



**Welcome
to our weekly
newsletter**

**Leadership Insight:
“A Note from the
Managing Director”**



Kishor Veer

Your trusted source for essential updates and insights crafted for our valued customers. We aim to inform you about the latest developments at Ellora Natural Seeds Pvt. Ltd.

Highlights of the week

- Farmers, experts and the Agriculture Minister recognized Ellora Seeds at the *Shivar Pheri* in Akola (Maharashtra).
- Ellora Natural Seeds Signs MoU with ICAR-IARI to Develop Nematode-Resistant Vegetable Varieties.
- Ellora Shivneri 910 Chili Variety Delivers Outstanding Results in Chhattisgarh.
- Ellora Times - Kheti Ki Baat.

We trust that you'll find this edition engaging and informative. We appreciate your continued support and encourage you to stay tuned for future updates.

Farmers, experts, and the Agriculture Minister recognized Ellora Seeds at the Shivar Pheri in Akola (Maharashtra)

Akola: The prestigious *Shivar Pheri* program began last week at Dr. Punjabrao Deshmukh Krishi Vidyapeeth, Akola. The event was inaugurated in the presence of the Honorable Shri Dattatray Bharane, Minister of Agriculture, Maharashtra, along with senior officials, scientists and agricultural experts.

Representing Ellora Natural Seeds Pvt. Ltd., Mr. Ram Nagarkar had the opportunity to interact directly with the agriculture minister and provide detailed information about Ellora's extensive product range. He highlighted the company's focus on research-driven innovation, high-quality seed production and its strong contribution to the farming community across India.

The *Shivar Pheri* attracted a large number of farmers from across the state, who visited the demo plots and observed the performance of different seeds. Farmers openly expressed their satisfaction and trust in Ellora products, praising the seeds for their high yield potential, better disease resistance and consistent results across different Agro-climatic conditions. Agriculture experts and scientists present at the program also acknowledged Ellora's role in promoting advanced seed technology for sustainable farming.

With a legacy of quality and a farmer-centric approach, Ellora Natural Seeds Pvt. Ltd. has become one of the most trusted names in the Indian seed industry. The recognition and appreciation received at Shivar Pheri further strengthen Ellora's mission to empower farmers with innovative, reliable and profitable seed solutions that contribute to the growth of Indian agriculture.



Ellora Natural Seeds Signs MoU with ICAR-IARI to Develop Nematode-Resistant Vegetable Varieties



New Delhi: In a strategic move to strengthen research and innovation, Ellora Natural Seeds Pvt. Ltd. has signed a Memorandum of Understanding (MoU) with the Division of Nematology, ICAR-Indian Agricultural Research Institute (IARI), New Delhi.

The collaboration focuses on developing nematode-resistant hybrids of vegetable crops, addressing a major challenge faced by farmers. Nematodes often remain an unseen problem, but are responsible for significant yield losses in vegetables across India.

This initiative was spearheaded by Dr. Madhukar Bhalekar (R&D Head), Mr. Dnyaneshwar Yewale (R&D Team Leader) and Mr. Samir Patil from Ellora, who are leading the company's efforts in research-driven seed innovation.

By combining ICAR-IARI's scientific expertise with Ellora's seed development and distribution network, the partnership aims to deliver sustainable, high-performing and farmer-friendly seed solutions.

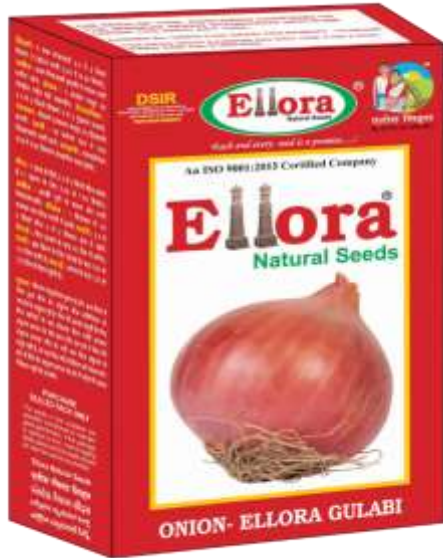
This initiative reinforces Ellora's commitment to innovation, quality and farmer empowerment, ensuring higher productivity and profitability in Indian agriculture.

Ellora Shivneri 910 Chili Variety Delivers Outstanding Results in Chhattisgarh

In Chhattisgarh, Ellora Shivneri 910, a high-performing chili variety, has delivered remarkable results, earning widespread appreciation from farmers across the state. The variety has impressed growers with its high yield, strong crop performance and excellent adaptability under local conditions. Farmers have expressed satisfaction with both the productivity and reliability of this chili crop, noting that Shivneri 910 consistently performs well in their fields. This positive feedback reinforces Ellora Natural Seeds Pvt. Ltd.'s commitment to providing high-quality, farmer-friendly seed solutions that enhance productivity and profitability in Indian agriculture.



ELLORA TIMES – “KHETI KI BAAT”



Rabi Season is here – and success begins with the right onion seed. Ellora Gulabi is a premium Gulabi Onion variety trusted by farmers for its yield, storability, and strong market demand.

Here's why it stands out:

- ✓ Attractive pink, oval-round bulbs with uniform size
- ✓ Average bulb weight 120–160 gm – perfect for market preference
- ✓ High yield potential of 370–400 q/ha
- ✓ Excellent storability of 7–8 months
- ✓ Strong tolerance to major pests & diseases
- ✓ Maturity in just 110–120 days after transplanting

This Rabi, give your farm a profitable edge. Choose Ellora Gulabi – the smart choice for onion farmers.

GST rate cut: Agri minister to meet farm equipment industry on Sep 19



- ✓ Agriculture Minister Shivraj Singh Chouhan will hold discussions with industry players on Friday to ensure the smooth implementation of the recent cut in Goods and Services Tax (GST) on tractors and other farm equipment.
- ✓ The government has reduced GST from 12-18 per cent to 5 on various agricultural machinery and equipment, effective September 22. This will reduce the retail prices by 7-13 per cent.
- ✓ "Farmers will also gain the dual benefit of subsidy schemes combined with lower taxation, while indigenous agricultural machinery manufacturers will receive a competitive edge under the vision of Atmanirbhar Bharat," an official statement said.
- ✓ The meeting will focus on ensuring the benefits of GST rate cuts are widely passed on to farmers.
- ✓ Representatives of the Tractor and Mechanisation Association (TMA), Agricultural Machinery Manufacturers Association (AMMA), All India Combine Harvester Manufacturers Association (AICMA), Power Tiller Association of India (PTAI), and organisations will be present in the meeting.