

DINAMICS | **BRANDido**
SPARK

OUR WORK

Nipun
ROTI

Website

This mockup shows the top half of the Nipun Roti website. It features a yellow header with the Nipun Roti logo and a 'Ready to Eat' badge. Below the header is a hero section with a woman eating a roti and the slogan 'Life Ho Gayi Easy!'. The 'ABOUT US' section follows, explaining the brand's mission to provide healthy, convenient rotis. The 'CORE VALUES' section lists four pillars: Convenience, Quality, Health, and Affordability. At the bottom, there are sections for 'LOCATE US' with a map, a 'NEWSLETTER' sign-up, and 'CONTACT US' information.

This mockup shows the 'CONTACT US' section of the Nipun Roti website. It features a large background image of a stack of rotis. The contact form includes fields for 'Name', 'Email address', and 'Message'. Below the form, there are contact details for the address, phone number (+91 11 88888887), and email (feedback@nipunroti.in). The 'LOCATE US' section includes a map and the address: 'Address: Tower Phoenix Landed, Plot No. 16A, Shalimar Estate, Sector 27-C, Near Noida Metro New Extension - 201303'. A 'NEWSLETTER' sign-up and 'CONTACT US' information are also present.

This mockup shows the 'ABOUT US' and 'PRODUCT RECIPE' sections of the Nipun Roti website. The 'ABOUT US' section highlights the brand's commitment to quality and health. The 'PRODUCT RECIPE' section features a 'FROM YOUR PLATE' section with a 'MORE RECIPE PRODUCTS' button, a 'PRODUCT RECIPE' section for 'Roti' with ingredients and preparation steps, and a 'Youtube Video' section. The 'Instagram Wall' section shows a grid of images. At the bottom, there are sections for 'LOCATE US', 'NEWSLETTER', and 'CONTACT US'.

This mockup shows the 'RECIPES' section of the Nipun Roti website. It features a large image of a basket of rotis. The 'RECIPES' section is titled 'ROTI QUESADILLAS' and includes an 'Ingredients' list, a 'Preparation' section, and a 'Roti Burritos' section with its own ingredients and preparation steps. At the bottom, there are sections for 'LOCATE US', 'NEWSLETTER', and 'CONTACT US'.

This mockup shows the 'THE IDEA BEHIND READY-TO-EAT ROTIS' section of the Nipun Roti website. It features a hero section with a man eating a roti and the slogan 'Life Ho Gayi Easy!'. The 'THE IDEA BEHIND READY-TO-EAT ROTIS' section explains the brand's mission to provide healthy, convenient rotis. The 'PRODUCT BENEFITS' section lists four benefits: Convenience, Quality, Health, and Affordability. At the bottom, there are sections for 'LOCATE US', 'NEWSLETTER', and 'CONTACT US'.

Roti Packaging



Digital and social media

Nipun Brand Launch Post

**FAVOURITE
PASS TIME
KE LIYE
MORE TIME**
COMING SOON...

NIPUN
AB LIFE HO GAYI EASY!




**AFTER WORK
HUMARE LIYE
MORE TIME**
COMING SOON...

NIPUN
AB LIFE HO GAYI EASY!



**READING
KE LIYE
MORE TIME**
COMING SOON...

NIPUN
AB LIFE HO GAYI EASY!



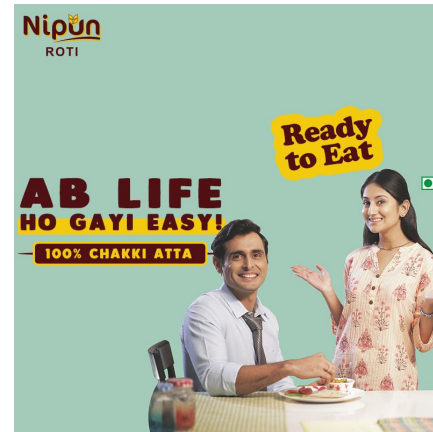
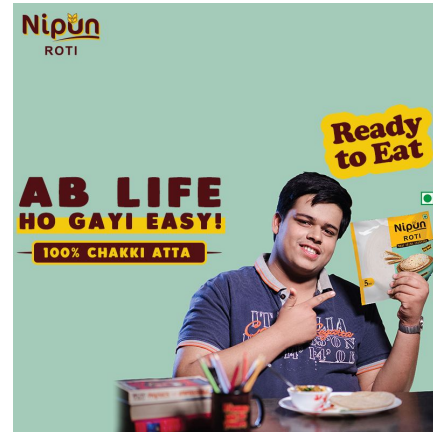
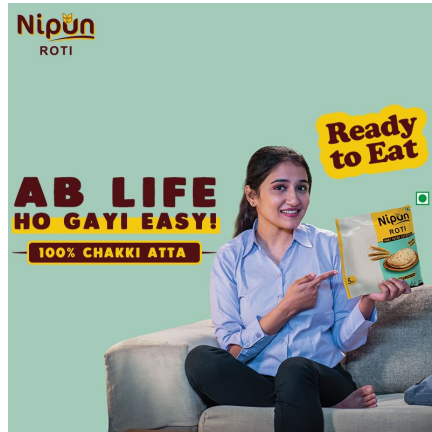
**PRESENTING
NIPUN**
READY TO EAT ROTI.

Nipun
ROTI
MADE FRESH EVERYDAY
Ready to Eat
3-
Kulcha aur Roti

AB LIFE HO GAYI EASY!



Posts



Posts



Posts

Nipun
ROTI

LOCKDOWN OR NO LOCKDOWN!
FRESH, HYGIENIC ROTI
ALWAYS AT YOUR SERVICE!

100% CHAKKI ATTA

Nipun
ROTI
MADE FRESH EVERYDAY

3

100% CHAKKI ATTA

Nipun
ROTI

**NO MAID?
NO WORRIES!**
FRESH, HYGIENIC ROTI
ALWAYS AT YOUR SERVICE!

100% CHAKKI ATTA

Nipun
ROTI
MADE FRESH EVERYDAY

3

100% CHAKKI ATTA

Nipun
ROTI

**LOCKED DOWN?
NO WORRIES!**
FRESH, HYGIENIC ROTI
ALWAYS AT YOUR SERVICE!

100% CHAKKI ATTA

Nipun
ROTI
MADE FRESH EVERYDAY

3

100% CHAKKI ATTA

Nipun
ROTI

ROTI GOES BEST WITH

VS

**VEGGIE ROLL
FOR SCHOOL TIFFIN**

**EGG CURRY
FOR OFFICE LUNCH**

Nipun
ROTI
MADE FRESH EVERYDAY

3

100% CHAKKI ATTA

milkbasket

Nipun
ROTI

**STUCK
AT HOME?**
NIPUN ROTI AT YOUR SERVICE!
DELIVERED TO YOUR DOORSTEP!

Nipun
ROTI
MADE FRESH EVERYDAY

3

100% CHAKKI ATTA

Nipun
ROTI

ROTI GOES BEST WITH

VS

**EGG ROLL
FOR SCHOOL TIFFIN**

**OMELETTE
FOR OFFICE LUNCH**


Nipun
ROTI
MADE FRESH EVERYDAY

3

100% CHAKKI ATTA

Posts

**PRESENTING
NIPUN**
READY TO EAT ROTI.



AB LIFE HO GAYI EASY!

**READING
KE LIYE
MORE TIME**



**AB LIFE
HOGI EASY!**

**AFTER WORK
HUMARE LIYE
MORE TIME**



Nipun
ROTI

**THIS WORLD
HAPPINESS DAY**

**STAY HEALTHY
& EAT FRESH
ROTI**



**ENTERTAINMENT
KE LIYE
MORE TIME**



Posts



Nipun
ROTI

Nipun
ROTI
MADE FRESH EVERYDAY
Ready to Eat
3 pcs

**MADE FRESH EVERY DAY
AB LIFE HO GAYI EASY**



Nipun
ROTI

**100% CHAKKI ATTA
FOR HEALTHY YOU**

Ready to Eat

Nipun
ROTI
MADE FRESH EVERYDAY
Ready to Eat
3 pcs



Nipun
ROTI

Nipun
ROTI
MADE FRESH EVERYDAY
Ready to Eat
3 pcs

**NIPUN ROTI
READY TO EAT**

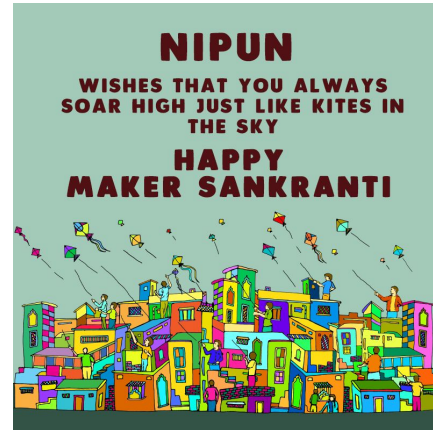


Nipun
ROTI

Nipun
ROTI
MADE FRESH EVERYDAY
Ready to Eat
3 pcs

**GET YOUR
FREE SAMPLE
FROM MILKBASKET**

**NIPUN ROTI
READY TO EAT**



NIPUN

WISHES THAT YOU ALWAYS
SOAR HIGH JUST LIKE KITES IN
THE SKY

**HAPPY
MAKER SANKRANTI**

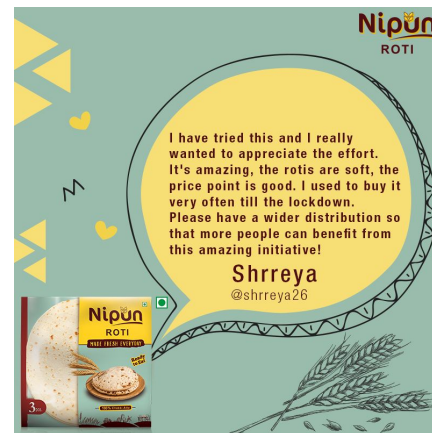
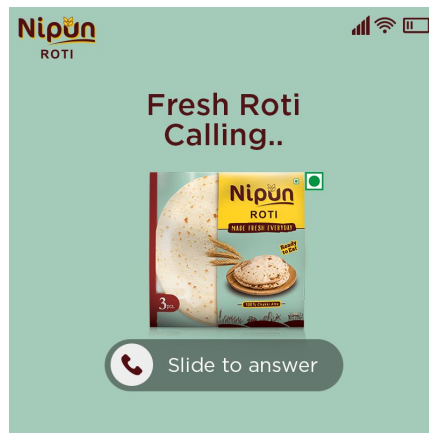
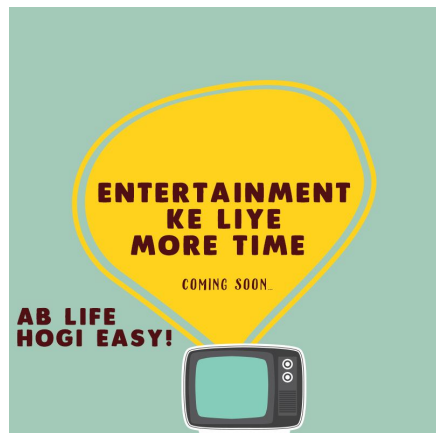


Nipun
ROTI

Nipun
ROTI
MADE FRESH EVERYDAY
Ready to Eat
3 pcs

**NIPUN ROTI
100% CHAKKI ATTA**

Posts



Modern Breads Launch Collaterals



Posts





**STAY INDOORS, STAY SAFE
AND EAT HEALTHY.**




THE LOVE OF FOOD.
THE MOST SINCERE LOVE EVER.

NIPUN WISHES ALL FOOD-LOVERS
A HAPPY *Valentine's*
DAY!



MAY THERE BE
STRENGTH TO FIGHT THE
HARDSHIPS AND LIGHT TO
SEE THE GOOD THINGS.

Sid
Mubarak
TO ALL



**A COLOURFUL
RIOT FOR YOUR
MOUTH.**

**WISHING YOU ALL
A HAPPY HOLI.**

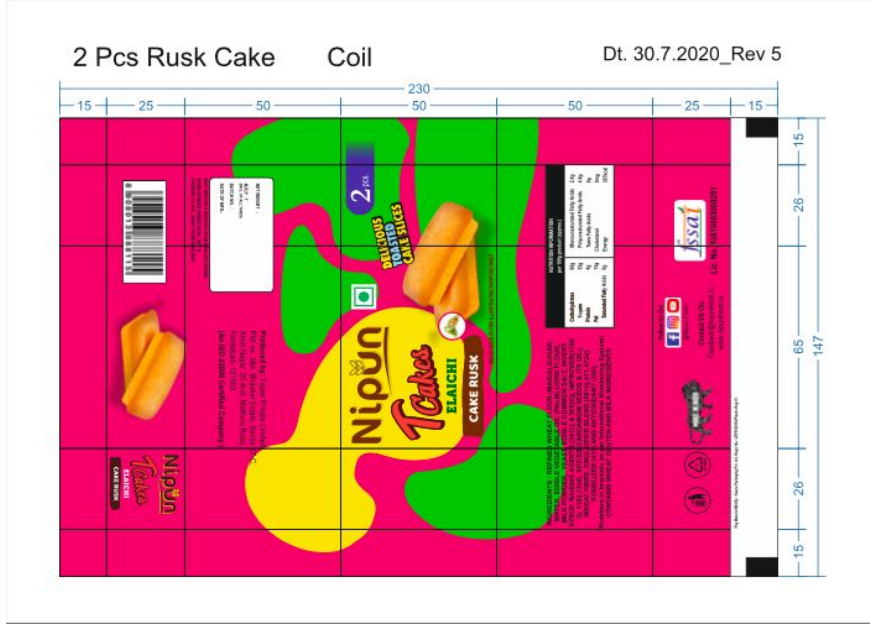


Modern Bread Launch Collaterals

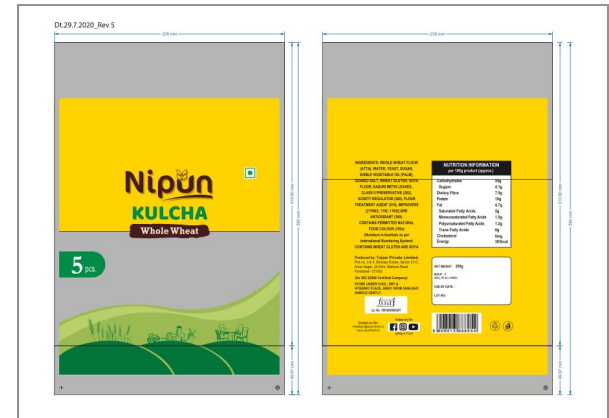
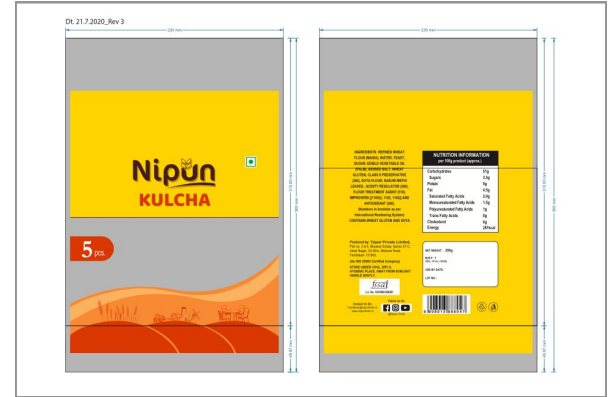


New Product Launch Packaging

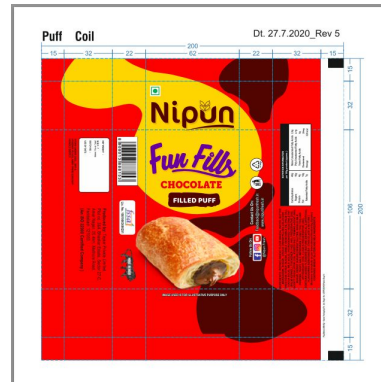
Cake Rusk



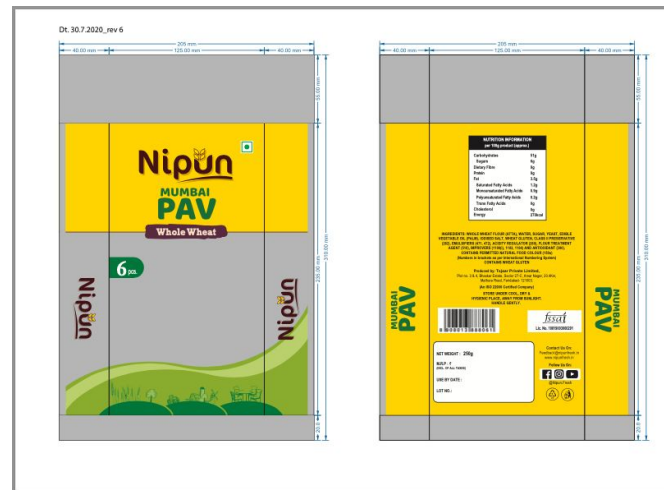
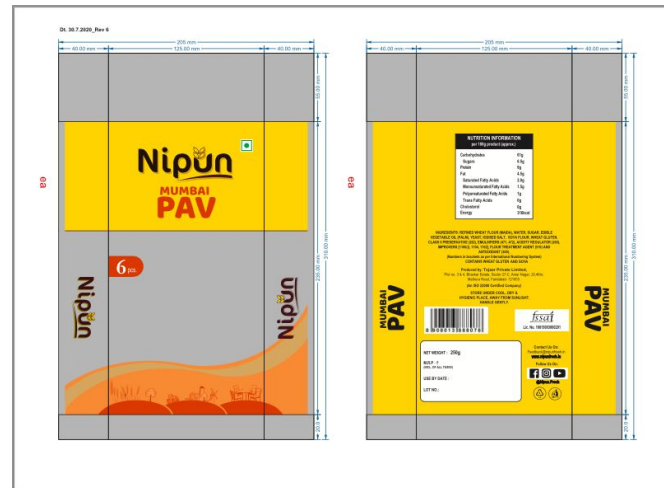
Kulcha



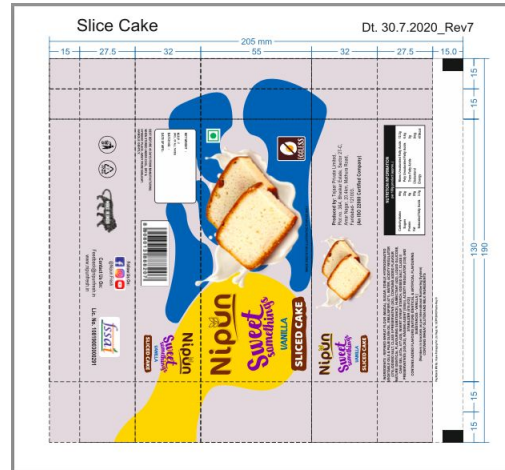
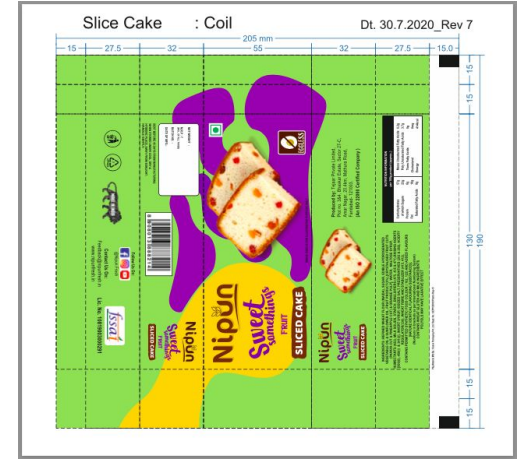
Puffs



Vada Pav



Sliced Cakes



Fruit Bun



New Products Posts



New Products Posts

**NIPUN
PAV
BHAJI KA
BIG BOSS!**



**NIPUN
JAB POORI FAMILY
KO LAANA HO
TABLE PAR.**



**NIPUN
SWEET PUFF
DIL MEIN MEETHA,
BAHAR NAMKEEN.**



Vanilla

**NIPUN
PAV
WITH BHAJI.
MADE FOR
EACH OTHER!**



**NIPUN
SWEET PUFF
KHAATE HI AAYE WOH
CHOCOLATE WALLI
FEELING.**



Chocolate



Bangladesh Re-launch Print Ad



Hero

Āmāderā SONAR BANGLA

Hero MotoCorp celebrates the welcoming spirit of Bangladesh. We are here to support the progress of every Bangladeshi citizen.

The proud freedom to ride their way, to travel better and longer.

And the freedom to work and earn. Come join us in this journey of empowerment.

#Ridemoreandearnmore

A man and a woman riding a Hero motorcycle on a road, with a large Bangladeshi flag in the background. Below the main image, a row of several Hero motorcycles is displayed.



Hero

HAMARA DESH BANGLADESH

At Hero, we believe we're not just about two-wheeler. We're about freedom, opportunity, and progress of every Bangladeshi citizen. Come join us in this journey of empowerment.

#RideMoreAndEarnMore

A young boy in a school uniform saluting, with a large Bangladeshi flag in the background. Below the main image, a row of several Hero motorcycles is displayed.



Hero

SABKA SAPNA SABKI SAWAARI

THE POWERFUL **HERO** HC Power

Hero MotoCorp has always had its feet firmly planted in Bangladesh. We have had our roots here for over 40 years. And now, to serve better, closer to Hero MotoCorp, and Hero HC Delivery, special introductory price our assets in business. To and in Hero MotoCorp, we judge our same exceptional transparent and reliable.

Rs. 99,999/- incl. GST and insurance charges **Rs. 9999 only** Special launch price. For 10 months **INTEREST FREE EMIS**

A man wearing a helmet riding a Hero motorcycle on a road, with a large Bangladeshi flag in the background. Below the main image, a row of several Hero motorcycles is displayed.



Hero

#HarDilMeinHero HAMARA DESH BANGLADESH

At Hero, we believe we're not just about two-wheeler. We're about freedom, opportunity, and progress of every Bangladeshi citizen. Come join us in this journey of empowerment. #RideMoreAndEarnMore

A man in a green shirt celebrating with arms raised, holding a small Bangladeshi flag, with a large Bangladeshi flag in the background. Below the main image, a row of several Hero motorcycles is displayed.

Hero Nepal Re-launch Ad



Join us on this extraordinary journey to expand horizons.



Join us on this extraordinary journey to expand horizons.



Join us on this extraordinary journey to expand horizons.

Hero World 2024 Website

#HEROWORLD2024

COME WITNESS THE FUTURE OF MOBILITY AT **HERO WORLD**

MEET THE STARS ONLY AT **Hero HUB**

FOR THE WORLD, MADE BY INDIA. **ONE Hero**

Get. Get. Glory. Welcome to the **OFF TRACK RACING**

Getting adrenaline junkies **ON TRACK RACING**

#HEROWORLD2024

RIDE INTO TOMORROW **HERO WORLD 2024**

40+ COUNTRIES

112 MN SATISFIED CUSTOMERS

#1 TWO-WHEELER MANUFACTURER

37+ YEARS OF SERVICE EXCELLENCE

9000 CUSTOMER TOUCH POINTS

#HEROWORLD2024

RIDE INTO TOMORROW **HERO WORLD 2024**

THE GENIUS OF A NEW GEN OF MOBILITY

SHARE YOUR FEEDBACK

Enter Full Name

Enter your Email id

Share your Feedback

SEND

GREENWOOD HIGH SCHOOL

Launch Print



**VISIONARY TEACHERS.
CHILD-CENTRIC ENVIRONMENT.
FUTURISTIC CURRICULUM.
7 NATIONAL AWARDS.
A MIX THAT'LL JUMPSTART
YOUR CHILD'S FUTURE.**

It is often said that you learn the best when you know that you are not being taught. This is exactly what we keep in mind while developing our curriculum. A holistic approach to ensure that every single child is future-ready.

You will learn more about us when you visit our campuses in Bengaluru including the most recent and biggest one in Bannerghatta. Come and explore the world of endless possibilities.

Visit our stall at
Hotel Fairfield Marriott on
19th & 20th November, 2016.

For enquiries, call: 88844 34000, 88844 34001
or write to us at
admissions.bgt@greenwoodhigh.edu.in



• BANNERGHATTA • KORMANGALA • JAYANAGAR • SARIAPUR • WHITEFIELD

[GreenwoodHighBangalore](#) www.greenwoodhigh.edu.in

Who knows what the future holds?

At Greenwood High, every child knows where she/he is heading. A future that's bright and successful. Here we focus not only on curriculum learning, but in holistic development of every single child. No wonder our alumni are making us proud, all across the globe.

Give your child the best start. Do come and visit us at any of the campuses spread across Bengaluru, including our new campus at Bannerghatta.

**For admissions, visit our stall at
Hotel Fairfield Marriott on
19th & 20th November, 2016.**

For enquiries, call: 88844 34000, 88844 34001
or write to us at
admissions.bgt@greenwoodhigh.edu.in

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- Open forum for parent-teacher interactions
- 15 Acre Campus
- GPS-enabled AC school buses
- Sick bay & ambulance
- Safe & secure campus
- Indoor & Outdoor sporting facilities
- Performing art classes
- Amphitheatre
- Highly qualified faculty
- Child-centric environment
- Olympics-standard swimming pool
- Library of thoughts
- Teacher-student ratio 1:10





OOH

CK BIRLA GROUP

nbc
flexible solutions

**A GOOD LIFE
REVOLVES
AROUND NBC.**

WINNER
2015
BRAND PRIZE 2015

WINNER
2015
BRAND PRIZE 2015

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This advertisement features a young girl and boy wearing helmets and riding scooters on a paved path. The background is a lush green park. In the foreground, a stack of silver bearings is visible. The NBC logo and tagline are in the top right, and the headline is in the center. Two award medals are shown below the headline. Social media icons and the company name are at the bottom.

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WINNER
2015
BRAND PRIZE 2015

WINNER
2015
BRAND PRIZE 2015

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This advertisement features a man and a young girl riding a bicycle together on a grassy hill. The background is a clear blue sky. In the foreground, a stack of silver bearings is visible. The NBC logo and tagline are in the top right, and the headline is in the center. Two award medals are shown below the headline. Social media icons and the company name are at the bottom.

 CK BIRLA GROUP


flexible solutions

A GOOD LIFE REVOLVES AROUND NBC.



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OOH Campaign

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nbc
flexible solutions



**ENVIRONMENT FOR US.
US FOR ENVIRONMENT.**

WORLD ENVIRONMENT DAY
5th June, 2017

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OUR SMART BEARINGS RANGE

- 2 WHEELERS
- 3 WHEELERS
- 4 WHEELERS
- TRACTORS
- LCV/MCV's
- RAILWAYS
- INDUSTRIES



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flexible solutions



**पर्यावरण हमारे लिये,
हम पर्यावरण के लिये.**

WORLD ENVIRONMENT DAY
5th June, 2017

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OUR SMART BEARINGS RANGE

- 2 WHEELERS
- 3 WHEELERS
- 4 WHEELERS
- TRACTORS
- LCV/MCV's
- RAILWAYS
- INDUSTRIES



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flexible solutions



**पर्यावरण बचाओ,
जीवन संवारो.**

WORLD ENVIRONMENT DAY
5th June, 2017

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OUR SMART BEARINGS RANGE

- 2 WHEELERS
- 3 WHEELERS
- 4 WHEELERS
- TRACTORS
- LCV/MCV's
- RAILWAYS
- INDUSTRIES



OOH Campaign

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flexible solutions



RUN FOR A GOOD ENVIRONMENT.

WORLD ENVIRONMENT DAY
5th June, 2017



OUR SMART BEARINGS RANGE



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RENEWABLE ENERGY

**CONSERVE ENVIRONMENT.
CONSERVE LIFE.**

WORLD ENVIRONMENT DAY
5th June, 2017



OUR SMART BEARINGS RANGE



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**NATURE GIVES US.
GIVE BACK TO NATURE.**

WORLD ENVIRONMENT DAY
5th June, 2017



OUR SMART BEARINGS RANGE



Awards Print Campaign

CK BIRLA GROUP 

EXCELLENCE IN QUALITY. EXCELLENCE IN PERFORMANCE.

Quality and precision in manufacturing are the strong pillars of our global presence. We believe that every customer has a specific need and therefore we invest in precise technology to manufacture each bearing. No wonder, the world sees us as a **Dependable Partner**.




DOWNLOAD THE NBC MOBILE APP NOW



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www.nbcbearings.com | Toll Free No. 1800 3000 6222

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ADVANCED TECHNOLOGY. UNMATCHED SAFETY.


Safety is the underlining feature of any bearing that goes into an application. That is why we use the best technology in developing each bearing. In fact, we put the best minds in the industry to improve the existing products. It is not without a reason that our customers see us as the most **Dependable Partner**.




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CK BIRLA GROUP 

SUPERIOR TECHNOLOGY, SUPERIOR PERFORMANCE.

Each bearing that rolls out of our plants passes under the lens of quality, precision and safety. Our Engineers adhere to the **Total Quality Management** norms to make one precise bearing.

No wonder, we are Dependable Partners of many manufacturers across the globe. And, also the recipient of the prestigious **Doming Grand Prtze 2015**, the highest in TQM Processes.

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CK BIRLA GROUP 

LATEST TECHNOLOGY FOR THE NEXT GENERATION MACHINES.

The world is ever changing, ever evolving. And to keep pace with it, we need to constantly improvise. Which is why our Research and Development team is constantly involved in striking a balance and making the existing products relevant in future by improving on them. Our customers know this for a fact and that is why they see us as a **Dependable Partner.**




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CK BIRLA GROUP 

Excellence Par technology

NBC is the only bearings manufacturing company in India to win the Deming Application Award for Total Quality Management awarded by the Union of Japanese Scientists and Engineers (JUSE), for achieving distinctive improvement through the application of TQM.




WINNER  **WINNER** 

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CK BIRLA GROUP 

A dependable partner **TRUSTED** Internationally.

Leading industries across the globe choose NBC Bearings because of its **Dependable Quality.**

Through our responsive supply chain and operational flexibility we partner with our customers in pursuit of excellence.




WINNER  **WINNER** 

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Awards Print Campaign

CK BIRLA GROUP

nbc
flexible solutions

HARD WORK SHINES THE BRIGHTEST.

Customer satisfaction is the most coveted award for us at NBC. However, it still feels good to be awarded with the most prestigious accreditations of the industry- the Deming Prize 2010 and the Deming Grand Prize 2015. It encourages us to strive even harder and serve better. No wonder, our customers see us as the most **Dependable Partner**.

DOWNLOAD THE NBC MOBILE APP NOW

Available on the App Store and Google Play.

WINNER DEMING PRIZE 2010
WINNER DEMING GRAND PRIZE

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flexible solutions

KEEPING PACE WITH TIME. ALWAYS.

We invest in the best technology to keep our products relevant with changing times. All NEI plants are abreast with state-of-the-art machinery. And we ensure that pillars of our strength-quality, precision, safety and customer satisfaction are built in each of the bearing rolling out of our manufacturing units. Therefore, our partners see us as a **Dependable Partner**.

DOWNLOAD THE NBC MOBILE APP NOW

Available on the App Store and Google Play.

WINNER DEMING PRIZE 2010
WINNER DEMING GRAND PRIZE

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WINNER DEMING PRIZE 2010
WINNER DEMING GRAND PRIZE

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Find a bearing with its boundary dimension or number.

SHARE YOUR SEARCH
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Learn about bearing in your vehicle - Bikes, Scooter, Cars, SUV, Three Wheelers, Trucks, Tractors.

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OUR SMART BEARINGS RANGE

2 WHEELERS 3 WHEELERS 4 WHEELERS TRACTORS SUV/MPV RAILWAYS INDUSTRIES

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DEPENDABLE. FOR THE EVER-CHANGING WORLD.

We are dependable because we are flexible. At NBC we understand that each customer has a unique requirement. And we manufacture our products to suit every customer's need.

No wonder, we have been trusted by our customers for the last 60 years.

WINNER
GEMARCO AWARDS 2015

YOU'LL FIND OUR WORLD-CLASS BEARINGS RANGE IN:

2 WHEELER 3 WHEELER 4 WHEELER TRACTOR SUV/MPV RAILWAYS INDUSTRIES

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BEST OF TECHNOLOGY. BEST OF PRODUCTS.

At NBC, we put customers' needs above all. And then work backwards. The result is for the world to see. Every bearing that rolls of our manufacturing unit easily passes the screening test of being dependable, precise, and safe and built with superior technology. And that is why our partners see us as a **Dependable Partner.**

2 WHEELERS **3 WHEELERS** **4 WHEELERS** **TRACTORS** **SUV/MPV** **INDUSTRIES** **RAILWAYS**

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CK BIRLA GROUP nbc
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**For tough roads.
For long lasting performance.**



TYPES OF TAPERED ROLLER BEARINGS

- Single Row
- Double Row
- Four Row
- Taper Roller Thrust

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OUR WORLD CLASS BEARINGS RANGE



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**Low maintenance,
high performance.**



TYPES OF BALL BEARINGS

- Single Row Deep Groove
- Single Row Angular Contact
- Double Row Angular Contact
- Self Aligning
- Ball Thrust

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**Tougher the condition.
Better the performance.**



TYPES OF TRB

- Single Row
- Double row
- Four row
- Taper roller thrust

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**Controls friction.
Improves fuel efficiency.**

TYPES OF DRAC BEARINGS

- Single Row
- Double Row
- Four Row
- Full Complementary
- Thrust Cylindrical Roller

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OUR WORLD CLASS BEARINGS RANGE

- 2 WHEELERS
- 3 WHEELERS
- 4 WHEELERS
- TRACTORS
- LCV/HCVs
- RAILWAYS
- INDUSTRIES

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2 3

ONE MISSION

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CONNECT. COMMUNICATE. COLLABORATE.

To deliver superior value to our customers, suppliers, shareholders, employees and society at large. Let's connect, communicate and collaborate to make it our one mission.

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ONE TEAM

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CONNECT. COMMUNICATE. COLLABORATE.

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ONE VOICE

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CONNECT. COMMUNICATE. COLLABORATE.

To think together and talk as one unit. Let's connect, communicate and collaborate to come together and do greater good.

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ONE DRIVE

1nbc
CONNECT. COMMUNICATE. COLLABORATE.

To lead NBC to greater heights by delivering the best quality products. Let's connect, communicate and collaborate to be one driving force.

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ONE IDEA

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CONNECT. COMMUNICATE. COLLABORATE.

To channelize our energies in positive direction. Let's connect, communicate and collaborate to make that one Idea greater.

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ONE VOICE

1nbc
CONNECT. COMMUNICATE. COLLABORATE.

To think together and talk as one unit. Let's connect, communicate and collaborate to some together and do greater good.

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OOH Campaign



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NBC BEARINGS
PARTNERING LEADING
AUTOMOTIVE COMPANIES
GLOBALLY

OUR WORLD CLASS BEARINGS RANGE

- 2 WHEELERS
- 3 WHEELERS
- 4 WHEELERS
- TRACTORS
- LCV/PCV'S
- RAILWAYS
- INDUSTRIES

WINNERS
GLOBAL PRODUCTIVITY

WINNERS
GLOBAL PRODUCTIVITY



CK BIRLA GROUP

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flexible solutions

OVER 150 MILLION BEARINGS
PER YEAR IN 1000 SIZES
BECAUSE WE INVEST IN ONE
SINGLE OBJECTIVE
QUALITY

4 State-Of-The-Art Manufacturing Plants &
Technology Center Largest Distribution Network

OUR WORLD CLASS BEARINGS RANGE

- 2 WHEELERS
- 3 WHEELERS
- 4 WHEELERS
- TRACTORS
- LCV/PCV'S
- RAILWAYS
- INDUSTRIES

WINNERS
GLOBAL PRODUCTIVITY

WINNERS
GLOBAL PRODUCTIVITY



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WIDE RANGE OF BEARING
FOR LEADING INDUSTRIES
ACROSS THE GLOBE

OUR WORLD CLASS BEARINGS RANGE

- 2 WHEELERS
- 3 WHEELERS
- 4 WHEELERS
- TRACTORS
- LCV/PCV'S
- RAILWAYS
- INDUSTRIES

WINNERS
GLOBAL PRODUCTIVITY

WINNERS
GLOBAL PRODUCTIVITY

OOH Campaign

CK BIRLA GROUP

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flexible solutions



THE REASON OUR HANDS
HAVE REACHED ACROSS
6 CONTINENTS AND
30 COUNTRIES IS

TRUST

OUR WORLD CLASS BEARINGS RANGE

- 2 WHEELERS
- 3 WHEELERS
- 4 WHEELERS
- TRACTORS
- LEV/INO'S
- RAILWAYS
- INDUSTRIES

INTERNATIONAL
INDIAN

CK BIRLA GROUP

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flexible solutions

DIFFERENT INDUSTRIES
CHOOSE US FOR THE
SAME REASON

DEPENDABILITY



OUR WORLD CLASS BEARINGS RANGE

- 2 WHEELERS
- 3 WHEELERS
- 4 WHEELERS
- TRACTORS
- LEV/INO'S
- RAILWAYS
- INDUSTRIES

INTERNATIONAL
INDIAN

CK BIRLA GROUP

nbc
flexible solutions

A DEPENDABLE
PARTNER

TRUSTED

INTERNATIONALLY



OUR WORLD CLASS BEARINGS RANGE

- 2 WHEELERS
- 3 WHEELERS
- 4 WHEELERS
- TRACTORS
- LEV/INO'S
- RAILWAYS
- INDUSTRIES

INTERNATIONAL
INDIAN



Rice Packaging



Siri SEEDS
Quality for Prosperity

SIRI 1-2 Ka 4

- IMPROVED PADDY -

- COARSE GRAIN
- HIGH YIELD IN SHORT DURATION
- DURATION 120-125 DAYS
- MORE TILLERS

19 YEARS OF trust

The packaging features a yellow background with red curtains on the sides. At the top, the Siri Seeds logo is displayed. Below it, the product name 'SIRI 1-2 Ka 4' is written in large, bold letters. Underneath, it says '- IMPROVED PADDY -'. There are four circular icons representing different features: a purple circle with a grain for 'COARSE GRAIN', a purple circle with a clock for 'DURATION 120-125 DAYS', a purple circle with a rice stalk for 'HIGH YIELD IN SHORT DURATION', and a purple circle with a rice stalk for 'MORE TILLERS'. At the bottom, a cartoon character of a man in a black tuxedo with a red cape and a top hat is performing a magic trick. The '19 YEARS OF trust' logo is in the bottom right corner.



Siri SEEDS
Quality for Prosperity

SIRI-210

IMPROVED PADDY

19 YEARS OF trust

The packaging features a white background with a large circular window. Inside the window, a man in a white kurta and yellow turban stands with his arms crossed in front of a large stack of brown rice sacks. The '19 YEARS OF trust' logo is positioned over the bottom right of the circular window. Above the window, the Siri Seeds logo and the product name 'SIRI-210' are displayed.



Siri SEEDS
Quality for Prosperity


SIRI-2244

HYBRID PADDY

19 YEARS OF trust

The packaging features a red background with a large circular window. Inside the window, a man in a white shirt and shorts is sitting in a wooden chair, leaning back with his hands behind his head. The background of the window shows a close-up of golden rice stalks. The '19 YEARS OF trust' logo is in the top right corner. Below the window, the product name 'SIRI-2244' and 'HYBRID PADDY' are displayed.


Rice Packaging



Siri
SIRI SEEDS
Quality for Prosperity


19
YEARS OF
trust

SIRI - 2244 Gold
HYBRID PADDY





19
YEARS OF
trust

FARMER'S FIRST CHOICE



Siri
SIRI SEEDS
Quality for Prosperity

19
YEARS OF
trust



SIRI-2255
HYBRID PADDY



Siri
SIRI SEEDS
Quality for Prosperity

19
YEARS OF
trust



SIRI-2277
HYBRID PADDY



Rice Packaging



SIRI - GAZAB
— IMPROVED PADDY —



SIRI-KING

*Hybrid
Basmati Seed*



Siri-Leader
Improved Paddy



Rice Packaging



SIRI
SAMPADHA
IMPROVED PADDY



19 YEARS OF trust



SIRI SEEDS
Quality for Prosperity

SIRI - SILK
HYBRID PADDY



Goodness in every Grain

19 YEARS OF trust



SIRI - SUMO
HYBRID PADDY
BOLD GRAIN



19 YEARS OF trust

Rice Packaging



SIRI - SUPER 66
IMPROVED PADDY



HIGH YIELD
HEAVY GRAINS



SIRI - SUPER 67
IMPROVED PADDY



SIRI - VIRAAAT
IMPROVED PADDY



Rice Packaging



SIRI-ROCKSTAR IMPROVED PADDY



SIRI-TATKAAL HYBRID PADDY





DURATION
105 - 110 DAYS

Corn Packaging



SIRI-1119
Hybrid Maize
SPRING SEASON



SIRI-4366
Hybrid Maize



SIRI-4429
Hybrid Maize



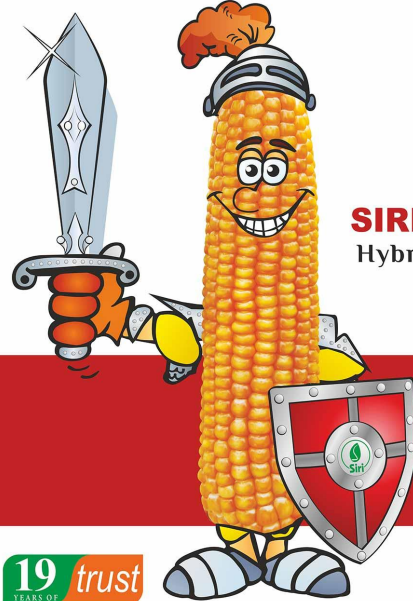
Corn Packaging



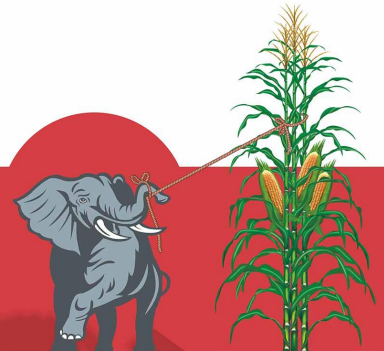
SIRI - 4456
Hybrid Maize



SIRI - 4527
Hybrid Maize



SIRI - 4546
HYBRID MAIZE



Corn Packaging


SIRI SEEDS[®]
Quality for Prosperity
SIRI-5599
HYBRID MAIZE

22 YEARS OF *trust*




SIRI SEEDS[®]
Quality for Prosperity
SIRI-5608
HYBRID MAIZE




SIRI SEEDS[®]
Quality for Prosperity
Siri-Rider
HYBRID MAIZE



19 YEARS OF *trust*

Corn Packaging



हाईब्रिड मक्का

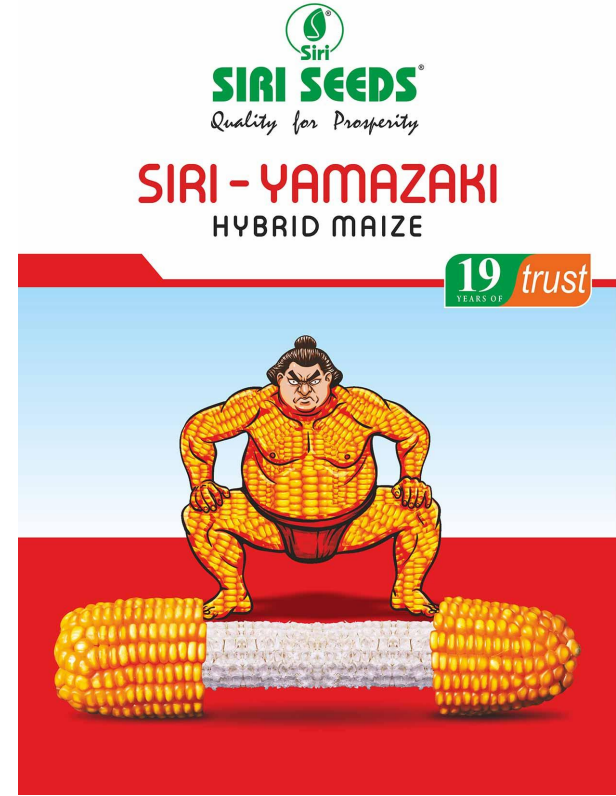


15 किसानों का भरोसा सालों से



SRI-4357

HYBRID MAIZE



SRI-YAMAZAKI
HYBRID MAIZE

19 YEARS OF trust

Social Media Posts



A festive social media post for Holi. At the top, it features the SRI SEEDS logo with the tagline "Quality for Prosperity" and the 22+ trust logo. Below the logo is a string of colorful triangular bunting. The main text reads "Happy Holi" in a large, purple, cursive font, followed by "FESTIVAL OF COLORS" in a smaller, purple, sans-serif font. A message follows: "May the festival of Holi paint your life with happiness, success, and prosperity." The central illustration shows two wooden dhol drums on either side of three bowls filled with blue, orange, and purple colored powders. The bottom of the post features the SRI SEEDS (INDIA) PRIVATE LIMITED logo.

SRI SEEDS (INDIA) PRIVATE LIMITED



A social media post for the New Year. It has a green background with a white banner at the top containing the SRI SEEDS logo and tagline. The text says "Wishing that you have a truly remarkable and blissful year ahead! Happy New Year to you and your family!". The central graphic shows a stylized tree where the branches are made of various agricultural products like corn, wheat, and sunflowers, with a SRI SEEDS logo at the base. The year "2024" is written in large, white, 3D-style numbers. The 22+ trust logo is in the bottom right corner.

SRI SEEDS (INDIA) PRIVATE LIMITED



A social media post for Republic Day. It features a white banner at the top with the SRI SEEDS logo and tagline. The main illustration shows the Ashoka Lion Capital in white, with the Indian national flag (Tiranga) flying from a pole in front of it. The scene is decorated with colorful confetti and birds. The text "HAPPY REPUBLIC DAY" is written in red below the illustration. The 22+ trust logo is in the bottom right corner.

SRI SEEDS (INDIA) PRIVATE LIMITED



A social media post for Holi with a dark blue background. At the top, it has the SRI SEEDS logo and tagline. The text reads "Happy Holi" in a large, white, cursive font, followed by "FESTIVAL OF COLORS" in a smaller, white, sans-serif font. A message follows: "May the festival of Holi paint your life with happiness, success, and prosperity." The central illustration shows two purple elephants with yellow and green floral patterns on their heads, standing on a yellow ground. In front of them are three colorful pots. The 22+ trust logo is in the top right. The bottom of the post features the SRI SEEDS (INDIA) PRIVATE LIMITED logo.

SRI SEEDS (INDIA) PRIVATE LIMITED



A social media post for the New Year. It features a white banner at the top with the SRI SEEDS logo and tagline. The main illustration shows the year "2024" in large, white, 3D-style numbers, surrounded by a wreath of green pine branches, gold and red ornaments, and a small figure. The 22+ trust logo is in the bottom right corner. Below the illustration, the text reads "HAPPY NEW YEAR" in bold, followed by "Wishing that you have a truly remarkable and blissful year ahead! Happy New Year to you and your family!". The bottom of the post features the SRI SEEDS (INDIA) PRIVATE LIMITED logo.

SRI SEEDS (INDIA) PRIVATE LIMITED



A social media post for Pongal. It features a white banner at the top with the SRI SEEDS logo and tagline. The main illustration shows a large, golden bowl filled with white rice, with a small figure of a person standing next to it. A white bull is decorated with colorful patterns and stands in front of the bowl. The text "HAPPY PONGAL" and "FESTIVAL OF HARVEST" is written in bold. Below the illustration, a message reads: "May this Makar Sankranti bring in new hopes and a fruitful harvest for you. Happy Lohri & Sankranti". The 22+ trust logo is in the bottom right corner. The bottom of the post features the SRI SEEDS (INDIA) PRIVATE LIMITED logo.


SRI SEEDS (INDIA) PRIVATE LIMITED

Collaterals





Stall Design



ADVANTA

Advanta is an Indian plant genetics company with a global presence across Asia, Africa, Australia, South America, North America and Europe. Advanta is a world leader in Sorghum (Orao, Forage and Sweet) and has leadership position in Injapal Corn, Sunflower, Canola, Rice, Sweet Corn and Vegetables.

Sowing Quality

Nurturing Trust


Yielding Happiness

Advanta is a unique place where Modern Science co-exists with the Traditional Values.

OUR KEY CROPS


Corn

Advanta has a leadership position in Injapal Corn. Our Corn of Excellence for Corn, Injapal is in Thailand and we also have a new breed called Injapal. Our products include Injapal Corn, Sweet Corn, Sweet Corn, Baby Corn and Pop Corn.




Orzo Sorghum

With strong management and presence in Australia, Argentina, USA and India, Advanta is globally leading supplier to Orzo Sorghum. We have unique offering of Pink Sorghum and White Sorghum with high as well as low density variety. Our Orzo Sorghum are suitable for animal and human.




Oil Seeds - Sunflower and Canola

Advanta Sunflower and Canola germplasm is very rich and can be grown across most of the world. We have a rich germplasm and variety selection capabilities in India on high performance and pure quality, oil yield, resistance, herbicide tolerance and oil quality.




Forage Sorghum

We are world leader of Forage Sorghum and currently being used for animal forage. Our strong forage sorghum product include Pink Sorghum, Sweet Sorghum, Sorghum, Sweet Sorghum, variety of Sorghum (S. Sudan and Sorghum), Sudan Hybrid, Hybrid 10 and Sorghum.




Rice

Advanta is one of the top companies in hybrid rice world. Advanta Rice recently is currently working in many activities in the field in the rice cultivation and also the rice.




Vegetables


Advanta has a well established vegetable research organization in India and a growing market in Egypt and Indonesia. We have strong technology programs in Tomato, Eggplant, Chilli, Pepper and Cauliflower.



UPL Group of Companies


CATALYST TO THE AGRICULTURAL PROSPERITY OF AFRICA









UPL Limited
(Formerly known as United Phosphorus Ltd.)

THE WORLD POPULATION BY 2050 WILL BE 9 BILLION



We at UPL Limited are trying to help Farmers of the World keep pace with Food Supply

UPL Limited is working to ensure that agricultural growth meets the demand of growing World Population.

UPL Limited is protecting crops in over 100 countries, contributing to bumper crops and happy smiles on the faces of Farmers.




Brochure Design

Marketable Nutritional Benefits:

- Fancy Purple has high amounts of fat and carbohydrates which enhance the energy availability for the feed.
- Higher Anthocyanin levels in Fancy Purple 111 are beneficial for quality feed as well as for energy.
- Protein and Biotin Feed: Anthocyanin is an essential component of protein and biotin feed which is highly bioavailable either in the whole plant or through. Anthocyanin is not present significantly in other types of Corn and hence needs to be added as additive to the feed itself. The usage of Fancy Purple 111 in the feed would supplement the Anthocyanin requirement substantially.
- Higher Sugar: Fancy Purple 111 possess a potential substitute for synthetic pigments used in feed supplements.
- Fancy Purple 111 has high levels of amino acids especially essential amino acids which will aid in balancing the amino acid requirement of the body. Protein synthesis for an animal, the quality of producing eggs and reproduction, the protein part of their feed regimen is crucial. It is also essential in identifying a good quality, when we compare protein in view of the challenge of raising and keeping chickens.
- Fancy Purple 111 will readily higher anti-oxidants and phenols comes as a natural stress abater.
- Fancy Purple 111 is rich in Omega 6 and 9 fatty acids. Omega 6, and 9 are unsaturated fatty acids which provide health benefit when they help reduce the risk of heart disease by reducing the amount of cholesterol and increasing HDL.


As present Purple Waxy Corn is used extensively in the animal feed industry, although normally by view of its nutritional and health attributes, it will find its way to human diets in the form of dietary supplements.

For any further details on product knowledge and/or agronomy, please contact –
Name: **David Ho**
e-mail Address:



Fancy Purple 111

Adding Colors To Nutrition



Key Features:

- Top 500 corn
- Strong root and cask system
- Higher yield
- Nutrition Low Sugar Tolerant

Marketable Nutritional Benefits:

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Name: **David Ho**
e-mail Address:

Crop Characteristics

Characteristics	Fancy Purple 111
Average Plant 20th row***	18,200 plants
Average Harvest Yield***	12,478 g/ha
Silking Date	47-50 days
Plant Height	210 cm
Ear Height	110 cm
Day to Harvest After silking***	19-20 days
Day to Harvest After Planting***	85-70 days
Silk Color	White and turn to purple
Taste	Excellent
Sweetness	Good
Tenderness	Excellent
Kernel color	Purple
Number of Kernel Rows	19-18 rows
Ear length	19-21 cm
Ear Diameter	8.0-8.00 cm.
NCLE Resistance	Tolerant

*** Data from Pacific South Research Station in Thailand
*** Data related to entire season or end of the wet season
*** Data by sowing in nearby a commercial to present conditions in Thailand





Fancy Purple 111

positioned as Healthy and Nutritional Corn



Nutritional Benefits

- High levels of Anthocyanin and Antioxidants
- Higher levels of essential amino acids
- High level of Omega 6 and 9 fatty acids
- High levels of Vitamin E and Vitamin B

End User Marketing

- Fancy Purple 111 has various purple waxy corn offering in the global markets which is well adapted to tropical conditions. As a part of the End User Marketing Initiative, we get the qualitative analysis and confirmation done by the Institute of Food Research and Food Development, Kasattani University, Thailand.
- The results reveal that it is a high Anthocyanin, high anti-oxidant and high amino acids corn. It is also proven to have higher levels of Vitamin E, Omega 6 & 9 fatty acids, Vitamin B than other types of corn.
- Fancy Purple extracts have shown the ability to assist reaction caused by Top P-1, Top P-1 is currently being utilized in animal feeds.

Fertilizer Dose:

- It is necessary to have a soil with well balanced fertility to achieve optimum growth and best yields.
- Fertilizers should be used according to the soil testing results on nutrient content of the soil before sowing.
- Recommended fertilizer for Sugargraze are –
 - 10-30-30
 - P-20/kg/ha
- Soil base needs to be customized based on the nutrient content of the soil.
- High levels of nitrogen in particular soil ensure high protein, fast growth and quick recovery after grazing or milking.

Cultiv & Harvesting

Sugargraze can be cut at any time, but 1 meter to 1.2 meter is best height to get high harvest for sugargraze.



- Sugargraze should be cut above first 4 inch height from ground level to ensure available to growth for fresh cuts.

Apply urethane fertilizer and water for regeneration of fresh biomass at intervals.

Disclaimer: The information provided in this publication is for the information of our customers based on current facts and information based on the literature available at the time of publication. The performance of the crop is dependent on various factors. Advanta Agronomy, and its associated subsidiaries, do not warrant, represent, or guarantee any specific results, crop yield, or other performance metrics.

ADVANTA | ADVANTA | United Phosphorus Limited



SUGARGRAZE

Sweet Sorghum for Grazing, Green Chop & Silage



Key Features:

- High yield/ha/season/acre
- Strong root and cask system
- High protein content
- Resistant to insect pest/diseases
- Self-dense with self-shading
- Multiple cut/season/acre
- Suitable for silage/whole crop/forage
- High water availability

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ADVANTA | ADVANTA | United Phosphorus Limited

Soil Requirement for Sugargraze



- Sugargraze can be grown in with range of soil types. It performs better on heavier soils because of its greater moisture holding capacity.
- Crop does well in pH of 5.0 - 7.0. When grown in soil with pH not below 5.5, crop growth will substantially reduce.
- It is advisable to avoid sowing on sandy or saline soils.

Effect of soil temperature on sorghum emergence

Temperature	Effect on germination	Effect on seedling emergence
10°C	Slow germination possible time for soil to become just and chances to attack.	Four emergence coupled with increased if soil-borne P/Ps/DM, Fusarium etc.
15°C	Selective germination	50% emergence as expected. Severe disease incidence as at 10°C
20°C	Good germination	Adequate for good emergence
25°C	Good germination	Good, Quick emergence.
30°C	Slow	None.

Seed rate 0.4 kg/acre
 For heavy black soils seed rate of 3kg per acre should be used.
 For light soils seed rate of 1 kg per acre should be used.

Sowing system

- Although the crop is comparatively easy to establish, good weather preparation and sowing technique will ensure a higher plant establishment.
- Early preparation followed by a follow period will give better weed control and produce lower seedling.
- High seedbed will result in poor establishment.
- Sowing depth varies from 2-3 cm. So for most soils 2 cm sowing depth will provide best weed control.

Sowing Time

- Temperature of soil at the time of sowing impacts germination rate and seedling growth and hence emergence rate. The ideal soil temperature is 20-25°C.
- The table below shows the effect of soil temperature on these 2 parameters.

Spacing 30cm x 10cm

- Row to Row spacing 30 cm
- Plant to Plant spacing 10 cm



Forage sorghum

Brochure Design



Advanta is an Indian plant genetics company with a global presence across Asia, Africa, Australia, South America, North America and Europe. Advanta is a world leader in Sorghum, Grain Sorghum and Sweet and Feed Sorghum production in tropical Corn, Sunflower, Canada, Rice, Sweet Corn and Vegetables.

Sowing Quality

Nurturing Trust

Yielding Happiness

Advanta is a unique place where Modern Science co-exists with the Traditional Values.



ADVANTA
with 




**Sowing Quality. Nurturing Trust.
Yielding Happiness.**

About Advanta
Advanta is an Indian Plant Genetics company with a global presence.

Advanta's superior germplasm combined with technology and biosecurity capability gives us robust platform for growth. While continuing with traditional breeding principles, we have adopted technological advancements for our crop research.

At the core of its heart Advanta still believes that its purpose is to deliver value to the farmer and help him increase his yield. Advanta is a unique place where Modern Science co-exists with the traditional Values.

Our Values
Values are our unreserved commitment to our stakeholders. Trust, Integrity and transparency embedded in our conduct:

• Innovation

• Agility

• Excellence

• Integrity

Advanta in Africa
Advanta is committed to catalyze the growth of agriculture in Africa by providing efficient, innovative and value-added products and services to the African Farmers.

Advanta's key crops for Africa are - Corn (Yellow and White), Grain Sorghum (including White Grained Sorghum, Red-Grained Sorghum and Grain Sorghum suitable for livestock), Canada, Sunflower, Forage Sorghum, Millets and Hybrid Rice.





Maïs hybride à haut rendement avec des grains attractifs

- W durée moyenne du cycle 115-125 jours
- W Rendement moyen - 6.7 t/ha
- W Rendement maximum - 8.7 t/ha
- W Grains de couleur orange
- W Enregistré en Zambie en tant que CP 745
- W Enregistré en Afrique de l'Ouest comme PAC 740.
- W Hybride de rendement élevé
- W Tolérance élevée aux GLS et rouille commune
- W Hauteur plante 190 cm
- W Tolerante à la sécheresse, bonne en culture pluviale.


MAÏS HYBRIDE



PAC 832

Riz hybride à haut rendement avec d'excellentes qualités culinaires

- W Hybride à cycle moyenne 130 - 135 jours
- W Rendement moyen - 7 t/ha
- W Rendement potentiel - 11.5 t/ha
- W Tolerant au Blast et au Blight
- W Tallage élevé
- W Tige solide et résistante à la verse
- W Grande adaptabilité
- W Types de grains : longs et minces
- W Nombre élevé de panicules par plante
- W Délicieux et savoureux, riz non gluant


RIZ HYBRIDE



SWARNA 2

Riz hybride à haut rendement avec des grains minces moyennes

- W Durée Moyenne du cycle 135 - 140 jours
- W Rendement moyen - 7 t/ha
- W Potentiel de rendement - 12 t/ha
- W Tolerant à la pyriculariose
- W Grande adaptabilité
- W Grain de Type moyen et mince
- W Nombre élevé de panicules par plante
- W Excellent goût, Non collante et légèrement aromatique
- W Poids de 1000 grains - 22 g


RIZ HYBRIDE



PAC 501

Sorgho hybride à très haut rendement avec des grains de haute qualité

- W Haute capacité d'adaptation
- W Maturité précoce (95 à 100 jours)
- W Rendement en Iriguiée - 4 à 4.5 t/ha
- W Rendement en cultures pluviales 0.3 à 1.25 t/ha
- W Hauteur de la plante 180 à 190 cm
- W Feuille caractéristiques des feuilles : large et vert foncé
- W Sorgho grain de gros blanc nacré
- W Saison : pluvieuse, adapté aux conditions de sécheresse.
- W Caractéristiques de la Ramification - Nil


SORGHO HYBRIDE

FIELD EXTENSION ACTIVITIES IN NIGER





Product Card Design


CALENDER - 2015

JANUARY 2015	FEBRUARY 2015	MARCH 2015
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
APRIL 2015	MAY 2015	JUNE 2015
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
JULY 2015	AUGUST 2015	SEPTEMBER 2015
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
OCTOBER 2015	NOVEMBER 2015	DECEMBER 2015
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

ADVANTA

SWARNA 2

Riz hybride à haut rendement avec des grains minces moyennes



ADVANTA

RIZ HYBRIDE

SWARNA 2

Riz hybride à haut rendement avec des grains minces moyennes

- ♦ Durée Moyenne du cycle - 135 - 140 jours
- ♦ Grain de Type moyen et mince
- ♦ Rendement moyen (t / ha) - 7
- ♦ Nombre élevé de panicules par plante
- ♦ Potentiel de rendement (t /ha) - 12
- ♦ Excellent goût, Non collante et légèrement aromatique
- ♦ Tolérante à la pyriculariose
- ♦ Poids de 1000 grains - 22 g
- ♦ Grande adaptabilité



CALENDER - 2015

JANUARY 2015	FEBRUARY 2015	MARCH 2015
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
APRIL 2015	MAY 2015	JUNE 2015
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
JULY 2015	AUGUST 2015	SEPTEMBER 2015
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
OCTOBER 2015	NOVEMBER 2015	DECEMBER 2015
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

ADVANTA

PAC 740

Maïs hybride à haut rendement avec des grains attractifs



ADVANTA

MAÏS HYBRIDE

PAC 740

Maïs hybride à haut rendement avec des grains attractifs

- ♦ durée moyenne du cycle 115-125 jours
- ♦ Enregistré en Afrique de l'Ouest comme PAC 740.
- ♦ Rendement moyen () - 6,7 t/ha
- ♦ Hybride de rendement élevé
- ♦ Rendement maximum. - 8,7 t/ha
- ♦ Tolérance élevée aux GLS et rouille commune
- ♦ Grains de couleur orangé
- ♦ hauteur plante 196 cm
- ♦ Enregistré en Zambie en tant que CIP 745
- ♦ Tolérante à la sécheresse, bonne en culture pluviale.



Product Card Design


CALENDER - 2015

Janvier	Février	Mars	Avril	Mai	Juin	Juillet	Août	Septembre	Octobre	Novembre	Décembre
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

ADVANTA

PAC 537

Late Maturity Grain Sorghum
with very high yield



ADVANTA
grain sorghum

PAC 537

Late Maturity Grain Sorghum
with very high yield

- ❖ Dual purpose
(Grain and fodder)
- ❖ Late maturity
- ❖ High quality white grain

- ❖ Suitable for assured
rainfall conditions
- ❖ Shoot fly Tolerant
- ❖ Drought tolerant



CALENDER - 2015

Janvier	Février	Mars	Avril	Mai	Juin	Juillet	Août	Septembre	Octobre	Novembre	Décembre
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

ADVANTA

PAC 832

Riz hybride à haut rendement avec
d'excellentes qualités culinaires



ADVANTA
RIZ HYBRIDE

PAC 832

Riz hybride à haut rendement avec
d'excellentes qualités culinaires

- ❖ Hybride à cycle moyenne
(130 - 135 jours)
- ❖ Rendement moyen - 7 t / ha
- ❖ Rendement potentiel - 11,5 t / ha
- ❖ Tolérante au Blast et au Blight
- ❖ Tallage élevé

- ❖ Tige solide et résistante à la verse
- ❖ Grande adaptabilité
- ❖ Types de grains : longs et minces
- ❖ Nombre élevé de panicles par plante
- ❖ Délicieux et savoureux, riz non glutant

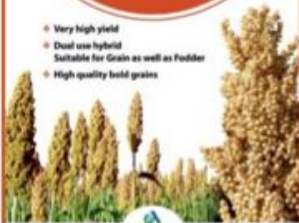


Product Card Design

PAC 501

Very High Yielding Sorghum Hybrid with High Quality Grains

- Very high yield
- Dual use hybrid Suitable for Grain as well as Fodder
- High quality bold grains



ADVANTA

grain sorghum

PAC 501

1 Duration (Seed to Seed) 85 to 100 days	6 Tolerant to Heat ✓
2 Plant height (cm) 180 to 190	7 Drought tolerant ✓
3 Leaf Characteristics Dark green, broad	8 Recommended season Wet season
4 Recommended spacing - 45 X 20 (cm)	9 Grain quality Pearly white Bold
5 Recommended seed rate per ha, T & B kg	10 Recommended growing condition Suitable for Rainfed as well as irrigated condition

CULTURAL PRACTICES

Seed Rate (kg/acre)	Fertilizer Recommendation (kg/acre)
Seed Rate	N-60, P-20, K-15


APPLICATION METHOD

Days after Sowing	Days After
30 Days after Sowing	30 Days After
60 Days after Sowing	60 Days After

ADVANTA

PAC 537

Late Maturity Grain Sorghum with very high yield



ADVANTA

grain sorghum

PAC 537

1 Duration (Seed to Seed) 105 to 110 days	6 Tolerant to Heat ✓
2 Plant height (cm) 180 to 190	7 Drought tolerant ✓
3 Leaf Characteristics Dark green, broad	8 Recommended season Wet season
4 Recommended spacing - 45 X 20 (cm)	9 Grain quality Pearly white Bold
5 Recommended seed rate per ha, T & B kg	10 Recommended growing condition Suitable for Rainfed as well as irrigated condition

CULTURAL PRACTICES

Seed Rate (kg/acre)	Fertilizer Recommendation (kg/acre)
Seed Rate	N-60, P-20, K-15

APPLICATION METHOD


Days after Sowing	Days After
30 Days after Sowing	30 Days After
60 Days after Sowing	60 Days After

ADVANTA

AGUARA 4

High Yielding Sunflower Hybrid with High Oil Content

Excellent yield Potential
High oil content - 48-52%
Medium maturity



ADVANTA

sunflower

Recommended package of practice


Activity	Details
1. Sowing	...
2. Weeding	...
3. Irrigation	...
4. Harvesting	...

ADVANTA

PAC 293

Big Grains, Yield Rains

Long Grains | Deep Orange Grain Colour | Excellent Lodging Tolerance



ADVANTA

HYBRID MAIZE

PAC 293

Big Grains, Yield Rains

1 Plant height (cm) 200 to 210	6 Grain yield (kg/ha) 40 to 45
2 Grain yield (kg/ha) 40 to 45	7 Planting method Direct seeding
3 Planting method Direct seeding	8 Recommended season Wet season
4 Recommended spacing 75 X 25 (cm)	9 Recommended seed rate per ha 10 to 12 kg
5 Recommended seed rate per ha 10 to 12 kg	10 Recommended growing condition Suitable for Rainfed as well as irrigated condition

Cultural Practices

Activity	Details
1. Sowing	...
2. Weeding	...
3. Irrigation	...
4. Harvesting	...

ADVANTA

Poster Design

Jumbo Plus

mg/ktzrbmg/31G/Hybrid

KEY FEATURES

- Very high fodder yield
- Highly Palatable
- Low water requirement
- Wide Harvest Window
- Photo-period sensitive
- Very good drought tolerance



Key Features:

- Very high fodder yield
- Highly Palatable
- Low water requirement
- Wide Harvest Window
- Photo-period sensitive
- Very good drought tolerance

Effect of soil temperature on sorghum emergence

Temperature	Effect on emergence	Effect on seedling emergence
10°C	Slow germination and slow seedling emergence	Fast emergence, rapid establishment and high seedling vigor
15°C	Steady germination	Steady emergence, rapid establishment and high seedling vigor
20°C	Fast germination	Fast emergence, rapid establishment and high seedling vigor
25°C	Fast germination	Fast emergence, rapid establishment and high seedling vigor
30°C	Fast	Fast

Seedling 10-15 days after sowing

Planting System	Planting Date	Planting System
Row	10-15 days after sowing	Row
Strip	10-15 days after sowing	Strip
Block	10-15 days after sowing	Block

Planting System

- Row
- Strip
- Block

Planting Date

- 10-15 days after sowing
- 15-20 days after sowing
- 20-25 days after sowing
- 25-30 days after sowing
- 30-35 days after sowing
- 35-40 days after sowing
- 40-45 days after sowing
- 45-50 days after sowing
- 50-55 days after sowing
- 55-60 days after sowing
- 60-65 days after sowing
- 65-70 days after sowing
- 70-75 days after sowing
- 75-80 days after sowing
- 80-85 days after sowing
- 85-90 days after sowing
- 90-95 days after sowing
- 95-100 days after sowing


Cultivation & Harvesting

- Planting Date: 10-15 days after sowing
- Planting System: Row
- Planting Date: 15-20 days after sowing
- Planting System: Strip
- Planting Date: 20-25 days after sowing
- Planting System: Block

Forage Sorghum

ADV 313

JAGUNG HEBAT UNTUK PETANI HEBAT
HASIL TINGGI DENGAN BILU BERMAMAK



Keunggulan ADV 313

- Keunggulan ADV 313 dengan biji bermamam
- Pemangsaan tanaman yang baik dan cepat
- Pertumbuhan yang cepat
- Hasil tinggi
- Resistensi terhadap penyakit
- Resistensi terhadap hama
- Resistensi terhadap stres
- Resistensi terhadap kekeringan
- Resistensi terhadap banjir
- Resistensi terhadap salinitas
- Resistensi terhadap suhu ekstrem
- Resistensi terhadap penyakit
- Resistensi terhadap hama
- Resistensi terhadap stres
- Resistensi terhadap kekeringan
- Resistensi terhadap banjir
- Resistensi terhadap salinitas
- Resistensi terhadap suhu ekstrem

Langkah Hebat untuk hasil Hebat bertanam ADV 313

Persiapan Lahan

- Sebelum melakukan penanaman tanah harus dibersihkan dari gulma dan sampah.
- Pengolahan tanah dapat dilakukan dengan cara pengolahan tanah konvensional atau dengan menggunakan alat-alat modern.
- Sebelum ADV 313 bisa ditanam pastikan lahan sudah siap dan subur.

Pemilihan Bibit

- Pilih bibit yang berkualitas dan sehat.
- Sebelum ADV 313 bisa ditanam pastikan lahan sudah siap dan subur.

Pemangsaan

- Pemangsaan dapat dilakukan dengan cara pengolahan tanah konvensional atau dengan menggunakan alat-alat modern.
- Sebelum ADV 313 bisa ditanam pastikan lahan sudah siap dan subur.

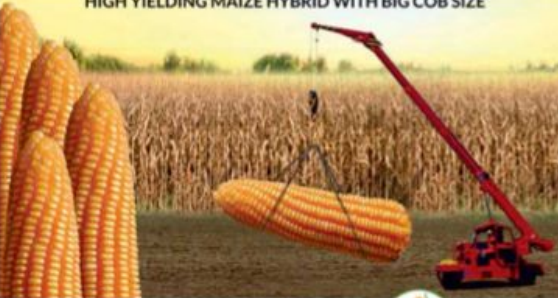
Pemeliharaan Tanaman

- Pemeliharaan tanaman dapat dilakukan dengan cara pengolahan tanah konvensional atau dengan menggunakan alat-alat modern.
- Sebelum ADV 313 bisa ditanam pastikan lahan sudah siap dan subur.

Benih Jagung Hibrida

PAC 558

HIGH YIELDING MAIZE HYBRID WITH BIG COB SIZE




HYBRID MAIZE

PAC 293

Big Grains, Yield Rains

Long Grains | Deep Orange Grain Colour | Excellent Lodging Tolerance



HYBRID MAIZE

Banner Design

ADVANTA
PAC 293
 Big Grains, Yield Rains

Long Grains | Deep Orange Grain Colour | Excellent Lodging Tolerance

ADVANTA
 HYBRID MAIZE

ADVANTA
Nutrifed
 Multi-cut High Protein Forage Pennisetum

- Multi-Cut Forage Crop
- High Protein Content (16-20%)
- High Metabolic Energy (1100kJ/kg)

ADVANTA
 Forage Pennisetum

UPL
 THE WORLD POPULATION BY 2050 WILL BE 9 BILLION

We at UPL Limited are trying to help Farmers of the World keep pace with Food Supply

UPL Limited is working to ensure that agricultural growth meets the demand of growing World Population.

UPL Limited is protecting crops in over 130 countries, contributing to bumper crops and happy smiles on the faces of Farmers.

ADVANTA
PAC 558
 HIGH YIELDING MAIZE HYBRID WITH BIG COB SIZE

ADVANTA
 HYBRID MAIZE

ADVANTA
 ADVANTA is an Indian plant genetics company with a global presence across Asia, Africa, Australia, South America, North America and Europe. Advanta is a world leader in Sorghum (Grain, Forage and Sweet) and has leadership position in tropical Corn, Sunflower, Cassava, Rice, Sweet Corn and Vegetables.

Sowing Quality
 Nurturing Trust
 Yielding Happiness

Advanta is a unique place where Modern Science co-exists with the Traditional Values.

ADVANTA
 Advanta is a unique place where Modern Science co-exists with the Traditional Values.

HYOLEIC 41
 Very High Yielding Sunflower Hybrid with High Oil Content

- Very High Yield Potential
- Early Maturity
- High Oil Content - 50-53%

ADVANTA
 sunflower

UPL
 CATALYST TO THE AGRICULTURAL PROSPERITY OF AFRICA

AGUARA 4
 High Yielding Sunflower Hybrid with High Oil Content

Excellent yield Potential
 High oil content - 48-52%
 Medium maturity

ADVANTA
 sunflower

ADVANTA
PAC 777

Long Grains
 Deep Orange Grain Colour
 Excellent Lodging Tolerance
 Fit for Late Sowing (Nov-Dec)

ADVANTA
 HYBRID MAIZE

ADVANTA
MR BUSTER
 Highly Adaptable Medium Maturity Grain Sorghum Hybrid

- Performs well in diverse climatic conditions.
- Very good post-flowering stress tolerance.
- Very good standability.

ADVANTA
 grain sorghum

Thank you!