



**Welcome
to our weekly
newsletter**

Leadership Insight: “A Note from the Managing Director”



Kishor Veer

Your trusted source for essential updates and insights crafted for our valued customers. We aim to inform you about the latest developments at Ellora Natural Seeds Pvt. Ltd.

Highlights of the week

- ✓ Ellora Company Marks Republic Day with Nationwide Flag Hoisting Events, Highlighting Community Development and Wellness Initiatives.
- ✓ Ellora Company Hosts Delegation from Madhya Pradesh, Strengthening Bonds and Offering Exclusive Insights at R&D Center.
- ✓ Ellora Company Presents Advanced Okra and Maize Varieties to Enhance Farming Productivity.

We trust that you'll find this edition engaging and informative. We appreciate your continued support and encourage you to stay tuned for future updates.

Ellora Company Marks Republic Day with Nationwide Flag Hoisting Events, Highlighting Community Development and Wellness Initiatives.

Ellora Company celebrated Republic Day with 25 grand flag-hoisting events across India, meaningfully engaging local communities. Each ceremony was led by different figures, from farmers to dealers, creating a personalized touch for every region.

A highlight of the celebrations took place at the Ellora R&D Center in Patoda, where Dr. Chetan Pawar led the flag hoisting and spoke about the importance of a healthy daily routine. His message encouraged the audience to prioritize fitness and adopt healthier lifestyles.

The event also included a tree plantation drive, which significantly involved the local community. This initiative demonstrated Ellora's commitment to environmental sustainability and regional development.

Alongside the plantation drive, a comprehensive medical check-up camp was launched, attracting many locals eager to benefit from free health services. This initiative further solidified Ellora's dedication to community well-being and empowerment.

Ellora's Republic Day events highlighted the company's continuous efforts to strengthen its presence in India, not only through business expansion but also by positively impacting the health and environment of local populations.



Ellora Company Hosts Delegation from Madhya Pradesh, Strengthening Bonds and Offering Exclusive Insights at R&D Center

In the last week, a delegation of dealers and distributors from Madhya Pradesh and their families made a surprise visit to Ellora Company. During this visit, the Managing Director personally engaged with each family, warmly connecting with the children and fostering a sense of camaraderie. He also took the opportunity to emphasize the critical importance of agriculture and its impact on the industry. The group was also given an exclusive tour of Ellora's Research and Development Center, where they enjoyed the experience and gained invaluable insights into the company's agricultural initiatives.



Ellora Company Presents Advanced Okra and Maize Varieties to Enhance Farming Productivity

Ellora Company recently completed a successful PPT presentation at the Commissioner of Agriculture, MS, Pune, showcasing its newly developed Okra and Maize Sweet Corn varieties under the ENSPL brand. Prior to the presentation, successful trials of these varieties were conducted at various State Agricultural Universities (SAUs), which helped validate their performance.

The company's R&D and QA leaders led the session and provided valuable insights into the research and development process behind these new crops. The event marked another significant step in Ellora's commitment to advancing agricultural development and offering high-performance crops to farmers for improved yields.



AGRI NEWS

From Importer To Exporter: How India Took Over The French Fries Market



- Not long ago, French fries in India were a rare indulgence, confined to upscale hotels or international fast-food chains and imported from Europe and the US. Today, French fries have become a major export commodity, with India evolving from a consumer to a key player in the global frozen French fry (FF) market.
- In 2023-24, India exported 135,877 tonnes of French fries, valued at Rs 1,478.73 crore. Between April and October 2024 alone, exports surged to 106,506 tonnes, reaching Rs 1,056.92 crore, underscoring a remarkable milestone in the country's processed food industry.
- India's domestic French fry consumption is estimated at 100,000 tonnes annually, valued at Rs 1,400 crore. This includes business-to-business sales to major fast-food chains such as McDonald's, KFC, and Burger King, alongside retail sales to households.
- **Where does India export French fries?**
 - ✓ Indian French fry exports are primarily directed to Southeast Asia, including countries like the Philippines, Thailand, Malaysia, Indonesia, and Vietnam. The Middle East also constitutes a significant market, with exports to Saudi Arabia, the UAE, and Oman. Additionally, India's exports have reached East Asian countries such as Japan and Taiwan, indicating the growing global demand for Indian-produced French fries.

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