



**ADVANTA INDIA LIMITED**  
**CORPORATE OFFICE :**  
203 - 205, 2ND FLOOR  
BHUVANA TOWERS  
SAROJINI DEVI ROAD  
SECUNDERABAD - 500 003  
PHONE : +91 40 66284000 (15 LINES)  
TELEFAX : +91 40 27890138  
Website : www.advantaindia.com

## **Advanta India**

Press Release  
4<sup>th</sup> January, 2008

### **Advanta acquires Vegetables Seeds Biz of Unicorn Seeds**

Advanta India announced that they have acquired the vegetables seed business of Unicorn Seeds Limited. Unicorn Seeds is one of the pioneering and top companies among vegetable seed companies in India. The products are known by the brand names 'Grower's choice' and "Prestige" among the vegetables farmers in India.

Unicorn has a strong presence in the domestic and export markets of vegetable seeds. Unicorn also undertakes the custom production of vegetable seeds for the customers all around the globe.

The Revenue size of the business of Unicorn for the last FY was about Rs. 25 Crores (Rupees Twenty five crores only) with a high EBITDA earning capacity.

With this acquisition Advanta's platform in vegetable seeds will become stronger with added crops to its current vegetable product portfolio (Golden). With the added products like Melons and Cucumber from Unicorn the combined vegetable portfolio (Golden and Unicorn) will make Advanta a significant player in the Vegetable seed Market.

"We hope to leverage the strong brand equity of Unicorn , excellent breeding programs and outstanding production capabilities to create leadership position for ourselves in this market segment" said Mr. V.R.Kaundinya, C.E.O of Advanta.

Unicorn Seeds is headquartered in Hyderabad. It has its R & D facilities in Bangalore and Hyderabad, and the production activities are concentrated in Karnataka. The marketing network of Unicorn is strong and is spread across the country.

Unicorn's key crops are Tomato, Eggplant, Hot Pepper, Okra, Musk Melon, Cucumber and Water Melon. Unicorn is significantly engaged in custom production for key Vegetable Seed Suppliers in Europe, Asia and United States.

"We believe that this divestiture will create a breeding and technology platform which will help the rapid growth of the business and better career prospects for our employees " said Mr.Amul Sanghani, Managing Director of Unicorn Seeds.

Advanta is a multinational seed and biotechnology company located in India with a wide range of proprietary products in important crops that continuously work towards improving the productivity and profitability of the farmers in different parts of the world. Advanta is a member of the United Phosphorous Group of Companies.

An ISO 9001 Company



*Mr. Shagyaedhar*



A Member of  
UPL Group

REGD. OFFICE : AGRICULTURE RESEARCH STATION,  
KOPPA ROAD, BEGUR-PO, BANGALORE - 560 068  
TEL : 080-28429727