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ProFarm Seed India Pvt. Ltd.

62 Anthem, Gundla Pochampally, Secunderabad, Telangana-501401 Phone: (040) 2346-4028 WWW.PROFARMSEED.COM



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





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.

Performance of Hybrid Corn **SAAGHAN**





RAIT	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 / Flint - Semi Flint

6) Disease & Pest Very good tolerance to major foliar

diseases & pest

7) Drought Tolerance Good

8) Suitable Season 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.

Performance of Hybrid Corn **DON (I)**





1) Yield Potential Very high for maturity compared

competition

2) Spacing (cms.) 60x20 (Approx 33,000 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

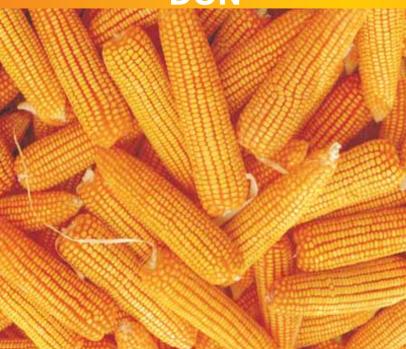
diseases & pest

7) Drought Tolerance Good

8) Suitable Season Kharif & Rabi (Irrigated)

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.







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

Kharif & Rabi (Irrigated)

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

8) Suitable Season

Performance of Hybrid Corn **AMAR**





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)



Performance of Hybrid Corn SKV-40



TRAIT PERFORMANCE

Yield Potential Very high for maturity compared competition
 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

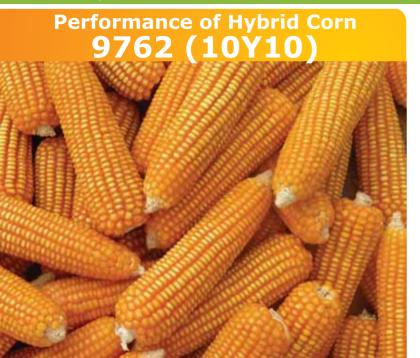
6) Disease & Pest Very good tolerance to major foliar

diseases & pest

7) Drought Tolerance Good

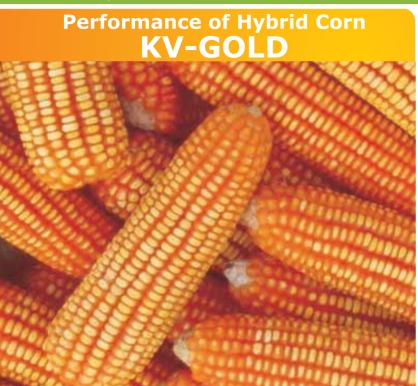
8) Suitable Season Kharif & Rabi

(Irrigated /Assured Rain)





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)





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)

Performance of Hybrid Corn 941





INAII	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

(Irrigated/Assured Rain)

Good

Spring

TDAIT

7) Drought Tolerance

8) Suitable Season

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)

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)

Performance of Hybrid Corn UJALA





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 daysb) 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)

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

Easy

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

10) Threshability

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

Performance of Varietal Paddy MARVEL-76





TRAIT PERFORMAN	ICE
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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

Performance of Varietal Paddy MARVEL-79





TRAIT	PERFORMANCE
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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

Performance of Varietal Paddy MARVEL-73





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

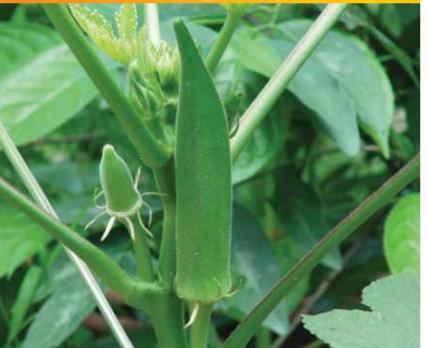
Performance of Varietal Rice MALBHOG





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
10) Threshability	competition Easy

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

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

Performance of Tomato RUBY





TRAIT

Plant habit

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

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

Performance of Chilli BLACK BEAUTY





TRAIT

Plant habit Medium tall, spreading

Fruit Upright

Fruit Color Black which turns to red on

maturity

PERFORMANCE

Pungency

Special Features

High

High yeilding, excellent keeping

quality

Performance of Chilli AGNI





Plant habit

Fruit

Fruit Color

Pungency

Suitable for

Special Features



Medium tall, spreading

Upright

Red

Medium

Both green & red purpose

High yeilding, excellent keeping

quality



Performance of Eggplant JEET





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

Performance of Eggplant LIGAYA





Plant habit
Fruit Shape
Fruit Color
Bearing Habit
Special Feature



PERFORMANCE

wilt tolernace

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



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

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.

orientation in Gene Transformation Technology at the Cold Spring Harbor, New York.

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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