





UPL is focused on strengthening food security in over 130 countries by offering world class technologies and solutions for sustainable agricultural production. UPL has a strong presence in the Seeds, Plant Nutrition, Crop Protection, Biologicals and Post-Harvest Food Preservation value chains. Its workforce is comprised of more than 40 different nationalities, with manufacturing facilities in 48 locations worldwide. UPL holds more than 12,000 product registrations and more than 1,000 patents globally, illustrating the extent of the company's focus on innovation across a diverse product portfolio.

UPL's purpose – OpenAg – is to create a seamless network that activates connections across the world's agriculture system. It aims to power new levels of sustainable growth – for farmers, for producers, for customers, for partners, and for societies everywhere. It is a fundamentally optimistic view of the future of agriculture; one with no limits, and no borders, that feeds sustainable growth for all.

# Sustainable Agriculture & Food Security

Advanta Seeds is focused on sustainable agriculture by providing farmers with high quality seeds and new seeds technologies to increase farmer prosperity.



## SUSTAINABLE DEVELOPMENT GOALS

Advanta Seeds is committed to UN Sustainable Development Goals (SDGs) by focusing on smallholder farmers in regions with food security challenges.

**1 NO POVERTY**



Providing high quality seeds to smallholder farmers to improve their prosperity, social and economic status.

**2 ZERO HUNGER**



Enhancing smallholder farmers productivity and growing more nutritional food.



**Bhupen Dubey**

Global CEO, Advanta Seeds

## Leader's Message

### Dear Valued Customer,

Thank you for supporting Advanta Seeds. Every purchase supports farmers like you. Advanta Seeds support for farmers is essential to achieve the United Nations Sustainable Development Goals: No Poverty & Zero Hunger. We have been recognized as a true global leader by the Access to Seeds Index 2019, and ranked in top 5 seed companies in helping smallholder farmers to increase their productivity and grow more nutritional food in South and Southeast Asia.

Seeds represent the most critical investment for farmers as better seeds mean better yields. We understand that. Our dedicated research and development teams are focused on developing more disease-resistant and high-yielding seed varieties with valuable traits you need.

In India, Advanta Seeds has 5 research and development stations working to enhance production of okra, hot peppers, tomatoes, cauliflower, corn, sweet corn, rice, forages and sorghum.

Advanta Seeds delivers innovative, high quality seeds to 66 countries worldwide. Our investment in the most advanced proprietary technologies, combined with enhanced capacities and capabilities to cater to region-specific demands, are helping us emerge as true global leaders.

Advanta Seeds is committed to economic growth and profitability of people while protecting the planet, the key focus for all UN SDGs. Thank you for supporting Advanta Seeds and our mission.



**Prashant Belgamwar**

## Leader's Message

**Dear Valued Partner,**

*I am excited to launch this edition of **Forage Product Catalogue** which features our blockbuster new products and innovative technology aimed to sustainably serve the farmers.*

*Forage is a strategic crop for Advanta and we have relentlessly focused on our Forage R&D to deliver best-in-class products suited for farmers, Cooperatives and Dairies. Our rich germplasm, best-in-class breeding and dedicated team has been instrumental to deliver value added products and maintain a robust pipeline.*

*In India, Forage is a highly unorganized seed market. Advanta has been working closely with farmers to understand their needs and integrate in its breeding programs. Committed to improve the ROI of farmers, Advanta has established itself as **Animal Nutrition Solution Provider**. Our existing products & new launches namely Nutrifeed, Sugargraze, Mega Sweet, BMR Rocket, Jumbo Gold have been very well accepted by farmers and secured itself as a No. 1 brand.*

*We are a fast growing company and it gives us immense satisfaction to know that the farmers trust us and believe in our product, encouraging us to aim higher. Our products are extensively evaluated / tested in farmer field with stringent cross functional product evaluation mechanism, which gives us confidence of our product performance.*

*Hoping this Catalogue is of help to our customers and your search for the required product ends with our Catalogue.*





# Forages

India ranks 1<sup>st</sup> in Milk Production, accounting for 21% of world milk production achieving an annual output of 176 Million Tonnes. However, the productivity of Indian bovine remains a challenge. The situation calls for increased productivity to sustain the growth projected in Dairy industry. Increased urbanization, change in food habit and enhanced purchasing power is boosting the demand of milk and milk products and an ever increasing performance pressure on dairy industry.

Feed cost accounts for approximately 60-70% of total milk production cost and is a significant factor to make dairy farming profitable. Adequate supply of Green Fodder is crucial in balanced Nutrition Management. While it has a crucial role to play, there is a significant deficit in its availability leading to nutritional gaps resulting in low productivity.

Advanta has been a pioneer in introducing next generation forage seeds, serving Indian dairy farmers through a superior portfolio of world class products. Our offerings are aimed at supplying more and highly nutritive forages round the year thus reducing the dependability on concentrates. This results in significant drop in production cost of milk, thus increasing farmers income. Advanta is working on pathbreaking technologies in Forages and bringing positive impact in the lives of dairy farmers, increasing their profits and bringing prosperity to their lives.

**We are the Forage Specialists!**

## Advanta in Forage Business

- Extensive research programme for Forages in India, Australia, US & Argentina
- Wide range of products in all value-added forage segments, viz; SSG, Sweet Sorghums, BMR Sorghums, Forage Millets, Rye Grass
- Forage products suitable for different needs of growers, e.g. differentiated offerings for Dairy cattle, Sheep-Goat etc.
- Huge base of satisfied users across different parts of the globe
- Distinguished Hybrid offerings delivering significant value over traditional forage products.

### Forage Research Facilities

#### Forage Sorghum Research Station

Location Pune

#### Forage Millet Research Station

Locations  
Kallakal,  
Hyderabad







# IMPORTANCE OF GREEN FODDER

Increases  
Dry matter  
intake



Rich source  
of minerals &  
vitamins



Reduces daily  
expense on  
cattle feed/  
Higher feed  
Efficiency



Improves  
fertility with  
lesser repeat



Milk production  
increases with  
higher and  
earlier lactation  
peaks and longer  
lactation period



Fat

Increases  
Fat% in milk



Reduces cost of  
medicine required  
for sickness, other  
metabolic disorders  
like acidosis,  
lameness, mastitis,  
ROP (Retention of  
Placenta), Milk fever,  
Ketosis



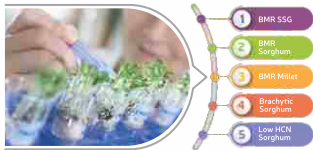
Improves  
health



## Advanta's Forage Offering

Advanta's Offering	Crop Type	Offering Basis Seasonality			Offering Basis Suitability for Consumption		
		Summer / Kharif Single Cut	Summer / Kharif Multi cut	Winter Multicut Grasses	Green Fodder	Hay	Silage
Nutrifeed	Millet		✓		✓	✓	
Nutrijet	Millet		✓		✓	✓	
Sugargraze	Sorghum	✓			✓		✓
Mega Sweet	Sorghum	✓			✓		✓
Jumbo Gold	Sorghum		✓		✓		
BMR Rocket	SSG		✓		✓		
Makkhan Grass	Rye Grass			✓	✓	✓	
PAC 740	Corn	✓			✓		✓

## Upcoming Technologies



**BMR Technology** - BMR Technology enhances digestibility of forages due to reduced Lignin. It reduces the amount of additional feed needed to gain maximum animal performance.

**Brachytic Technology** - Increases Biomass from less height by reducing internodal distance. It facilitates mechanisation.

**Low HCN Technology** - It reduces the risk of animal poisoning even though the crop is harvested at earlier stages.

# Nutrifeed

Multi Cut



Pest & diseases  
free



High  
Biomass



- High Biomass yield (50% More than SSG products), Suitable for multi-cutting
- Drought tolerant once established
- No risk of prussic acid poisoning and is suitable for early feeding
- High protein and nutritive value (12-16% Crude Protein)
- High palatability
- IVOMD: 61.3%
- High metabolizable energy
- Nutrifeed is tolerant to most pests and diseases and requires almost negligible investment for their control
- Nutrifeed gives disease and pest free green forage for better health of animals
- High digestibility rendering less feed quantity per animal and less forage area for cultivation
- High Nutritional fodder helps in better health of animal

Seed Rate : 3 Kg / Acre

Source : Advanta's Trial Data with Institutions



- High yielding Nutritious fodder suitable for single cut
- Very Tall - 300 cm and Late flowering - 85-90 days
- Good leaf to stem ratio, thick and juicy stem
- High green fodder yield with sweet stalk and good fodder Quality Parameters
- Higher per day productivity
- Tolerant to foliar diseases
- Long and broad leaves (length - 85-90 cm & Breadth - 8-9 cm)
- Brix (At Physiological maturity) - 16-17%
- Crude protein - 9-10%
- High Metabolizable energy and suitable for preparing silage
- IVDMD - 63-65%



**Seed Rate : 6 Kg / Acre**

Source : Advanta's Trial Data with Institutions



**Pest & diseases  
Tolerant**



**Single Cut**



**High  
Biomass**

**Mega Sweet**



# Sugargraze

Single Cut



Suitable for  
silage making



High Brix



- High yielding Nutritious Fodder, suitable for single cut
- High Brix 16% to 18% with High Protein (11-13%) and high Metabolizable Energy
- Tall, thick, juicy Stems with Soft Inter-nodes
- Good Sustainability and Wider Adaptability
- More Digestibility & Palatability
- Suitable for Silage
- High dry matter
- Drought Tolerance

Seed Rate : 6 Kg / Acre

Source : Advanta's Trial Data with Institutions



- First BMR Sorghum Hybrid in India
- Low Lignin Levels makes BMR Rocket a highly digestible forage and reduces the amount of additional feed needed to gain maximum animal performance; Good digestibility
- Reduced wastage, stalks are digestible and so animals consume total plant matter
- Multicut - More cuts, more fodder
- Best leaf stem ratio
- High crude protein (8-10%) and Less HCN content
- Better digestible dry matter (DOM) - Better Energy



Seed Rate : 10 Kg / Acre

Source : Advanta's Trial Data with Institutions



BMR Trait



Low Lignin



Multi Cut

BMR Rocket



# Jumbo Gold

Multi Cut



High Yield



- Multicut, High biomass and better standability
- Good rejuvenation with strong stem
- Suitable for dry and irrigated conditions. Tolerant to water stress as well as water logging conditions.
- Tolerant to major Pests (Stem Borer and Shoot Fly) under natural field conditions
- High digestibility with high protein and high metabolic energy

Seed Rate : 10 Kg / Acre

Source : Advanta's Trial Data with Institutions





## CULTIVATED IN WINTER

- High Nutrition (14 - 18 % Crude Protein), highly palatable and succulent multicut annual grass
- Makkhan Grass can be used as fresh as well as hay
- Makkhan Grass improves milk production and quality especially Milk Solids
- Dry Matter digestibility is very high - 65%



Seed Rate : 6 Kg / Acre

Source : Advanta's Trial Data with Institutions



Multi Cut



Increases  
Milk yield



Increases  
Fat Content

# Makkhan Grass



# Nutrijet

- High Biomass yield
- Fast growth
- Suitable for Multi cut
- Broad and long leaves
- Late flowering

## New generation Forage Hybrid



30 min. after 1<sup>st</sup> cut



3 hours after 1<sup>st</sup> cut



1 day after 1<sup>st</sup> cut



4 day after 1<sup>st</sup> cut

- Good yielder
- Good height
- Tolerant to lodging
- Very good leaf stem ratio
- Lush green leaves
- Tolerant to most of the leafy diseases
- Suitable for silage

\* Suitable for Central and Western India



**Seed Rate : 8 Kg / Acre**

Source : Advanta's Trial Data with Institutions



Tolerant to  
Leafy diseases



Suitable for  
silage making



Good Height

PAC 740





# Round the year Green Fodder availability from Advanta's basket





# A BETTER AND MORE SUSTAINABLE FUTURE FOR ALL

**Advanta Seeds** is committed to contribute to achieving the UN Sustainable Development Goals (SDGs) and promote sustainable agriculture.

## SUSTAINABLE DEVELOPMENT GOALS



## Advanta range of products





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