Appendix-D

Some Export-Oriented Projects of Floriculture in India

Bumbna Major Biotech Ltd.

Bumbna Major Biotech Ltd. is a project of Rs. 7.50 crore to cultivate 6 million flowers per annum at Jambhul village, in Pune district (Maharashtra) in technical collaboration with Moerheim Roses & Trading BV, Holland with buy-back arrangements with AA Floor BV of Holland.

Deccan Florabase Ltd.

Deccan Florabase Ltd. is a project started with an initial investment of Rs.7 crore for cultivation of roses at Talegaon, near Lonavala in Pune district in technical collaboration with Flodac BV, Netherlands. It involves cultivation of 9 million roses on 11.25 hectares of land every year. This first shipment made in Sept’94. The varieties of roses to be cultivated include Alsameer Gold’, Osiana, and Samurai.

Essar Agrotech Ltd.

Essar Agrotech Ltd., was set up with an assistance of Rs. 5.50 crore at Lonavala, near Pune (Maharashtra), to produce 6 million exotic varieties of cut roses on 7 hectares of land. Some of the varieties proposed to be cultivated include Vivaldi, Pareo, Kiss and
Sangria. The technical assistance is being provided by Moerheim of Holland. To begin with the cultivation is being carried out on about 2.5 hectares of land. It will produce roses with about 60 cm long stems which are expected to be sold at about Rs.12 per piece in the international market.

**Harrisons Universal Flowers Ltd.**

Harrisons Universal Flowers Ltd. has set up a floriculture project in collaboration with Universal Plants, SA, of France belonging to Meilland Group in France, which took off with the setting up of four polyhouses on the outskirts of Bangalore.

**Indaryani Biotech**

Indrayani Biotech is a Rs.7.14 crore project to produce two million ornamental and other plants by tissue culture, six million cut flowers and 30,000 kgs of strawberries at village Markal, near Pune (Maharashtra). For floriculture, it has tied up with Floral Max of Malaysia. It will produce Dutch varieties of roses for exports to BSI by of Holland. The collaborators will supply the mother stock and protocol for various ornamental plants to exported to USA. The company had installed five green house structures covering 92,500 sq.ft. area and plantations in these green houses had been completed in January’94.
**Indo Bloom Ltd.**

Indo Bloom Ltd. is a subsidiary of Balanoor Plantations & Industries Ltd. The company floated in technical collaboration with Flodac BV of the Netherlands and launched its roses in winter auctions in 1994-95.

**Karishma Floriculture Ltd.**

Karishma Floriculture Ltd. an 100% export oriented unit for floriculture in technical collaboration with Dalsem BV of Holland at Sohna in Haryana.

**Lakshmi Flori-tech Ltd.**

Lakshmi flori-tech Ltd., an 100% export oriented floriculture project was set up at Nelamangala, near Bangalore, in Technical and Marketing collaboration with Flodac BV, Holland, the Netherlands.

**Maxworth Orchards (India) Ltd.**

Maxworth Orchards (India) Ltd. proposes to grow exotic high value orchid plants and cutflowers of international specifications on a large scale in Tamil Nadu mainly for exports.

**Oriental Floratech Ltd.**

Oriental floratech Ltd., promoted by Tata Industries Ltd. in 1990 in technical and marketing tie-up with Van Dijk Flora BV of Holland, was the first unit set up in India at Pune on a 3.2 hectare site to
produce and export 4 million roses. It is also providing consultancy services for such projects.

Southern Green Fields Ltd.

Southern Green Fields Ltd. was set up to cultivate roses and strawberries in technical collaboration with Camtec East Ltd. of Israel. In the first phase, the company will export 11 million roses and 1,250 tonnes of strawberries. The first shipment was done in March, 1995.

Toubro Industries Ltd.

Toubro Industries Ltd. was set up with an assistance of Rs. 5.15 crore, 100% EO floriculture project on Delhi-Chandigarh highway, near Chandigarh in technical collaboration with Flodac by of Holland.

Other Projects

Among other numerous projects in pipeline include Manjushree Plantations (a Birla Company), Maharashtra Hybrid Seed Co., and Ranadeep Shipping, etc. The Calcutta-based Singhvi International and Minex Agencies are engaged in the export of dry flowers.