

Mahindra HZPC launches its State-of-the-art Aeroponics Facility in Mohali for early generation Seed Potato Production



- Aeroponics facilitates agriculture where the root of the plant is suspended in air, rather than soil
- Set to give the best quality of potato seeds to the Indian farmer

November 4, 2016 Chandigarh: MHZPC, a 60:40 JV of Mahindra Agri Solutions Limited (MASL) and HZPC, today inaugurated its modern and state-of-the-art Aeroponic facility in Mohali. The facility was inaugurated by Alphonsus Stoelinga, the Honourable Ambassador of the Netherlands in the presence of Ashok Sharma, MD & CEO-MASL and Gerard Backx, CEO HZPC Holding B.V.

The new facility will produce the best of its kind potato seeds by using an innovative process and latest technology. This will translate into the best quality potatoes for the Indian consumer.

Speaking on the inauguration of the facility, Ashok Sharma, MD & CEO- Mahindra Agri Solutions Ltd. said, “As pioneers of farming technology in India, Mahindra is committed towards building disruptive innovations that bring significant benefits for our farmer community as well as end consumers. Aeroponics is one such example – it will drastically change the landscape of agriculture by providing world class seeds to our farmers which will lead to higher productivity and increased cultivation, in line with our vision of ***Delivering FarmTech Prosperity***. Consumers too will feel the advantage as they will be able to experience more and differentiated choices in food, a proposition that Mahindra very strongly believes in”.

Built to support the company’s seeds potato business, the Aeroponics facility will grow plants suspended in a closed environment, without the use of soil. This advanced technology in agriculture provides necessary nutrients to the plants through spraying atomized nutrient-rich water to the dangling roots and lower stems.

A promising agricultural intervention, Aeroponics will be highly useful both for the B2B as well as the B2C segments. The processing industry will be able to launch new varieties into their production programs faster as Aeroponics will help reduce the time to market for new varieties by 50%.

For farmers, this will translate into virus-free world class seeds which will increase productivity by 10-30%, providing the much needed fillip to farmer incomes.

Mahindra HZPC’s Aeroponics facility has a capacity to generate 3 million minitubers, and the first production batch is slated to be out in January, 2017. Also, Mahindra HZPC plans to launch 6 new varieties of Potato, half of which will cater to the end consumers and the remaining will be targeted at the processing sector. Mahindra HZPC owns another facility in Palampur, Himachal Pradesh; which together with the new Aeroponics facility is capable of generating 15 million minitubers within a couple of years.

Mahindra Agri Solutions Limited

With a vision to ***Deliver FarmTech Prosperity***, Mahindra Agri Solutions Ltd. closely interacts with farmers to improve their produce, quality and productivity by providing latest advances in farm technologies and agricultural know how. It also helps farmers by linking them to the market to provide better returns for their quality produce and thereby improving their lives. With its wide portfolio of inputs viz. Seeds, Crop Care, Micro Irrigation Services backed by high quality advisory through Samriddhi outlets, Mahindra Agri Business has successfully helped Indian farmers increase their productivity over the years. At the same time, it has a strong outputs business consisting of Fruits and Vegetables, Pulses, Edible Oils and Dairy where again close links with the farmers allow it to provide products that stand for quality and purity.

Having grown more than 11 fold in the last 5 years, Mahindra Agribusiness has become one of India's largest grape exporter, launched its premium fresh fruit and dairy brand **Saboro**, and established 'Farm to Fork' presence across the Agri value chain. It has also ventured into branded pulses and oils segment with **NuPro** with the promise of highest quality backed by the Mahindra Quality Standards. It also hosts the pioneering Mahindra Samriddhi India Agri Awards, which celebrated its sixth edition and has attracted close to 200000 agricultural innovations and success stories till date.

About HZPC

HZPC is the innovative world leader in potato breeding and seed potato trade. The breeders of HZPC develop seed potato varieties that optimally match with the local growing conditions. With HZPC varieties, local potato growers are able to respond dynamically to the needs of their markets and market segments such as processing industry, retail and the traditional trade market.

HZPC is a commercial world player with 300 employees in more than 10 countries and is owned by 800 of its international seed potato growers and employees.

With HZPC varieties and seed potatoes, potato growers worldwide realise a sustainable and healthy growth, taking responsibility for the people and planet into account.

More media information

Gerard Backx, CEO HZPC Holding B.V.

info@hzpc.com

+31 513 48 98 88

www.hzpc.com

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 17.8 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

Visit us at www.mahindra.com

Our Social Media Channels:

Twitter - <https://twitter.com/MahindraRise>

Facebook - <https://www.facebook.com/MahindraRise>

Media contact:

Mohan Nair

Vice President (Communications)

Automotive & Farm Equipment Sectors

Office Direct Line – + 91 22 28468510

Office Email Address – nair.mohan@mahindra.com