



PRODUCT BOOKLET
Victory Marvel Seeds India Pvt. Ltd.

12 Anthem, Gundla Pochampally, Secunderabad, Telangana-501401
Phone: (040) 2346-4057, WWW.MARVELSEED.COM



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"Quality Seed Through Research"

ProFarm Seed India Pvt. Ltd.

62 Anthem, Gundla Pochampally,
Secunderabad, Telangana-501401
Phone: (040) 2346-4028
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Victory Marvel Seeds India Pvt. Ltd.

Who We Are:

Victory Marvel Seeds India Pvt. Ltd. was incorporated on 24th December 2008. The company has its corporate office located at Hyderabad. It has marketing operations across the country with a distribution network of over 308 and retail network of over 16950. Victory Marvel Seed India Pvt. Ltd. is majority owned subsidiary of ProFarm Seed India Pvt. Ltd., Hyderabad.

What We Do:

We are engaged in Production and Marketing of high yielding proprietary seed with tolerance to biotic and abiotic stress for Indian market. Our mission is to serve the farmers with the highest level of personal and professional integrity, expert knowledge, dedication and passion. We are committed to best serve the farmers community through diligent broadening of our own knowledge in every field of expertise that we offer. Our aim is to provide proprietary seed with superior genetics suitable for micro agro climatic condition and educate the farmers about sustainable agricultural practices.



The ProFarm Group:

Who We Are:

ProFarm Seed India Pvt. Ltd. is a wholly owned subsidiary of ProFarm Seed International Inc, Joplin, MISSOURI, USA. ProFarm Seed India Pvt. Ltd started its research program in May, 2006 with an objective to develop, defend and Disseminate – innovative ideas, products, and their use for the best benefit of our farmer s through superior Genetics. ProFarm has its corporate office located at Hyderabad, and has its Research and Foundation Seed farms (150 Acres) located around Hyderabad. ProFarm is a product oriented company having wide range of products suitable for different micro agro climatic conditions. The company was established on the principles of conceptualizing and implementing Innovative and beneficial ideas that drive the progress for farmers.

What We Do:

ProFarm Seed India Pvt. Ltd. is engaged in the development of broad based germplasm in Corn and Rice for different agro climatic conditions of the world. We develop locally adapted Corn and Rice Cultivars tolerant to biotic (insect, pest and diseases) and abiotic (salinity, drought, temperature, etc.) stress. We develop unique genetics, customized to local farmers' need, which provide high value to farmers as well as seed producers. ProFarm has set up Foundation Seed Production Farms for Producing Foundation seed considering physical security, genetic and physical quality. These foundation seed are distributed to our exclusive clients.

Performance of Hybrid Corn **VAAMAN**



TRAIT

PERFORMANCE

- | | |
|------------------------|---|
| 1) Yield Potential | Very high for maturity compared competition |
| 2) Spacing (cms.) | 50x20 (Approx 40,000 Plants / Acre) |
| 3) Duration/Maturity | Late Maturity |
| a) Kharif | 110-115 days |
| b) Rabi(Bihar) | 160-170 days |
| 4) No.of Ears / Plant | 1 Ear |
| 5) Grain Color/Texture | Orange Yellow/ Semi Dent |
| 6) Disease & Pest | Very good tolerance to major foliar diseases & pest |
| 7) Drought Tolerance | Good |
| 8) Suitable Season | Kharif & Rabi (Irrigated) |

VAAMAN is dwarf corn hybrid which is orange yellow in colour and semi dent to dent in texture. It is significantly higher yielding, adapted to higher plant population and better tolerance to biotic and abiotic stress.

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**

Performance of Hybrid Corn **SAAGHAN**



TRAIT

- 1) Yield Potential
- 2) Spacing (cms.)
- 3) Duration/Maturity
 - a) Kharif
 - b) Rabi(Bihar)
- 4) No.of Ears / Plant
- 5) Grain Color/Texture
- 6) Disease & Pest
- 7) Drought Tolerance
- 8) Suitable Season

PERFORMANCE

- Very high for maturity compared competition
- 50x20 (Approx 40,000 Plants / Acre)
- Late Maturity
- 110-115 days
- 160-170 days
- 1 Ear
- Orange / Flint - Semi Flint
- Very good tolerance to major foliar diseases & pest
- Good
- Kharif & Rabi (Irrigated)

SAAGHAN is dwarf corn hybrid which is orange in colour and flint to semi flint in texture. It is significantly higher yielding, adapted to higher plant population and better tolerance to biotic and abiotic stress.

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**

Performance of Hybrid Corn DON (I)



TRAIT

1) Yield Potential

2) Spacing (cms.)

3) Duration/Maturity

a) Kharif

b) Rabi(Bihar)

4) No.of Ears / Plant

5) Grain Color/Texture

6) Disease & Pest

7) Drought Tolerance

8) Suitable Season

PERFORMANCE

Very high for maturity compared competition

60x20 (Approx 33,000 Plants / Acre)

Late Maturity

110-115 days

160-170 days

1 Ear

Yellow / Semi Dent - Dent

Very good tolerance to major foliar diseases & pest

Good

Kharif & Rabi (Irrigated)

DON (I) is high yielding semi dwarf corn hybrid which is yellow in colour and semi dent to dent in texture. It is significantly higher yielding, adapted to higher plant population and better tolerance to biotic and abiotic stress.

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**



Performance of Hybrid Corn DON



TRAIT

PERFORMANCE

1) Yield Potential	Very high for maturity compared competition
2) Spacing (cms.)	60x25 (Approx. 27,000 Plants / acre)
3) Duration/Maturity	Late Maturity
a) Kharif	110-115 days
b) Rabi(Bihar)	160-170 days
4) No.of Ears / Plant	1 Ear
5) Grain Color/Texture	Orange Yellow /Semi Dent
6) Disease & Pest	Very good tolerance to major foliar diseases & pest
7) Drought Tolerance	Good
8) Suitable Season	Kharif & Rabi (Irrigated)

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**

Performance of Hybrid Corn **AMAR**



TRAIT	PERFORMANCE
1) Yield Potential	Very high for maturity compared competition
2) Spacing (cms.)	60x25 (Approx. 27,000 Plants / acre)
3) Duration/Maturity	Late Maturity
a) Kharif	110-115 days
b) Rabi(Bihar)	160-170 days
4) No.of Ears / Plant	1 Ear
5) Grain Color/Texture	Yellow /Semi Dent-Dent
6) Disease & Pest	Very good tolerance to major foliar diseases & pest
7) Drought Tolerance	Good
8) Suitable Season	Kharif & Rabi (Irrigated)

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**



Performance of Hybrid Corn SKV-40



TRAIT

PERFORMANCE

1) Yield Potential	Very high for maturity compared competition
2) Spacing (cms.)	60x20 (Approx. 33,000 Plants / acre)
3) Duration/Maturity	Medium Late Maturity
a) Kharif	105-110 days
b) Rabi(Bihar)	150-160 days
4) No.of Ears / Plant	1-2 Ear
5) Grain Color/Texture	Orange Yellow /Semi Dent-Dent
6) Disease & Pest	Very good tolerance to major foliar diseases & pest
7) Drought Tolerance	Good
8) Suitable Season	Kharif & Rabi (Irrigated /Assured Rain)

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**



Performance of Hybrid Corn 9762 (10Y10)



TRAIT

PERFORMANCE

1) Yield Potential	High for maturity compared competition
2) Spacing (cms.)	60x25 (Approx. 27,000 Plants / acre)
3) Duration/Maturity	Medium Late Maturity
a) Kharif	105-110 days
b) Rabi (Bihar)	155-165 days
4) No.of Ears / Plant	1 Ear
5) Grain Color/Texture	Orange Yellow /Semi Dent-Dent
6) Disease & Pest	Good tolerance to major foliar diseases & pest
7) Drought Tolerance	Good
8) Suitable Season	Kharif & Rabi (Irrigated/Assured Rain)

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**



Performance of Hybrid Corn KV-GOLD



TRAIT

PERFORMANCE

1) Yield Potential	High for maturity compared competition
2) Spacing (cms.)	60x25 (Approx. 27,000 Plants / acre)
3) Duration/Maturity	Late Maturity
a) Kharif	110-115 days
b) Rabi(Bihar)	160-170 days
4) No.of Ears / Plant	1 Ear
5) Grain Color/Texture	Orange / Flint
6) Disease & Pest	Very good tolerance to major foliar diseases & pest
7) Drought Tolerance	Good
8) Suitable Season	Kharif & Rabi (Irrigated/Assured Rain)

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**



Performance of Hybrid Corn 941



TRAIT

PERFORMANCE

1) Yield Potential	Very high for maturity compared competition
2) Spacing (cms.)	60x25 (Approx. 27,000 Plants / acre)
3) Duration/Maturity	Medium Maturity
a) Kharif	90-95 days
b) Rabi(Bihar)	135-145 days
4) No.of Ears / Plant	1 Ear
5) Grain Color/Texture	Orange Yellow / Semi dent -Dent
6) Disease & Pest	Good tolerance to major foliar diseases & pest
7) Drought Tolerance	Good
8) Suitable Season	Spring (Irrigated/Assured Rain)

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**



Performance of Hybrid Corn 9519



TRAIT	PERFORMANCE
1) Yield Potential	High for maturity compared competition
2) Spacing (cms.)	60x25 (Approx. 27,000 Plants / acre)
3) Duration/Maturity	
a) Kharif	95-100 days
b) Rabi (Bihar)	140-150 days
4) No. of Ears / Plant	1 Ear
5) Grain Color/Texture	Orange Yellow / Dent
6) Disease & Pest	Very good tolerance to major foliar diseases & pest
7) Drought Tolerance	Excellent
8) Suitable Season	Spring, Kharif & Rabi (Irrigated/Assured Rain)

***Yield = Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**



Performance of Hybrid Corn **HIMANI**



TRAIT

PERFORMANCE

- | | |
|------------------------|---|
| 1) Yield Potential | High for maturity compared competition |
| 2) Spacing (cms.) | 60x25 (Approx. 27,000 Plants / acre) |
| 3) Duration/Maturity | Late maturity |
| a) Kharif | 110-115 days |
| b) Rabi(Bihar) | 150-160 days |
| 4) No.of Ears / Plant | 1 Ear |
| 5) Grain Color/Texture | White / Dent |
| 6) Disease & Pest | Very good tolerance to major foliar diseases & pest |
| 7) Drought Tolerance | Good |
| 8) Suitable Season | Kharif & Rabi
(Irrigated/Assured Rain) |

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**

Performance of Hybrid Corn UJALA



TRAIT

PERFORMANCE

1) Yield Potential	High for maturity compared competition
2) Spacing (cms.)	60x25 (Approx. 27,000 Plants / acre)
3) Duration/Maturity	Late Maturity
a) Kharif	105-110 days
b) Rabi(Bihar)	160-170 days
4) No.of Ears / Plant	1 Ear
5) Grain Color/Texture	White / Semi Dent
6) Disease & Pest	Good tolerance to major foliar diseases & pest
7) Drought Tolerance	Good
8) Suitable Season	Kharif & Rabi (Irrigated/Assured Rain)

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**



Performance of Hybrid Paddy **MARVEL-1011**



TRAIT

PERFORMANCE

1) Maturity	120-125 Days(Med. Early Mat.)
2) Days to 50% Flowering	90-95 Days
3) Grain Type	Long Slender
4) Plant Height	85-90 cm
5) Plant Type	Medium Tall, Semi Compact
6) Profuse Tillering	11-13
7) Pest & Disease	BPH, BLB & Blast Tolerance
8) Milling Recovery	70-71%
9) Yield	Very High for maturity compared competition
10) Threshability	Easy

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**



Performance of Varietal Paddy **MARVEL-75**



TRAIT

PERFORMANCE

1) Maturity	120-125 Days(Med. Early Mat.)
2) Days to 50% Flowering	90-95 Days
3) Grain Type	Extra Long Slender
4) Plant Height	80-85 cm
5) Plant Type	Compact, erect, heavy & sturdy
6) Profuse Tillering	11-13
7) Pest & Disease	Rice Hispa & BLB Tolerance
8) Milling Recovery	68-70%
9) Yield	High for maturity compared competition
10) Threshability	Easy

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**



Performance of Varietal Paddy **MARVEL-76**



TRAIT

PERFORMANCE

1) Maturity	125-130 Days(Med. Early Mat.)
2) Days to 50% Flowering	95-100 Days
3) Grain Type	Medium Slender Fine
4) Plant Height	85-90 cm
5) Plant Type	Compact & erect heavy sturdy
6) Profuse Tillering	10-12
7) Pest & Disease	BPH & BLB Tolerance
8) Milling Recovery	70-72%
9) Yield	High for maturity compared competition
10) Threshability	Easy

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**

Performance of Varietal Paddy **MARVEL-79**



TRAIT

PERFORMANCE

1) Maturity	125-130 Days(Med. Early Mat.)
2) Days to 50% Flowering	95-100 Days
3) Grain Type	Medium Bold
4) Plant Height	80-85 cm
5) Plant Type	Erect, Compact & Strong
6) Profuse Tillering	10-12
7) Pest & Disease	BPH & BLB Tolerance
8) Milling Recovery	69-71%
9) Yield	High for maturity compared competition
10) Threshability	Easy

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**

Performance of Varietal Paddy **MARVEL-73**



TRAIT	PERFORMANCE
1) Maturity	85-90 Days (Extra Early Mat.)
2) Days to 50% Flowering	55-60 Days
3) Grain Type	Short Bold
4) Plant Height	60-65 cm
5) Plant Type	Draft, Erect, Heavy & Compact
6) Profuse Tillering	16-18
7) Pest & Disease	BPH & BLB Tolerance
8) Milling Recovery	72-74%
9) Yield	High for maturity compared competition
10) Threshability	Moderate

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**



Performance of Varietal Rice **MALBHOG**



TRAIT	PERFORMANCE
1) Maturity	105-110
2) Days to 50% Flowering	75-80
3) Grain Type	Medium Slender Fine
4) Plant Height	70-80 cm
5) Plant Type	Medium Tall, Semi Compact
6) Profuse Tillering	8-10
7) Pest & Disease	BPH, BLB & Blast Tolerance
8) Milling Recovery	70-71%
9) Yield	High for maturity compared competition
10) Threshability	Easy

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**

Performance of Okra **ANUPAM**



TRAIT

Plant habit
Fruit Weight
Fruit Color
Self life
Disease tolerance

PERFORMANCE

Vigorous Short height plant,
dark green leaves
10 to 15g
Dark green tender fruits
Good
High tolerance to Okra leaf
curl virus & YVMV

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and
Farmer's effort**

Performance of Okra DANGAL



TRAIT

Plant habit
Fruit Weight
Fruit Color
Self life
Disease tolerance

PERFORMANCE

Vigorous medium height plant,
Light green leaves
10 to 15g
Light green tender fruits
Good
High tolerance to Okra leaf
curl virus & YVMV

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and
Farmer's effort**



Performance of Tomato **RUBY**



TRAIT

Plant habit
Fruit
Fruit Color
Self Life
Special Features

PERFORMANCE

Determinate variety with good branching
Round & Smooth
Ripe fruits are red
Good
High Tolerance to bacterial wilt and moderate tolerance to TYLCV

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**



Performance of Tomato **TRIPTI**



TRAIT

Plant habit
Fruit
Fruit Color
Slef Life
Special Features

PERFORMANCE

Determinate variety with good branching
Capsicum type
Ripe fruits are red with diffused green shoulders
Excellent
High Tolerance to bacterial wilt and moderate tolerance to TYLCV

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**



Performance of Chilli **BLACK BEAUTY**



TRAIT

Plant habit
Fruit
Fruit Color

Pungency
Special Features

PERFORMANCE

Medium tall, spreading
Upright
Black which turns to red on maturity
High
High yeilding, excellent keeping quality

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and Farmer's effort**



Performance of Chilli AGNI



TRAIT

Plant habit
Fruit
Fruit Color
Pungency
Suitable for
Special Features

PERFORMANCE

Medium tall, spreading
Upright
Red
Medium
Both green & red purpose
High yeilding, excellent keeping
quality

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and
Farmer's effort**



Performance of Eggplant JEET



TRAIT

Plant habit
Fruit Shape
Fruit Color
Bearing Habit
Special Feature

PERFORMANCE

Medium tall, semi spreading
Oval
Purple / Green
Cluster
High yeilding variety with
attractive fruits

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and
Farmer's effort**



Performance of Eggplant **LIGAYA**



TRAIT

Plant habit
Fruit Shape
Fruit Color
Bearing Habit
Special Feature

PERFORMANCE

Medium tall, semi spreading
Long cylindrical
Purple / Green
Cluster
High yeilding variety, Bacterial
wilt tolernace

***Yield=Genetics (Seed) 50% + 50%, Soil, Season and
Farmer's effort**



Kamendra (Ken) Mishra,

Chairman, ProFarm Seed India Pvt Ltd.

The ProFarm Management team is headed by Kamendra (Ken) Mishra. He is the main promoter, and heads the company with a team of professionals drawn from the industry with vast experience in corporate companies.

Ken is the founder Chairman & Director of ProFarm Seed India Pvt. Ltd. He is a veteran in the Indian seed industry with 43 years of experience and expertise in seed research. He graduated with a M.S degree in Plant Breeding. Other educational endeavors include executive management at the Wharton School, University of Pennsylvania and orientation in Gene Transformation Technology at the Cold Spring Harbor, New York.

Ken started his career with the Rockefeller Foundation on Rice Improvement Project in India before joining Pioneer Hi-Bred International, Inc as a Research Scientist in December 1971. In 1974, his role was expanded to production and marketing.

Ken was transferred to Philippines to establish Pioneer's research and business program in the Philippines and Asia. He was instrumental in establishing a joint venture with Ayala Corporation. In 1985, Ken was transferred to Des Moines, Iowa and was designated Operations Director for the Pacific Basin and Sub-Saharan Africa. In this position, he expanded the research and business operations to China, Ivory Coast, Zimbabwe, Egypt and Nigeria. He also served as Chairman of the Board of several joint ventures and subsidiaries established in these countries. At the time of leaving Pioneer, Ken was involved in supervising and establishing research and business in 31 countries around the world. During this period, he worked on Public-Private Cooperation through such institutions as IRRI, CIMMYT, FAO, World Bank & IMF and various National Governments.

In May 1991, Ken resigned from Pioneer and joined as Chairman, President and CEO of Bioseed Genetics International. He also served as Consultant to the President of Dekalb, Cargill, and the Food and Agricultural Organisation (FAO). In Bioseed, Ken established research and business operations in the USA, Vietnam, Philippines, India, South Africa and Zimbabwe.

Ken resigned from Bioseed in April 1998 and joined Dow AgroSciences as Global Business Development Leader in Biotechnology. Ken Left Dow AgroSciences in September 1999. In year 2000, he worked as a consultant on a World Bank Project in Bangladesh. Since 2001, he has been serving as Chairman, President and CEO of GMM Pro-Care Providers, Inc. (GMMPCPI). In 2005, GMMPCPI expanded its activities to Seed Research and business through Profarm Seed International, Inc., Joplin, USA.





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