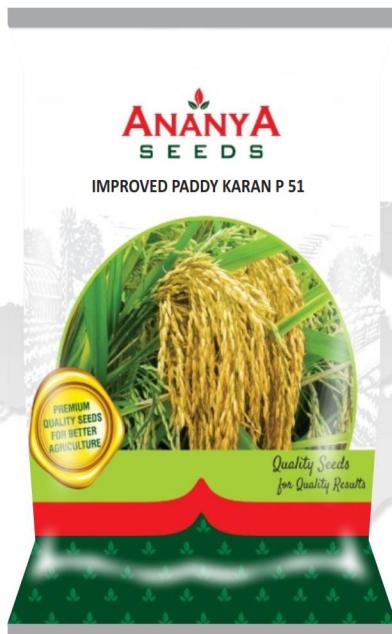
IMP. PEA AS 10

**ANANYA**  
SEEDS



HY. CHILLY HOT KING

## OUR PACKINGS



## OUR SERVICES





# ANANYA SEEDS



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