



Wageningen, Netherlands, May 22, 2018

SHRIRAM BIOSEED AND KEYGENE JOIN FORCES TO DEVELOP IMPROVED HYBRID RICE FOR INDIAN MARKETS WITH THEIR RICEBOOSTER PROGRAM

Shriram Bioseed and KeyGene announce a multi-year strategic co-development research program for development of improved rice hybrids with higher yields, increased tolerance to abiotic stresses, and better grain quality for consumers in India and south east Asia. KeyGene's innovation platforms will be exploited to boost these important traits in Bioseed's elite rice germplasm. The program will lead to growth of hybrid rice markets in the region.

Under this partnership both companies will make joint investments. *"The aim of this strategic investment is to generate value in rice by incorporating new traits that help vigorous growth of rice with customized preferences for consumers in different parts of India and in the South-East Asian rice market. The end goal is to benefit the rice farmers by providing them with seed of high performing hybrids"*, says Arjen van Tunen, CEO of KeyGene.

"We are excited about our extended collaboration with KeyGene and the opportunity of using KeyGene's proprietary technologies and innovation platforms to develop novel tools specifically for rice which will enable us to improve our products with increased precision and efficiency", says Dr. Paresh Verma, Director Research at Shriram Bioseed.

About KeyGene

The crop innovation company

KeyGene is the go-to AgBiotech company for higher crop yield & quality. With our intellectual capital, solution driven approach and collaborative spirit, we work for the future of global agriculture with partners in the AgriFood sector. Using our proprietary technologies and non-GM approaches, we support customers with the development of new and improved crops. Our goal is to help organizations with their toughest R&D challenges, combining our cutting edge breeding technologies, bioinformatics & data science expertise and plant-based trait platforms. At KeyGene, we work in an international environment with more than 140 professionals from all over the world. Our company is based in Wageningen, Netherlands and Rockville, MD, USA.

www.keygene.com

About Shriram Bioseed

Shriram Bioseed, the hybrid seed business of DCM Shriram Ltd., is engaged in development, production and marketing of hybrid seeds of several field and vegetable crops. With research stations spread across south and south east Asia, Shriram Bioseed has a strong crop breeding capability for developing hybrids which meet the needs of farmers in the region by combining high yield with various biotic and abiotic stresses. Shriram Bioseed has a strong presence in India, Vietnam, Philippines and Indonesia.

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PRESS RELEASE

