



Wageningen, Netherlands, May 28, 2018

KEYGENE OPENS A REPRESENTATION OFFICE IN INDIA

KeyGene announced the opening of a representation office in India enabling it to better serve the vast and growing Indian agro food market with valuable non-GM solutions for improved crops. The office is located in the seed capital of India in the southern state of Telangana in Hyderabad. This global expansion of KeyGene will mark its presence in regions like North America, Europe and APAC.

As a globally acting AgBiotech Company, KeyGene is active in Indian markets since 10 years and aims to establish strategic collaborations with the Indian agro food based companies. For instance KeyGene is having a strategic collaboration with the DCM Shriram Bioseed group in India on rice improvement. KeyGene being a very successful crop innovation company believes its crop innovation solutions can enable the Indian governments agenda for doubling its farmers income by helping the seed businesses with high quality and better performing crops hence benefitting all stakeholders in the value chain. To deliver on its commitment, KeyGene joined the Dutch trade mission to India this May headed by its prime minister Mr. Mark Rutte. During the mission KeyGene aimed to form strategic coalitions within public and the private sector in the agro-food space.

"We are very excited about our presence in Hyderabad and are confident that this enables KeyGene to (1) better reach out to our clients, (2) get better understanding of the market needs and (3) bring necessary solutions for the public and private sector in agriculture, seed businesses, agro-food companies and the farmers", says Dr. Arjen van Tunen, CEO KeyGene.

"We are very pleased to welcome KeyGene to the vibrant biotech and life sciences ecosystem of Hyderabad and Telangana", says Mr. K T Rama Rao, Minister of Industries & Commerce, Govt. of Telangana. He adds: *"Hyderabad has emerged as an undisputed leader in Life Sciences and is also known as the seed capital of India with large number of global / Indian agri companies / institutions like ICRISAT, Dupont, Bayer Crop Sciences, CCMB, among others. Entry of KeyGene re-emphasizes the dominant position that Hyderabad enjoys in the Life Sciences and Agri sectors. Furthermore, in a first of its kind initiative, more than 30 top academic, agriculture and scientific research institutes in Hyderabad along with the Government of Telangana, have come together to form - RICH, the Research and Innovation Circle of Hyderabad with an objective of assisting people and institutions working in silos to maximize the research potential and provide a clear path for a promising idea or a research work to graduate into a commercial proposition in close association with industry. Government continues to place maximum emphasis on innovation and is committed to development of an ecosystem that promotes industrial growth and entrepreneurship".*

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

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