

“Genovative”

आधुनिक खेती का नया आधार



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Genovative Hybrid Seeds Pvt. Ltd.



ABOUT US

Genovative Hybrid Seeds Pvt. Ltd. are the key stakeholders in fueling green revolution that begins delivering high quality seeds for the indian commercial seeds market. We continue to invest in indian agriculture bringing productivity and profitability of farmers. The company has vast experience in Major field crops and are backed by a very strong team of R&D production processing, marketing and sales. Our goal is ushering prosperity to farmer at national and global level. In today world environmental conditions, farming practices are constantly changing, therefore, our research and development teams strive very hard to develop plant traits and top performing hybrid seeds that are suitable for emerging markets

At Genovative, we believe in working closely with our farmers, dealers and distributors.



Towards this and we ensure

- ✦ We provide products which are best in quality
- ✦ We provide products which are available at most Competitive prices.
- ✦ We ensure that our channel partners grow with us.
- ✦ We believe in Govt's vision of doubling farmers income by 2022.
- ✦ Our Moto is **Genovative** आधुनिक खेती का नया आधार



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WHY CHOOSE US



Genovative Hybrid Seeds Pvt. Ltd., we have created a team bring in a wealth of expertise in Research and Development of hybrid seeds, Seasoned Plant Breeders with in house production facilities and excellent marketing professionals with immense understanding of economic and market dynamics in subcontinent. We have expertise in research, seed production and marketing of major crops such as Maize, Jowar, Bajra, Mustard, Paddy, SSG, Barly, and Wheat.



Genovative Hybrid Seeds Pvt. Ltd., leverages its classical breeding know how and its access to cutting edge bio-informatics & molecular technologies to develop a robust, market driven R&D program. We are best in combining Local Know how with cutting edge technology. We are always combining genetics, horticulture, and Biology, with traditional breeding methods to the greatest extent, ploughing back a substantial protion of the company's funds into research and development.



Our greatest asset is Our Team. Genovative Hybrid Seeds Pvt. Ltd., has been founded by experie- nced Breeders, Producers & Entrepreneurs. In following our visions, we are extremely fortunate to have assembled a team of talented, knowledgeable and experienced professionals to grow GENOVATIVE and at the same time help grow our associates with us.



To emerge as one of the advanced technology & innovation driven agri-enterprises, providing high yield, innovative seeds to farmers across the world



Research & Innovate for a greener tomorrow.



At Genovative we leverage our classical breeding know how and access to cutting edge technologies to develop a robust market driven R&D program



Quality isn't just a buzz word at Genovative Hybrid Seeds Pvt. Ltd.-its WHAT WE BELIEVE & WHAT EO DO



Hy. SSG Geno-Green

Plant Habit	Erect. Tall (240-270m cm)
Leaf	Broad & Green
Stem	Medium Thick
Stalk Juiciness	Highly Juicy
Seed	Red & Bold
Yield	330-350 q/acre Green Fodder
HCN Content	Low
Dry Fodder Yield	75-80 q.acre
Sp. Feature	Very high digestible dry matter 48-53 q/acre



Hy. SSG Geno Grass

Plant Habit	Erect. Tall (250-280m cm)
Leaf	Broad & Dark Green
Stem	Medium Thick
Stalk Juiciness	Highly Juicy
Seed	Red & Bold
Yield	350-380 q/acre Green Fodder
HCN Content	Low
Dry Fodder Yield	75-80 q.acre
Sp. Feature	Very high digestible dry matter 48-53 q/acre



Hy. SSG Doodh Sagar

Plant Habit	Erect. Tall (260-290m cm)
Leaf	Broad & Dark Green
Stem	Medium Thick
Stalk Juiciness	Highly Juicy
Seed	Red & Bold
Yield	370-390 q/acre Green Fodder
HCN Content	Low
Dry Fodder Yield	80-85 q.acre
Sp. Feature	Very high digestible dry matter 48-53 q/acre



Kanvari Kasni Seed

Plant Habit	60-70 cm
Leaf Length	3-5 cm
Tillers	Profuse Tillering
Cutting	4-5
Plant Texture	Juicy
Av. Crude Protein	16-18 %
HCN Content	Low
Green Fodder Yield	390-430 q/acre
Sp. Feature	dry matter 45-50 q/acre



Rajka Bajri Harsh Gold

Plant Habit	Erect. Tall in Nature
Plant Height	250-280 cm
Stem	Very Thick
Leaf	Rough in Structure
Leaves	Dark Green, Broad & Long
Tillers	10-11 per plant
Yield	Multicut with High Nutritives Fodder
No. of Cutting	7-8 Cutting



Res. Fodder Shyma Green

Plant Habit	Medium Tall
Plant Height	180-200 cm
Stem	Medium Thick
Leaf	Rough in Structure
Leaves	Dark Green, Narrow & Medium Long
Tillers	3-4 per plant
Yield	Highly Nutritives Fodder
No. of Cutting	4-5 Cutting



Rajka Bajri Rashmi

Plant Habit	Erect, 60-80 cm
Leaf Shape	Obovate
Mean Clusters	15-20 Per Tiller
Green Fodder	800-1000 q/ha (Annual)
Protein Content	20-24 %
Dry Matter	18-20 %
Sub Sequent Cut	Every 20 Days Interval



Chikori Rashmi-92

Plant Habit	70-80 cm
Leaf Length	4-6 cm
Tillers	Profuse Tillering
Cutting	5-6
Plant Texture	Juicy
Av. Crude Protein	18-20 %
HCN Content	Low
Green Fodder Yield	440-460 q/acre
Sp. Feature	High Digestibility



Rajka Raghav

Plant Habit	Erect. 60-80 cm
Plant Shape	Obovate
Mean Cluster	15-20 Per Tiller
Green Fodder	800-1000 q/ha (Annual)
Protein Content	20-24 %
Dry Matter	18-20 %
Sub. Sequent Cut	Every 20 days Interval



Doodh Mala Barseem

Plant Habit	70-80 cm
Leaf Length	4-6 cm
Tillers	Profuse Tillering
Cutting	5-6
Plant Texture	Juicy
Av. Crude Protein	18-20 %
HCN Content	Low
Green Fodder Yield	440-460 q/acre
Sp. Feature	High Digestibility



Res. Cumin Dhurandhar

Plant Habit	Med. tall with basal branching
Plant Height	25-30 cm
50 Flowering	55-60 DAS
Seed	Bold & Dark Brown
Maturity	110-120 DAS
Seed Weight	100-0 Seeds (2.8-3.2 gm)



Hy. Fennel Rani-G

Plant Height	Erect
Branching	Profuse
Primary Branches	15-17
Unbell	30-35 Per Plant
Seed Size	Bold & Elliptical
Sp. Features	Tolerant to sugary disease



Hy. Bajra R K Gold

Plant Growth	Erect, Very Tall (9-11 feet)
Tillers	Medium (4-5)
Maturity	80-85 DAS
Seed Weight	1000 Seeds (10-13 gm)
Spike Shape	Lanceolate
Spike Length	30-32 cm
Spike Features	Girth excluding bristle 2.5-3 cm Thick with Semi
Sp. Feature	Compact Density along with presence of trip sterility Tolerance to DM



Hy. Bajra Kesari Gold

Plant Growth	Erect, Very Tall (9-11 feet)
Tillers	Medium (4-5)
Maturity	80-85 DAS
Seed Weight	1000 Seeds (10-13 gm)
Spike Shape	Lanceolate
Spike Length	30-32 cm
Spike Features	Girth excluding bristle 2.5-3 cm Thick with Semi
Sp. Feature	Compact Density along with presence of trip sterility Tolerance to DM



Hy. Bajra Krishna Gold

Plant Growth	Erect, Very Tall (7-9 feet)
Tillers	Medium (4-6)
Maturity	72-78 DAS
Seed Weight	1000 Seeds (10-12.5 gm)
Spike Shape	Lanceolate
Spike Length	30-35 cm
Spike Features	Girth excluding bristle 3 cm Thick with Semi
Sp. Feature	Compact Density along with presence of trip sterility Tolerance to DM



Hy. Jowar Geno Lehar

Plant Habit	Semi Erect
Plant Height	Medium (190-210 cm)
Maturity	95-105 DAS
Panicles	Semi Compact
Earhead Shape	Cylindrical
Grain	Pearly White Bold
Sp. Feature	Resistant to lodging, Non Shattering Good thresh-ability



Hy. Maize Geno-1050

Plant Habit	Erect & Vigorous
Plant Height	Medium Tall (190-210 cm)
Grain Colour	Orange-Yellow & Bold
Ear Shape	Conico-Cylindrical
Kharif Maturity	115-125 DAS
Rabi Maturity	130-140 DAS
Cob	Two Per Plant
Sp. Feature	Disease Tolerance to Turcicum Blight & Downy Mildew



Hy. Maize Geno-7051

Plant Habit	Erect & Vigorous
Plant Height	Medium Tall (190-210 cm)
Grain Colour	Orange-Yellow & Bold
Ear Shape	Conico-Cylindrical
Kharif Maturity	115-125 DAS
Rabi Maturity	130-140 DAS
Cob	Two Per Plant
Sp. Feature	Disease Tolerance to Turcicum Blight & Downy Mildew



Hy. Maize Shera-26

Plant Habit	Erect & Vigorous
Plant Height	Medium Tall (200-220 cm)
Grain Colour	Orange-Yellow & Bold
Ear Shape	Conico-Cylindrical
Kharif Maturity	105-115 DAS
Rabi Maturity	120-130 DAS
Cob	Two Per Plant
Sp. Feature	Disease Tolerance to Turcicum Blight & Downy Mildew



Hy. Maize Geno-909

Plant Habit	Erect
Plant Height	Medium Tall (170-190 cm)
Grain Colour	White & Shiny Bold
Ear Shape	Conical
Kharif Maturity	100-110 DAS
Rabi Maturity	125-135 DAS
Sp. Feature	Disease Tolerance to Turcicum Blight & Downy Mildew



Hy. Maize Geno Gold 1034

Plant Habit	Erect & Vigorous
Plant Height	Medium Tall (200-220 cm)
Grain Colour	Orange-Yellow & Bold
Ear Shape	Conico-Cylindrical
Kharif Maturity	105-115 DAS
Rabi Maturity	120-130 DAS
Cob	Two Per Plant
Sp. Feature	Disease Tolerance to Turcicum Blight & Downy Mildew



Hy. Maize Geno-1333

Plant Habit	Erect & Vigorous
Plant Height	Medium Tall (200-220 cm)
Grain Colour	Orange-Yellow & Bold
Ear Shape	Conico-Cylindrical
Kharif Maturity	110-120 DAS
Rabi Maturity	125-135 DAS
Cob	Two Per Plant
Sp. Feature	Disease Tolerance to Turcicum Blight & Downy Mildew



Paddy Seed 1692

Plant Height	120-125 cm
Maturity	115-135 DAS
Tillers	18-20 DAS
Grain	100-110 per spikelet
Grain Type	Slender
Grain Weight	1000 Grain (28-30 gm)
Sp. Feature	Good Kernel Length after cooking (15 mm) Intermediate amylose content (23%) and strong aroma



Paddy Seed 1718

Plant Height	120-125 cm
Maturity	115-135 DAS
Tillers	18-20 DAS
Grain	100-110 per spikelet
Grain Type	Slender
Grain Weight	1000 Grain (28-30 gm)
Sp. Feature	Good Kernel Length after cooking (15 mm) Intermediate amylose content (23%) and strong aroma



Paddy Seed 1509

Plant Height	110-120 cm
Maturity	105-120 DAS
50% Flowering	80-85 DAS
Grain Type	Long Slender
Grain Weight	1000 Grain (26-28 gm)
Sp. Feature	Good Kernel Length after cooking (14 mm) Intermediate amylose content (22%) and strong aroma



Res. Wheat Geno-72

Plant Height	90-110 cm
Tillers per plant	16-18 (Standard Cultivation)
Spike Length	8-10 cm
Maturity	100-110 DAS
Protein	11%
Grain Weight	1000 Seeds (42-44 gm)
Sp. Feature	Suitable for early sowing & Tolerant to rust diseases



Res. Wheat Raj-1482

Plant Height	100-110 cm
Tillers per plant	18-20 (Standard Cultivation)
Spike Length	10-12 cm
Maturity	110-120 DAS
Protein	11%
Grain Weight	1000 Seeds (44-45 gm)
Sp. Feature	Suitable for early sowing & Tolerant to rust diseases



Res. Wheat Raj-4037

Plant Height	115-120 cm
Tillers per plant	18-20 (Standard Cultivation)
Spike Length	12-14 cm
Maturity	115-125 DAS
Protein	11%
Grain Weight	1000 Seeds (44-45 gm)
Sp. Feature	Suitable for early sowing & Tolerant to rust diseases



Res. Mustard Madhavi

Plant Habit	Branched with spreading in Nature
Plant Height	180-200 cm
50% Flowering	45-50 DAS
Grain Colour	Black
Branches	8-10
Siliqua	75-85 per Branch
Maturity	130-145 DAS
Seeds	20-22 per pod
Oil Content	41-43 %
Sp. Feature	Tolerant to DM & PM Leaves at Basal of Stem



Res. Mustard Siya-77

Plant Habit	Branched with spreading in Nature
Plant Height	180-200 cm
50% Flowering	45-50 DAS
Grain Colour	Black
Branches	8-10
Siliqua	75-85 per Branch
Maturity	130-145 DAS
Seeds	20-22 per pod
Oil Content	41-43 %
Sp. Feature	Tolerant to DM & PM Leaves at Basal of Stem



Res. Black Gram Kala Moti

Growth Habit	Erect & Determinate
Plant Height	45-55 cm
Maturity	70-75 DAS
Seed Weight	100 Seeds (3-5 gm)
Seed Shape	Drum shape with dull lusture
50% Flowering	35-40 DAS
Pod Nature	Green colour premature pods with absence in pubescence
Sp. Feature	Tolerance to YVNV



Res. Green Gram Smarat Green

Plant Habit	Semi spreading & determinate
Plant Height	50-60 cm
Maturity	65-70 DAS
Branches	8-10
Seed Weight	100 Seed (6-7 gm)
Seed Size	Medium Bold
Seed Shape	Ovel with shiny lusture
Sp. Feature	Tolerance to YVMV



F1 Okra NISHA-55

Plant Height	Medium
Branches	12-14
First Pick	48-52 DAS
Fruit Angle	Pentagon
Fruit Colour	Light green with medium hairy
Fruit Length	12-14 cm
Tolerance	YVMV



F1 Okra Basanti-21

Plant Height	Medium
Branches	10-12
First Pick	45-48 DAS
Fruit Angle	Pentagon
Fruit Colour	Light green with medium hairy
Fruit Length	10-12 cm
Tolerance	YVMV



Res. Gwar Gum Hari Priya

Plant Habit	Medium Branch Type
Plant Height	60-80 cm
1st Pick	55-60 DAS
Total Picking	3-4
Pod Colour	Dark Green
Pod Length	8-10 cm
Tolerance	Powdery Mildew
Sp. Features	9-11 Seeds per Pod



Imp. Coriander Geno Green

Growth Habit	Improved
Plant Height	20-30 cm
Leaf	Broad Size, Dare Green
First Pick	40-45 DAS
Maturity	110-120 DAS (Seeds Harvest)
Sp. Features	Prolific with Potent Aroma



Pea Seed GN-10

Plant Habit	Medium Branch Type
Plant Height	60-80 cm
1st Pick	55-60 DAS
Total Picking	3-4
Pod Colour	Dark Green
Pod Length	8-10 cm
Tolerance	Powdery Mildew
Sp. Features	9-11 Seeds per Pod



F1 Tar Kakri BRINDA

It is light Green in Colour with a soft skin and white Flesh. It is Mainly Eaten as a Salad with Salt & Pepper. its Fruit has a Cooling Effect so it is Eaten Mainly in this Summer Season.



Res. Sesamum Madhvi-10

Growth Habit	Basal Branching in Nature
Plant Height	85-95 cm
Maturity	75-85 DAS
Seed Weight	1000 Seeds (2.5-3 gm)
Pod	55-60 per plant
Seed Coat	White Colour
50% Flowering	35-45 DAS
Capsule Nature	Dense in Hairiness & Capsule per leaf axil with Cluster Arrangement



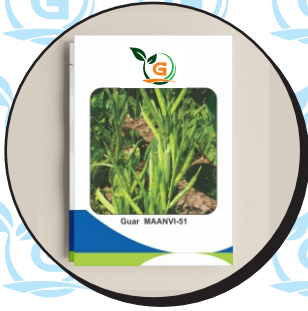
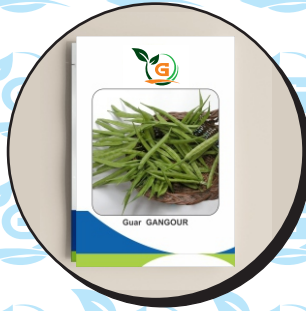
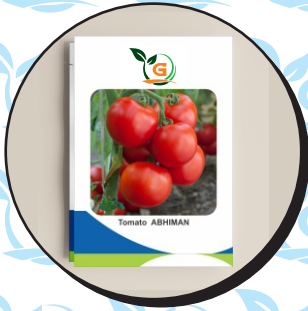
F1 Bottel Gourd Gopi-91

Plant Habit	Medium with Long Vine
1st Harvest	65-68 DAS
Fruit Shape	Cylindrical
Fruit Length	34-40 cm
Fruit Colour	Green Glossy
Fruit Weight	350-400 gm
Crop Duration	115-125 DAS



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OUR KITCHEN GARDEN PRODUCT





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