

# India Seed Market Outlook to FY'2020 - Rapid Hybridization and Increased Government Support to Foster Future Growth

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## Abstracts

The report titled “India Seed Market Outlook to FY’2020 – Rapid Hybridization and Increased Government Support to Foster Future Growth” provides a comprehensive analysis of the seeds market in India including market size, segmentation on the basis of hybrid and non-hybrid seeds, vegetable and non-vegetable seeds industry structure and regional and national players. The report also covers market in different aspects such as market size, segmentation of market on the basis of farm save and commercial seeds, import and export of seeds in the market. The report will help industry consultants, seed producing companies, suppliers and other stakeholders to align their market centric strategies according to ongoing and expected trends in the future. The market comprises of large companies such as Nuziveedu seeds, Monsanto India, Kaveri Seeds, Dupont Pioneer, Mahyco, Syngenta and others which possess a large product portfolio of seed products.

The industry has grown at a rapid pace of ~% over the period FY’2010-FY’2015 and has reached INR ~ billion in FY’2015 on account of rapid adoption of BT cotton hybrids, single cross corn hybrids and hybrid vegetables. Rising awareness among the farmers related to the benefits of using certified/ quality seeds has led to an increase in the demand for seeds over the past few years. This has resulted in an increasing willingness among the farmers to pay higher price for quality seeds.

The Indian seed market is majorly contributed by non-vegetable seeds such as corn, cotton, paddy, wheat, sorghum, sunflower and millets. In FY’2015, the non-vegetable seeds accounted for ~% of the overall seed market in India and generated revenue worth INR ~ million. On the other hand, vegetables accounted for ~% of the market in FY’2015. Non-vegetable seed market in India is largely concentrated in cotton,

contributing the largest share of ~% to the overall market in FY'2015, followed by paddy with a share of nearly ~% to the overall revenue of the market. The hybrid seed market has grown at a stupendous CAGR of ~% over the period FY'2010-FY'2015. The contribution of varietal seeds to the overall commercial seed market in Indian has witnessed a steep decline from ~% in FY'2010 to ~% in FY'2015.

The Indian seed industry is projected to grow by ~% over the period FY'2016-FY'2020 and will reach INR ~ billion in FY'2020 as compared to INR ~ billion in FY'2015. Growth of modern retail channels with the ingress of prominent national and multinational brands is also anticipated to support the market growth in the coming years. Additionally, impelling demand due to increased subsidies and renewed government thrust on the use of high yielding varieties is also expected to provide spurt to the overall seed market in India.

### India Hybrid Seed Market

The Indian hybrid seed market underwent a drastic change during early 2000s with the introduction of BT cotton hybrids, which has led to more than 90% of the cotton area in India being under hybrids. Since then, the private seed companies have promoted BT cotton to capture surpluses through the sale of hybrids each year. The hybrid seed market in India has been growing tremendously over the last five years. The market has increased at a CAGR of ~% for the period FY'2010-FY'2015.

The hybrid seed market is highly competitive with the presence of several players with advanced technological capabilities. The hybrid seed market in India is largely held by Nuziveedu Seeds, Mahyco seeds, Monsanto, Rasi Seeds, Bayer India, Pioneer Seeds and Syngenta which captured nearly ~% of the market in FY'2015. The hybrid vegetable seed market in India is majorly concentrated among the top five companies contributing ~% of the market in FY'2015. Du Pont Pioneer is the largest player in hybrid vegetable seed market in India with a market share of ~% in FY'2015. With over ~ seed varieties in ~ vegetable crops, Du Pont Pioneer is a renowned leader in the hybrid seed industry in the world.

The Indian hybrid seed industry is expected to grow at ~% over the period FY'2016-FY'2020 with hybrid cotton consolidating its dominant position, and intense growth is expected in the largely under-penetrated rice market with the increasing awareness among the farmers about the benefits of hybrid seeds.

### Key Topics Covered in the Report:

The market size of the seed market in India, FY'2010-FY'2015

The market size for the hybrid seed market in India. FY'2010-FY'2015

Market segmentation of the seed on the basis of hybrid and non-hybrid, vegetable and non-vegetable seeds, national and local seeds, Farm saved and national seeds.

Market Segmentation by type of non-vegetable and vegetable seeds

Market Share of leading players in hybrid seed market in India, FY'2015

SWOT Analysis of India seed market.

Trends and Development in the India seed market.

Government Regulations in the India seed market.

Competitive landscape detailed company profiles and market share of the major manufacturers of India seed market.

Macro Economic factors affecting India seed market.

Future outlook and projections of the basis of revenue in India seed market, FY'2016-FY'2020

Future outlook and projections of the basis of revenue in India hybrid seed market, FY'2016-FY'2020

## Contents

### **1. INDIA SEED INDUSTRY INTRODUCTION**

- 1.1. Historical Overview
- 1.2. Current Outlook

### **2. INDIA SEED INDUSTRY VALUE CHAIN ANALYSIS**

- 2.1. Model I (Distributor-Wholesaler-Retailer-Farmer)
- 2.2. Model II (Seed Corporation-Dealer-Farmers)
- 2.3. Model III (Storage- CNF Agents-Sub-Dealers-Farmers)

### **3. INDIA SEED INDUSTRY MARKET SIZE, FY'2010-FY'2015**

- 3.1. By Revenues, FY'2010-FY'2015
- 3.2. By Production Volume, FY'2010-FY'2015

### **4. INDIA SEED INDUSTRY SEGMENTATION**

- 4.1. By Hybrid and Non-Hybrid Seeds, FY'2010-FY'2015
- 4.2. By Non-Vegetable and Vegetable Seeds, FY'2010-FY'2015
  - 4.2.1. By Types of Non-Vegetable Seeds- Cotton, Paddy, Wheat Maize, Sorghum, Sunflower and Others, FY'2010-FY'2015
  - 4.2.2. By Type of Vegetable Seeds, FY'2015
    - 4.2.2.1. By Open Pollinated Vegetable Seeds-Onion, Gourds, Peas, Coriander, Radish, Cucumber and others, FY'2015  
India Open Pollinated Seed Market Snapshot
    - 4.2.2.2. By Hybrid Vegetable Seeds-Tomato, Chilli, Okra, Melon, Cauliflower, Eggplant and others, FY'2010-FY'2015  
India Vegetable Seed Market Snapshot
- 4.3. By Breeder, Foundation and Certified/ Quality Seeds, FY'2012-FY'2015
- 4.4. By Industry Structure, FY'2010-FY'2015
  - 4.4.1. By Private and Public Sector, FY'2010-FY'2015
  - 4.4.2. By Farm saved and Commercial Seeds, FY'2015
  - 4.4.3. By Regional and National Players, FY'2015

### **5. INDIA HYBRID SEED MARKET INTRODUCTION**

- 5.1. Indian Hybrid Seed Market Size by Revenues, FY'2010- FY'2015
- 5.2. Indian Hybrid Seed Market Segmentation, FY'2010-FY'2015
  - 5.2.1. By Products- Cotton, Corn/Maize, Vegetables, Sunflower Bajra, Sorghum, Rice and others, FY'2010-FY'2015
- 5.3. Market Share of Major Players in India Hybrid Seed Industry, FY'2015
  - 5.3.1. BT Cotton Seed Market, FY'2015
  - 5.3.2. Hybrid Corn/Maize Seed Market, FY'2015
  - 5.3.3. Hybrid Bajra/Pearl Millet Seed Market, FY'2015
  - 5.3.4. Hybrid Rice/Paddy Seed Market, FY'2015
  - 5.3.5. Hybrid Vegetable Seeds Market, FY'2015
    - 5.3.5.1. Tomatoes Seed Market, FY'2015
    - 5.3.5.2. Okra/Bhindi Seeds Market, FY'2015
    - 5.3.5.3. Brinjal/Eggplant Seed Market, FY'2015
    - 5.3.5.4. Chilli Seed Market, FY'2015
    - 5.3.5.5. Cabbage Seed Market, FY'2015
- 5.4. Indian Hybrid Seed Market Future Outlook and Projections, FY'2016- FY'2020
  - 5.4.1. By Major Hybrid Seeds- Cotton, Corn/Maize, Vegetables, Sunflower Bajra, Sorghum, Rice and Others, FY'2016-FY'2020

## **6. INDIA SEEDS INDUSTRY EXTERNAL SCENARIO, FY'2013-FY'2015**

- 6.1. India Seed Import Value and Demand, FY'2013-FY'2015
- 6.2. India Seed Export Value and Revenue, FY'2013-FY'2015

## **7. PRICING ANALYSIS OF SEEDS INDUSTRY IN INDIA AND SEED REPLACEMENT RATE BY SEEDS**

## **8. MARKET ANALYSIS OF INDIA SEED INDUSTRY**

- 8.1. SWOT Analysis of India Seeds Industry
  - 8.1.1. Strengths
    - Product Innovation
    - Self- Sufficiency in Foodgrains
    - Favorable Agro-Climatic Zones
  - 8.1.2. Weaknesses
    - Non-Uniform Regulatory Process
    - High Reliance on Rainfall
    - Large Number of Unorganized Players in vegetable Seeds
  - 8.1.3. Opportunities

- Favorable Government Policies
- Increasing Mechanization in Agriculture
- Increase in Seed Replacement Rate
- Rising Acceptance of Commercial Seeds
- Adoption of High Density Planting

#### 8.1.4. Threats

- Pressure on Agricultural Sector
- Decline in Average Land Holding Size
- Reduction in Prices

## **9. ISSUES AND CHALLENGES IN INDIA SEEDS INDUSTRY**

- Shrinking Resource Base
- Labour Shortage
- Changing Weather Conditions
- Long Production Periods

## **10. INDIAN SEED INDUSTRY TRENDS AND DEVELOPMENTS**

- 10.1. Growing International Seed Trade
- 10.2. Strengthening of Intellectual Property Rights
- 10.3. Increase in Governmental Regulations
- 10.4. Growing Share of Organized Players in BT Cotton Market
- 10.5. Improvements in Single Cross Hybrid Seeds
- 10.6. Increasing Hybridization

## **11. GOVERNMENT POLICIES AND REGULATIONS IN INDIA SEED INDUSTRY**

- 11.1. Government Policies in India Seeds Industry
  - Seeds Control (Amendment) Order, 2006
  - The Seeds Act, 1966
  - The Seeds Bill, 2011
  - National Seeds Policy, 2002
  - New Policy on Seed Development, 1988
  - The Seeds Rules, 1968
  - Protection of Plant Varieties and Farmers Right Act, 2001
  - The Plant Quarantine (Regulation of Import into India) Order, 2003
- 11.2. Seed Certification System in India
  - Eligibility Requirements

- 11.3. Variety Seeds Registration Procedure
- 11.4. Project Cost Approved by Government for Seed Industry During XI Plan
- 11.5. Seed Testing Laboratories

## **12. REQUIRED INVESTMENT TO SETUP SEED PROCESSING PLANT IN INDIA**

## **13. COMPETITIVE LANDSCAPE OF MAJOR PLAYERS IN INDIA SEED INDUSTRY**

- 13.1.1. Competitive Landscape of Major Players in India Seed Market
- 13.1.2. Brand Analysis

## **14. COMPANY PROFILES OF MAJOR PLAYERS IN INDIAN SEED MARKET**

### 14.1. Nuziveedu Seeds Limited

- 14.1.1. Business Overview
- 14.1.2. Business Strategies
  - Investment in Research and Development
  - Focus on Strengthen Position in Cotton Seeds
  - Expand Customer Base and Distribution Network
  - Growth Through Mergers and Acquisitions
  - Unveiling New Brand Entity
  - Adapting to Shifting Consumer Needs
- 14.1.3. Financial and Operating Performance, FY'2010-FY'2015
- 14.1.4. Product Portfolio

### 14.2. Maharashtra Hybrid Seed Company (Mahyco) Limited

- 14.2.1. Business Overview
  - Business Model of Mahyco Seeds
- 14.2.2. Business Strategies
  - Expanding Product Portfolio
  - Impoverished Technologies
- 14.2.3. Financial and Operating Performance, FY'2010-FY'2015
- 14.2.4. Product Portfolio

### 14.3. Monsanto India Limited

- 14.3.1. Business Overview
- 14.3.2. Business Strategies
  - Focused Research and Development Strategy
  - Discover-Develop-Deliver
  - Seed Segment- A Long term Investment Opportunity
- 14.3.3. Financial and Operating Performance, FY'2010-FY'2015

#### 14.4. Du Pont Pioneer

##### 14.4.1. Business Overview

##### 14.4.2. Business Strategies

Continuous Developing of Products

Setting up Research and Development Facilities

##### 14.4.3. Financial and Operating Performance, FY'2010-FY'2015

#### 14.5. Rasi Seeds

##### 14.5.1. Business Overview

##### 14.5.2. Business Strategies

Increased Focus on Developing Virus Resistant Cotton Varieties

Surging Research and Development Expenditure

##### 14.5.3. Financial and Operating Performance, FY'2010-FY'2015

##### 14.5.4. Product Portfolio

#### 14.6. Bayer Corp India Ltd.

##### 14.6.1. Business Overview

##### 14.6.2. Business Strategies

Establishing New Breeding Stations

Expansion through Acquisition of Domestic Companies

Focus on Improving the Manufacturing and Distribution Channels

##### 14.6.3. Financial and Operating Performance, FY'2010-FY'2015

##### 14.6.4. Product Portfolio

#### 14.7. Kaveri Seeds Company Limited

##### 14.7.1. Business Overview

##### 14.7.2. Business Strategies

Launches of New Products

Scaling up of Kexveg

Investment in Research and Development

##### 14.7.3. Financial and Operating Performance, FY'2011-FY'2015

##### 14.7.4. Product Portfolio

#### 14.8. DCM Shriram Limited

##### 14.8.1. Business Overview

##### 14.8.2. Business Strategies

Thrust on High-Growth Crops

New Product Launches

Business Distribution Network

##### 14.8.3. Financial and Operating Performance, FY'2010-FY'2015

#### 14.9. Ajeet Seeds Private Limited

##### 14.9.1. Business Overview

##### 14.9.2. Product Portfolio



## **15. INDIAN SEED INDUSTRY FUTURE OUTLOOK AND PROJECTIONS, FY'2016-FY'2020**

15.1. By Hybrid and Non-Hybrid Seeds, FY 2016-FY 2020

Key Opportunities for Future

15.2. Cause and Effect Relationship between Industry Factors and Indian Seed Industry Prospects

15.3. Analyst Recommendations

Existing Players in the Market

New Players Entering the Market

Government Role in India Seed Market

Prioritization and Policy Perspective

For Research Institutes

## **16. MACRO-ECONOMIC FACTORS AFFECTING THE INDIAN SEED INDUSTRY**

16.1. Population of India, CY'2010-CY'2019

16.2. GDP from Agriculture and Allied Activities, FY 2010-FY 2020

16.3. India Public Sector Expenditure Under Agriculture and Allied Activities, FY'2010-FY'2020

16.4. Institutional Credit to Agricultural Sector in India, FY'2010-FY'2020

16.5. Gross Production of Food Grains and Non- Food Grains, FY2010-FY 2020

16.6. Minimum Support Price for Key Crops in India, FY 2010-FY 2020

## **17. APPENDIX**

17.1. Market Definitions

17.2. Abbreviations

17.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Final Conclusion

17.4. Disclaimer

## List Of Figures

### LIST OF FIGURES

Figure 1: Analysis of India Seed Industry

Figure 2: India Seeds Industry Development

Figure 3: India Seeds Market Production Process and Value Chain Analysis

Figure 4: India Seeds Market Value Chain Analysis of Seed Corporations

Figure 5: India Seeds Market Value Chain Analysis of Seed Corporations

Figure 6: India Seeds Market Size on the Basis of Sales Revenue in INR Billion and Growth Rate in Percentage (%), FY'2010-FY'2015

Figure 7: India Seeds Market Size on the Basis of Production Volume in Thousand Tonnes, FY'2010- FY'2015

Figure 8: India Seed Market Segmentation on the Basis of Hybrid and Non-Hybrid Seeds Contribution to Revenues in Percentage (%), FY'2010-FY'2015

Figure 9: India Seed Market Segmentation on the Basis of Vegetable and Non-Vegetable Seeds Contribution to Revenues in Percentage (%), FY'2010-FY'2015

Figure 10: India Seed Market Segmentation by Type of Non-Vegetable Seeds on the Basis of Revenue Contribution in Percentage (%), FY'2010- FY'2015

Figure 11: India Open Pollinated Vegetable Seed Market by Type of Seeds on the Basis of Contribution to Revenues in Percentage (%), FY'2010- FY'2015

Figure 12: India Hybrid Vegetable Seed Market by Type of Seeds on the Basis of Contribution to Revenues in Percentage (%), FY'2010-FY'2015

Figure 13: India Seed Market Segmentation on the Basis of Private and Public Sector Contribution to Revenues in Percentage (%), FY'2010-FY'2015

Figure 14: India Seed Market Segmentation by Farm Saved and Commercial Seeds on the Basis of Contribution to Revenues in Percentage (%), FY'2015

Figure 15: India Seed Market Segmentation by Regional and National Players on the Basis of Contribution to Revenues in Percentage (%), FY'2015

Figure 16: India Hybrid Seed Market Size on the Basis of Revenue in INR Billion, FY'2010-FY'2015

Figure 17: Market Share of Major Players in India Hybrid Seed Market on the Basis of Contribution to Revenues in Percentage (%), FY'2015

Figure 18: Market Share of Major Players-Nuziveedu, Kaveri Seeds, Ajeey Seeds, Ankur Seeds, Mahyco and Others in India BT Cotton Seed Market in Percentage (%), FY'2015

Figure 19: Market Share of Major Players- Du Pont Pioneer, Nuziveedu Seeds, Kaveri Seeds and Others in India Hybrid Corn/Maize Seed Market in Percentage (%), FY'2015

Figure 20: Market Share of Major Players- Du Pont Pioneer, Kaveri Seeds, Metahelix,

Nath Seeds and Others in India Hybrid Pearl Millets Seed Market in Percentage (%), FY'2015

Figure 21: Market Share of Major Players- Bayer Crop Science, Syngenta, Kaveri Seeds, Nath Seeds and Others in India Hybrid Rice/Paddy Seed Market in Percentage (%), FY'2015

Figure 22: Market Share of Major Players- Du Pont Pioneer, Nunhems, Nuziveedu, Syngenta, Mahyco, Kaveri and Others in India Hybrid Vegetable Seed Market in Percentage (%), FY'2015

Figure 23: Market Share of Major Players-Bayer, Mahyco, Namdhari, Advanta, Nuziveedu, Kaveri and Others in India Tomatoes Seed Market on the Basis of Revenues in Percentage (%), FY'2015

Figure 24: Market Share of Major Players in India Okra Seed Market on the Basis of Revenues in Percentage (%), FY'2015

Figure 25: Market Share of Major Players in India Brinjal/Eggplant Seed Market on the Basis of Revenues in Percentage (%), FY'2015

Figure 26: Market Share of Major Players in India Chilli Seed Market on the basis of Revenues in Percentage (%), FY'2015

Figure 27: Market Share of Major Players in India Cabbage Seed Market on the Basis of Revenues in Percentage (%), FY'2015

Figure 28: India Hybrid Seed Market Future Projections on the Basis of Revenues in INR Billion, FY'2016-FY'2020

Figure 29: India Hybrid Seed Market Segmentation by Cotton, Corn/Maize, Vegetables, Sunflower Bajra, Sorghum, Rice on the Basis of Contribution to Revenues in Percentage (%), FY'2016-FY'2020

Figure 30: Imports of Seeds in India by Value in INR Million, FY'2013-FY'2015

Figure 31: India Seed Imports Segmentation on the Basis of Oilseeds, Fruits and Vegetable Seeds and Cereal Seeds by Value in Percentage (%), FY'2013-FY'2015

Figure 32: India Seed Exports by Value in INR Million, FY'2013-FY'2015

Figure 33: India Seed Exports Segmentation on the Basis of Oilseeds, Fruits and vegetable Seeds and Cereal Seeds by Value in Percentage (%), FY'2013-FY'2015

Figure 34: India Seeds Imports and Exports by Value in INR Million, FY'2013- FY'2015

Figure 35: Seed Certification Process in India

Figure 36: Registration Procedure of Variety Seeds in India

Figure 37: Nuziveedu Seeds Limited Revenues from Sales of Seeds in India in INR Million, FY'2010-FY'2015

Figure 38: Nuziveedu Seeds Limited Revenues Segmentation by Vegetable and Non-Vegetable Seeds in India in Percentage (%), FY'2015

Figure 39: Nuziveedu Seeds Limited Vegetable Seeds Revenues Segmentation by Products in India in Percentage (%), FY'2015

Figure 40: Business Model of MAHYCO Limited

Figure 41: Mahyco Limited Revenues from Sales of Seeds in India in INR Million, FY'2010-FY'2015

Figure 42: Mahyco India Limited Revenues Segmentation by Sale of Seeds for Non Vegetable Crops and Vegetable Crops in India in Percentage (%), FY'2015

Figure 43: Mahyco India Limited Vegetable Seeds Revenues Segmentation by Products in India in Percentage (%), FY'2015

Figure 44: Monsanto India Limited Revenues from Sale of Seeds in India in INR Million, FY'2010-FY'2015

Figure 45: Monsanto India EBITDA in INR Million and EBITDA Margin in Percentage (%), FY'2010-FY'2011

Figure 46: Monsanto India Limited Growth in Volume of Seed in Percentage (%), FY'2010-FY'2015

Figure 47: Du Pont India Key Milestone Achieved

Figure 48: Du Pont Pioneer Revenues from Sale of Seeds in INR Million, FY'2010-FY'2015

Figure 49: Du Pont Pioneer Limited Revenues Segmentation by Type of Products on the Basis of Contribution to Revenues in Percentage (%), FY'2015

Figure 50: Rasi Seeds Revenues from Bioscience Segment in INR Million, FY'2010-FY'2015

Figure 51: Number of New Seed Products Launched by Bayer Crop Science, FY'2010-FY'2015

Figure 52: Bayer Corp India Ltd Revenues from Sale of Seed in INR Million and Growth Rate in Percentage (%), FY'2010-FY'2015

Figure 53: Bayer Crop Science Ltd Segmentation of Seed Market by Type of Crops on the Basis of Revenues in Percentage (%), FY'2015

Figure 54: Kaveri Seed Limited Penetration of Hybrid Seeds in Different Crops- Cotton, Soyabean, Corn, Groundnut, Vegetables, Wheat and Rice

Figure 55: Kaveri Seeds Company Limited Revenues from Sale of Seeds in INR Million, FY'2011-FY'2015

Figure 56: Kaveri Seeds Company Limited Operating Profit from Sale of Seeds in INR Million, FY'2010-FY'2015

Figure 57: Kaveri Seeds Company Limited Net Profit from Sale of Seeds in INR Million, FY'2010-FY'2015

Figure 58: Kaveri Seed Limited EBITDA from Seed in INR Million, FY'2010-FY'2015

Figure 59: Kaveri Seed Limited Capital Expenditure from Seed in INR Million, FY'2014-FY'2015

Figure 60: Kaveri Seeds Limited Revenues Segmentation by Sale of Seeds for Field Crops and Vegetable Crops in India in Percentage (%), FY'2015

Figure 61: Kaveri Seeds Limited Vegetable Seeds Revenues Segmentation by Products on the Basis of Revenues in Percentage (%), FY'2015

Figure 62: Kaveri Seeds Limited Field Crops Seeds Revenues Segmentation by Different Type of Seed on the Basis of Revenues in Percentage (%), FY'2015

Figure 63: Kaveri Seed Limited Seed Segmentation by Cotton and Non-Cotton Seed on the Basis of Revenues in Percentage (%), FY'2011-FY'2015

Figure 64: Kaveri Seed Company Limited Seed Revenue Segmentation by Region- Andhra Pradesh, Maharashtra, Gujarat and Others on the Basis of Revenues in Percentage (%), FY'2015

Figure 65: DCM Shriram Company Limited Revenues from Sale of Seeds in INR Million, FY'2010-FY'2015

Figure 66: DCM Shriram Limited EBITDA in INR Million and EBITDA Margin in Percentage (%) from Seed Segment, FY'2011-FY'2015

Figure 67: DCM Shriram India Ltd Segmentation of Seed Market Revenues by Type of Crops on the Basis of Revenues in Percentage (%), FY'2015

Figure 68: India Seed Market Future Projections on the Basis of Revenue in INR Billion, FY'2016-FY'2020

Figure 69: India Seed Market Future Projections by Hybrid and Non-Hybrid Seeds on the Basis of Revenue Contribution in Percentage (%), FY'2016-FY'2020

Figure 70: Population of India in Million, CY'2009- CY'2019

Figure 71: Gross Domestic Product from Agriculture and Allied Activities India in INR Billion, FY'2010-FY'2020

Figure 72: India Public Sector Expenditure under Agriculture and Allied Activities in INR Million, FY'2010-FY'2020

Figure 73: Institutional Credit to Agricultural Sector in India in INR Billion, FY 2010- FY 2020

Figure 74: Gross Production of Food-grains in India in Million Tons, FY 2010- FY 2020

Figure 75: Gross Production of Non-Food Grain Crops in India in Million Tons, FY 2010- FY 2020

## List Of Tables

### LIST OF TABLES

Table 1: Crop Calendar for Different Vegetable Seed Crops in India

Table 2: Summary of Adoption and Commercial Release of BT Cotton in India, FY'2005-FY'2014

Table 3: Snapshot of India Vegetable Seed Market

Table 4: Snapshot of India Non-Vegetable Seed Market

Table 5: Analysis of Seed Standards for medium term storage and Testing

Table 6: Margin of Major Seed Manufacturing Companies Operating on Model I Value Chain

Table 7: Margin Analysis of Major Players Involved in India Seed Market Value Chain

Table 8: Margin of Major Seed Manufacturing Companies Operating on Model I Value Chain

Table 9: India Seed Market Segmentation on the Basis of Hybrid and Non-Hybrid Seeds by Revenues in INR Billion, FY'2010-FY'2015

Table 10: India Seed Market Segmentation on the Basis of Vegetable and Non-Vegetable Seeds Contribution to Revenues in INR Billion, FY'2010 -FY'2015

Table 11: India Seed Market Segmentation by Type of Non-Vegetable Seeds on the Basis of Revenue in INR Billion, FY'2010-FY'2015

Table 12: India Open Pollinated Vegetable Seed Market by Type of Seeds on the Basis of Contribution to Revenues in INR Million, FY'2015

Table 13: Permissible Seed Standards for Onion Seeds in India

Table 14: Major Cabbage Growing Tracts of India

Table 15: Snapshot of Production Area, Total Production and Productivity per Hectare of Cabbage in India, FY'2010-FY'2015

Table 16: Snapshot of Major Players- Nuziveedu Seeds, Namdhari Seeds and Monsanto India in India Cabbage Seeds Market

Table 17: India Hybrid Vegetable Seed Market by Type of Seeds on the Basis of Contribution to Revenues in INR Million, FY'2010-FY'2015

Table 18: Major Tomato Growing Tracts of India

Table 19: Snapshot of Production Area, Total Production and Productivity per Hectare of Tomatoes in India, FY'2010-FY'2015

Table 20: Snapshot of Major Players- Nuziveedu Seeds, Mahyco Seeds, Monsanto Seeds and Kaveri Seeds in India Tomato Seeds Market

Table 21: Snapshot of Production Area, Total Production and Productivity per Hectare of Capsicum in India, FY'2010-FY'2015

Table 22: Snapshot of Production Area, Total Production and Productivity per Hectare

of Brinjal in India, FY'2010-FY'2015

Table 23: Snapshot of Major Players- Monsanto Seeds, Kaveri Seeds, DU Pont Pioneer and Advanta Seeds in India Brinjal Seeds Market

Table 24: Snapshot of Major Players- Nuziveedu Seeds, Kaveri Seeds, Du Pont Pioneer and Advanta Seeds in India Okra Seeds Market

Table 25: Snapshot of Production Area, Total Production and Productivity per Hectare of Cauliflower in India, FY'2010-FY'2015

Table 26: Snapshot of Major Players-Nuziveedu Seeds, Kaveri Seeds, Syngenta and Seminis in India Cauliflower Seeds Market

Table 27: Snapshot of Production Area, Total Production and Productivity per Hectare of Watermelon in India, FY'2010-FY'2015

Table 28: Snapshot of Major Players- Nuziveedu Seeds, Kaveri Seeds, Syngenta and Seminis in India Watermelon Seeds Market

Table 29: Sale Price of Breeder Seeds in India in INR per Quintal by Major Crops, FY'2012-FY'2015

Table 30: India Seed Market Segmentation on the Basis of Private and Public Sector Contribution to Revenues in INR Billion, FY'2010-FY'2015

Table 31: India Seed Market Segmentation by Farm Saved and Commercial Seeds on the Basis of Contribution to Revenues in INR Billion, FY'2015

Table 32: India Seed Market Segmentation by National and Regional Players on the Basis of Contribution to Revenues in INR Billion, FY'2015

Table 33: Major Seed Production States in India by Crops

Table 34: Varieties of Hybrid Seeds Developed in India, 2012-2015

Table 35: India Hybrid Seed Market Segmentation by Cotton, Corn/Maize, Vegetables, Sunflower Bajra, Sorghum, Rice on the Basis of Contribution to Revenues in Percentage (%), FY'2010-FY'2015

Table 36: India Hybrid Seed Market Segmentation by Cotton, Corn/Maize, Vegetables, Sunflower Bajra, Sorghum, Rice and Others on the Basis of Contribution to Revenues in INR Million FY'2010 -FY'2015

Table 37: Market Share of Major Players in India Hybrid Seed Market on the Basis of Revenues in INR Billion, FY'2015

Table 38: Market Share of Major Players-Nuziveedu, Kaveri Seeds, Ajeey Seeds, Ankur Seeds, Mahyco and Others in India BT Cotton Seed Market on the Basis of Revenues in INR Billion, FY'2015

Table 39: Market Share of Major Players- Du Pont Pioneer, Nuziveedu Seeds, Kaveri Seeds and Others in India Hybrid Corn/Maize Seed Market on the Basis of Contribution to Revenues in INR Billion, FY'2015

Table 40: Market Share of Major Players- Du Pont Pioneer, Kaveri Seeds, Metahelix, Nath Seeds and Others in India Hybrid Pearl Millet Seed Market on the Basis of

Contribution to Revenues in INR Million, FY'2015

Table 41: Market Share of Major Player- Bayer Crop Science, Syngenta, Kaveri Seeds, Nath Seeds and Others in India Hybrid Rice/Paddy Seed Market on the Basis of Contribution to Revenues in INR Million, FY'2015

Table 42: Market Share of Major Players- Du Pont Pioneer, Nunhems, Nuziveedu, Syngenta, Mahyco, Kaveri and Others in India Hybrid Vegetable Seed Market on the Basis of Revenues in INR Billion, FY'2015

Table 43: Market Share of Major Players in India Tomatoes Seed Market on the Basis of Revenues in INR Million, FY'2015

Table 44: Market Share of Major Players- Du Pont Pioneer, Advanta seeds, Kaveri Seeds, Mahyco Seeds, Nuziveedu Seeds and Others in India Okra Seed Market on the Basis of Revenues in INR Million, FY'2015

Table 45: Market Share of Major Players in India Brinjal/Eggplant Seed Market on the Basis of Revenues in INR Million, FY'2015

Table 46: Market Share of Major Players in India Chilli Seed Market on the Basis of Revenues in INR Million, FY'2015

Table 47: Market Share of Major Players in India Chilli Seed Market on the Basis of Revenues in INR Million, FY'2015

Table 48: India Hybrid Seed Market Segmentation by Cotton, Corn/Maize, Vegetables, Sunflower Bajra, Sorghum, Rice and Others on the Basis of Contribution to Revenues in INR Billion FY'2016 -FY'2020

Table 49: India Seed Imports Segmentation on the Basis of Oilseeds, Fruits and vegetable Seeds and Cereal Seeds by Value in INR Million, FY'2013-FY'2015

Table 50: India Total Seed Exports Segmentation on the Basis of Oilseeds, Fruits and Vegetable Seeds and Cereal Seeds in INR Million FY'2013-FY'2015

Table 51: Segmentation of India Seed Market by Different Seeds on the Basis of Seed Replacement Rate in Percentage (%) and Average Price Per 100 grams in INR, FY'2015

Table 52: List of Genetically Modified Crops under Development in India

Table 53: Agro- Climatic Zones in India

Table 54: Dependence of Production of Rice and Wheat on Rainfall, FY 2005- FY 2012

Table 55: Segmentation of India Seed Market by Different Seeds on the Basis of Seed Replacement Rate in Percentage (%)

Table 56: Average Land Holding Size in India, by Category of Farmers in Hectares, FY'1986-FY'2011

Table 57: Prices of BT Cotton Seeds in India in INR, FY'2010-FY'2015

Table 58: Share of Agricultural Labour Force in Total Labour Force of India, FY'2010-FY'2015

Table 59: Gestation Process of Seed Development



Table 60: Regulatory Changes in India Seeds Industry

Table 61: State Wise Approved Cost for Seed Project during XI Plan

Table 62: List of Government Approved Seed Testing Laboratories in India

Table 63: Required Parameters for the Establishment of a Seed Processing Plant in India

Table 64: Total Capital Investment Requirement in a Seed Processing Plant in India

Table 65: Monthly Expenses in a Seed Processing Plant in India

Table 66: Working Capital Requirement Assumptions and Need in a Seed Processing Plant in India

Table 67: Annual Expenses of Setting up of Seed Processing Plant in India

Table 68: Financial Indicators Related to the Establishment of a Seed Processing Plant in India

Table 69: Competitive Landscape of Major Players (Nuziveedu Seeds, Mahyco, Monsanto India, Du Pont Pioneer India, Kaveri Seeds, Namdhari Seeds, Ajeet Seeds, Rasi seeds, DCM Shriram, Ankur Seeds, and Advanta Seeds) in India Seed Market

Table 70: Brand Analysis of Seed Products by Major Players in India Seed Market

Table 71: Major Players Number of Patented Vegetable and Non-Vegetable Seeds, FY'2015

Table 72: Snapshot of Different Type of Seeds Produced by States

Table 73: Snapshot of Nuziveedu Seeds Processing Facilities- Processing Capacity, Ambient Storage and Conditioned Storage, 2014

Table 74: Nuziveedu Seeds Limited Revenues Segmentation by Vegetable and Non-Vegetable Seeds in India in INR Million, FY'2015

Table 75: Nuziveedu Seeds Limited Vegetable Seeds Revenues Segmentation by Products in India in INR Million, FY'2015

Table 76: Production Volume of Different Seeds by Nuziveedu Seeds Limited

Table 77: Seed Product Portfolio of Nuziveedu Seeds Limited

Table 78: SWOT Analysis of MAHYCO Limited

Table 79: Mahyco India Limited Revenues Segmentation by Sale of Seeds for Non-Vegetable Crops and Vegetable Crops in India in INR Million FY'2015

Table 80: Mahyco India Limited Vegetable Seeds Revenues Segmentation by Products in India in INR Million, FY'2015

Table 81: Seed Product Portfolio of Mahyco Seeds Limited

Table 82: Key Performance Indicators of Monsanto India in India Seed Market, FY'2015 and FY'2015

Table 83: Du Pont Pioneer India Ltd Segmentation of Seed Market Revenues by Type of Crops on the Basis of Contribution to revenues in INR Million FY'2015

Table 84: Product Portfolio of Rasi Seeds

Table 85: Bayer Crop Science Rice Hybrid Seeds Registered for Seed Work

## International

Table 86: Bayer Crop Science Several Major Seeds & Traits from Research

Table 87: Bayer Crop Science Ltd Segmentation of Seed Market by Type of Crops on the Basis of Revenues in INR Million, FY'2015

Table 88: Bayer Crops Science Key Products

Table 89: Seed Products in Pipeline

Table 90: Kaveri Seeds Company Limited Volume of Seed, Seed Growth and Prices, FY'2012-FY'2015

Table 91: Kaveri Seeds Limited Revenues from Sale of BT Cotton, Maize and Paddy Seeds in INR Million, FY'2011-FY'2014

Table 92: Kaveri Seeds Limited Revenues Segmentation by Sale of Seeds for ROW Crops and Vegetable Crops in India in INR Million FY'2015

Table 93: Kaveri Seeds Limited Vegetable Seeds Revenues Segmentation by Products on the Basis of Revenues in INR Million, FY'2015

Table 94: Kaveri Seeds Product Portfolio

Table 95: Farm Solutions offered by Kaveri Seeds in Different Business Segment

Table 96: DCM Shriram India Ltd Segmentation of Seed Market Revenues by Type of Crops on the Basis of Revenues in INR Million, FY'2015

Table 97: Ajeet Seed Private Limited Seed Product Profile

Table 98: India Seed Market Future Projections by Non-Varietal/ Hybrid Seeds and Varietal Seeds on the Basis of Revenue in INR Billion, FY'2016-FY'2020

Table 99: Future Growth Opportunities in Major Seed Crops of India

Table 100: Cause and Effect Relationship Analysis between Industry Factors and Expected Industry Prospects of the India Commercial Seed Industry

Table 101: Minimum Support Price for Key Crops in India in INR per Quintal, FY 2010-2015

Table 102: Correlation Matrix of India Seed Industry

Table 103: Regression Coefficients Output of Indian Seed Market

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