

Sea6, Mahindra partner for 'Jingo'

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The Crop Care division of Mahindra Agri Business has signed an exclusive product licence agreement with Sea6 Energy to market and distribute its crop yield enhancement product, 'Jingo.'

As per an exclusive agreement with Sea6, Mahindra will market Jingo across the country through the distribution network of its Crop Care business which has a network of over 1800 dealers across 19 states. The agreement is for an initial period of nine years.

Jingo has been developed by Sea6, a Bangalore-based start-up founded in 2010 by several alumni of IIT-Madras, and is currently being incubated by the Centre for Cellular and Molecular Platforms. 'Jingo' is a technologically advanced crop yield enhancement product which aims to help farmers boost agricultural productivity in a completely safe and environmentally-friendly manner. It is the first product commercialized by the start-up.

'Jingo' will initially be made available to Indian farmers in 1 liter and 500 ml packaging and can be administered to crops in a number of ways such as through a foliar spray, fertigation / drip systems or through soil, and seed and root application. The general dose per acre is 750 ml.

Speaking on the exclusive agreement, Mr Vikram Puri, vice-president, Mahindra Agri Business said, "We are delighted to partner with Sea6 Energy to market 'Jingo' across the country. At Mahindra, we have always pioneered products which aim to boost farm productivity and 'Jingo', using cutting-edge technology, has demonstrably improved agricultural output in a safe and sustainable manner. We believe 'Jingo' has a vital role to play as we constantly strive to enhance rural prosperity."

Field trials of 'Jingo' have shown encouraging results when used on crops like paddy, wheat, soybean, potato and sugarcane

as well as all vegetable and horticultural crops like grapes, banana, mango and citrus fruit. Further, 'Jingo' has also demonstrably improved the productivity and quality of plantation crops such as coffee, tea, pepper and cardamom.