

PRESS RELEASE

## Nuziveedu Seeds unveils new logo commemorating 40 years

Hyderabad, 8<sup>th</sup> February, 2013 – Nuziveedu Seeds Limited, the leading Indian Seeds company unveiled its new brand identity today at the Indian Seed Congress held in Gurgaon, Delhi NCR. The unveiling also coincides with the completion of four decades since inception for Nuziveedu Seeds.

The fourth edition of the Indian Seed Congress is currently being held at Leela Kempinski, Gurgaon, Delhi NCR. The theme of the event being “Seeds of Change- Enabling The Evergreen Revolution” aptly resembles the rationale of Nuziveedu Seeds’ new identity and therefore the occasion was chosen to unveil new logo at the august meet comprising of agri-ministry and industry stalwarts.

Speaking on the occasion, Mr. M Prabhakar Rao, CMD, Nuziveedu Seeds said “It gives me great pleasure to look back 40 years which enabled us to reliably deliver unmatched quality of seed going into soil and pioneering innovation to tackle every challenge thrown at us. The journey has helped in cementing a partnership of 40 years with the Indian farmer for prosperity and growth. Our new brand identity reaffirms our dedication to his cause.”

The identity was conceptualized by Vertebbrand, our brand advisory partners, and developed by Equancy, a Paris-based brand consultancy and design firm that works with global leaders worldwide. It combines harmoniously the rich tradition and understanding inherent in Indian agriculture with the new age of scientific agronomy.

About the new logo



The Company's new logo sports the familiar twin bulls, the hard-working boon companions of the Indian farmer that are auspicious harbingers of prosperity, in a golden colour. They also face the farmer directly with new empathy, reaffirming Nuziveedu Seeds' dedication to his cause. The growing tree in vibrant green stands for growth and hints at great harvests to follow. The modern, laser-sharp, upper case font in our traditional red is an original calligraphy and reaffirms the company's leadership and scientific expertise.

**About Nuziveedu Seeds Limited:**

Nuziveedu Seeds is part of NSL Group and is a leading private sector company in the Indian seeds industry. Today, the company is India's leading supplier of quality seeds and lays strong emphasis on R&D, Production and Marketing of various kinds of cotton hybrid seeds and other field crops like Maize, Paddy, Sunflower, Sorghum, Pear millet and a number of vegetable crops. Nuziveedu Seeds offers more than 340 hybrid seeds and varieties comprising of nearly 30 field crops and vegetables to Indian farmers through its extensive sales and distribution network in 17 states across India. Nuziveedu Seeds' marketing team conducts farmer education programs on new agronomic practices to increase productivity.

**About Indian Seed Congress**

Indian Seed Congress, a prestigious mega event of the Indian Seed industry, had representation from not only leading seed companies from India and abroad but also policy makers, developmental agencies, scientific community and farmer's organizations. The event is the fourth annual forum organized by the National Seed Association of India (NSAI), the apex organization representing the Indian seed industry.

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