PROFILE OF RESPONDENTS GROUPS

1. INTERNATIONAL FLOWER AUCTION BANGALORE LIMITED (IFAB)

INTRODUCTION:

International Flower Auction Bangalore (IFAB) Limited is a joint venture company of public and private shareholders, established during 2002 to strike the potential of both export and domestic flower market. The prime objective of the company is to auction high quality cut-flowers of various flowers crops, everyday. It creates a platform for both sellers and buyers, who can earn great profits. This is the first International Flower Auction Company in Asia situated in Bangalore, the Garden City of India. Beginning of the IFAB was a very small venture, in which it started auctioning business in a small rented building with few growers and buyers. However, with its dedicated efforts and support of Central and State Governments, the organization has grown up in many more folds, facilitating a large number of growers and buyers. At present daily average volume of flowers auctioned in IFAB has gone up from 20,000 to one lakh.

The IFAB is an Unlisted Public Limited Company, registered under the Companies Act, 1956 on 1st May, 2002 with Registrar of Companies (ROC), Karnataka. Currently the stake holding of the company is 51% by the South India
Floriculture Association (SIFA) and 49% by Karnataka Agro Industries Corporation (KAIC) Limited, Karnataka State Agricultural Produce Processing and Export Corporation Limited (KAPPEC) and other small growers. IFAB provides a forum wherein the flowers and other floriculture produces are bought and sold by the members of the IFAB through the auction process. It collects the commission at 3.5% (or such other percentage of commission as decided by the BOD from time to time) from the growers/sellers and 1.5% (or such other percentage of commission as decided by the BOD from time to time) from the buyers on the transaction value for the transaction carried on at IFAB. IFAB is funded by APEDA for the capital expenditures and other infrastructures. IFAB is managed by its Board of Directors (BOD) which is described in detail under ‘Management Structure’ caption below. In the recent era, Cut-flower production and distribution is one of the most successful sectors of the Indian Economy. IFAB is one of the auction places in India where variety (majority of Rose) of flowers are being auctioned, where buyers from various exporters, wholesalers and retailers participate daily in the IFAB flower auctions to purchase flowers which are then repackaged and resold to end consumers or retail stores. The IFAB has a sound base of 150 number of registered growers, who supply the flowers to the IFAB auction and it has over 130 number of registered buyers. The IFAB with its set-out goals and objectives established by various stake holders of the flower market as a Company in 2002 and in recent years the activities of the IFAB are
growing at a rapid rate to achieve its goals and objectives and to become a well
known flower auction place at the global level.

VISION AND MISSION OF IFAB

IFAB's vision is

“To showcase the flower potential of IFAB through auctioning of all kinds of
flowers and floral accessories and to link reputed Auction Centers of the World
through e-auctioning of flowers”

IFAB's mission is to be the most successful flower auctioneer in the world at
delivering the best consumer experience in markets it serves which enables IFAB
to meet consumer expectations of Highest quality, consistent supply, Competitive
pricing and Superior corporate citizenship.

OBJECTIVES OF IFAB:

The IFAB has its own set-out objectives for which it has been established. The
main objectives include: - Purchase, acquire, maintain agricultural land and to
cultivate Floriculture, Horticulture crops - Buying, Selling and Auctioning of
floriculture, horticulture products by setting up Auction Halls, Marketing Centre,
Retail outlets in India / Overseas for small growers and for South India
Floriculture Association - Construct, Build Equip cold storages, refrigerators, etc for storing & preserving floriculture products - Carry on business of buying, selling, marketing, importing, exporting, distributing, farm inputs, seeds, plants, bulbs, fertilisers, chemicals, bud nets, wrappers, poly house, green house, irrigation systems, fertigation systems, etc.

**MANAGEMENT STRUCTURE OF IFAB:**

The Management Board of IFAB consists of total 12 members, appointed by various segments of stakeholders of the Company. The composition of the Board is as follows:

2. Managing Director of the Board : Appointed by the Government of Karnataka on deputation basis.
3. Other Members of the Board

   - There are 10 members who are appointed in the following manner:
     - Grower Members : 6 members are appointed by the SIFA.
     - Small Grower Members : 2 members are appointed by the small growers association of the IFAB.
- KAPPEC Member: 1 representative member is appointed by the Karnataka State Agricultural Produce Processing and Export Corporation Limited (KAPPEC)
- APEDA Member: 1 representative member will be appointed by the APEDA.

FUNCTIONAL STRUCTURE OF IFAB:
COMMITTEES:

The IFAB has the following Committees to ensure smooth functioning of the Company and its’ operations:

- Management Committee (MC)
- Audit Committee (AC)
- Disciplinary Action Committee (DAC)

The roles of various committees are as follows;

- **The Management Committee (MC):**

  The Management Committee shall comprise of the Managing Director and 2 Directors (represented by SIFA members). The MC shall meet regularly to decide about the overall functioning of the Company. The duties of the MC are:

  - Creating an efficient management structure
  - Establish policies for operations of the company
  - Review of policies to meet company objectives
  - Formulate Capital and Revenue Budgets
  - Review performance of all managerial and other staff
  - Estimating Manpower requirement and ensure adequate trained manpower is available
  - Design training requirement and review the same from time to time
o Selection of suitable staff and deputing them for IFAB specific training

o Perform other oversight functions as requested by the full board

o Reporting to full board as required

- **Audit Committee:**

  The Audit Committee comprises of the Managing Director and 2 Directors (represented by SIFA members). The AC shall meet regularly to decide about the overall functioning of internal controls of the Company. The following are the duties of the AC:

  o Creating of adequate & efficient internal control system.

  o Monitor the operations of and strengthen the internal control system.

  o Appoint the suitable person as Internal Auditor to audit the day to day operations of the IFAB. The internal auditor may be a Chartered Accountant/ a Consulting firm having adequate experience in handling the internal audit of companies/ a person having adequate experience in the relevant filed.

  o Remove the Internal Auditor, if the circumstances requires.

  o Recommend the appointment (or reappointment) of independent auditor and negotiate the fees etc.

  o Receive, evaluate and analyze the compliance given by the staff of IFAB for the queries noted during the internal or statutory audit.

  o Management of risk relating to internal control system.
- Meet the compliance requirements of various regulatory provisions.
- Periodic review of the financial position and status of the companies operations.
- Perform other oversight functions as requested by the full board.
- Reporting to full board as required.

**Disciplinary Action Committee (DAC):**

The Composition of Disciplinary Action Committee consists of the following persons as its members:

1. One of the nominated member of BOD Chairman of the DAC
2. The Managing Director
3. Two members from the Growers Association of the IFAB
4. Two members from the Buyers Association of the IFAB

Powers of Disciplinary Action Committee (DAC):

The Disciplinary Action Committee shall have the following powers to be exercised in accordance with the provisions of these Bye Laws:

1. Suspension of a member participant.
2. Expulsion of a participant.
3. Freezing the account of the participant.
4. Powers to conduct inspection.
5. Power to conduct an investigation / inquiry.
6. Power to call for records, issue show cause notice to participants for Suspension / expulsion.

OPERATIONS OF THE IFAB:

RECEIVING THE FLOWERS:

Growers located in and around Bangalore and also different parts of South Indian states (Karnataka, Andhra Pradesh, Tamil Nadu, Kerala) can supply the Flowers to IFAB. The procedure for receiving the flowers at IFAB is as follows:

- The grower should take an entry pass from security for keeping the flowers as soon as they arrive at the premises of the IFAB, which will be considered as serial number for auctioning on the next day.

- Timing of acceptance of flowers: Flowers should be accepted for next day auction from 10:30 am onwards of each day according to serial arrival time. The timings of acceptance are 10:30 am to 05:30 pm for next day auctioning and 07:30 am to 08:30 am for same day auctioning.

- Once flowers are kept at IFAB arrival platform by growers, the arrival supervisor should check the quantity according to stem length, variety and quality with the help of the support staff.
- Supervisor should also check the number of buckets or crates according to grower’s Delivery Challan (DC), make the rectifications if any, then he should sign the DC and allot the batch number to the grower based on the arrival priority. One copy of the DC should be given to the grower and another should be documented at IFAB.

- Once the serial number has been allotted, the lot should be kept in Trolley and immediately sent to the cold room which is in running condition.

- The arrival supervisor should enter the details of the flowers received in the system according to the serial number of the grower.

- The auction manager should check frequently the job done by the receiving supervisor.

- The auction manager, auction officer and the receiving supervisor should check the list of growers, quality, quantity and entry summary from 03:30 pm onwards.

- The grower has the option to withdraw the whole quantity of flowers from the auction process at IFAB before the commencement of auction by paying the average commission of the day.

- The Auction Manager to ensure that no other flowers or goods are stored in the Cold Storage room apart from the flowers received for auction from the growers.
AUCTION OF FLOWERS:

IFAB has deployed 'Dutch auction' system in which the Digital Auction Clock runs in the decreasing order and the price per stem reduces from maximum to minimum. The minimum/ base price is fixed by the grower / supplier while the maximum price is fixed by IFAB, considering the demand for flowers. Only the registered sellers and buyers are allowed to participate in the auction. The auction starts at 8.30 AM everyday and runs till the stock is cleared. One special feature of IFAB is that the auction is done on all 365 days in a year, in order to help sellers and buyers in maintaining continuity in their business.

A very wide and deep assortment of flowers is available through the IFAB auction clocks on a daily basis. Approximately, 1,000 auction transactions are observed every day. On an average, 1 lakh flower stems are being traded every day. IFAB is planning to deploy following types of advanced auction systems to attract more new buyers located at far away places.

REMOTE BUYING:

In order to take advantage of new market demand, economic developments and technological possibilities, IFAB invests a great deal in the system of sale through the clock. For example, IFAB offers dealers sophisticated facilities for online buying: Remote Buying. With the help of such services as Remote Buying, IFAB is able to attract an increasing number of (international) buyers to the auction. And
the stronger the purchasing power, the more attractive it is for growers to trade their products through IFAB.

**IMAGE AUCTIONING:**

In the case of image auctioning, flowers no longer appear in front of the clock but photographs of the products are displayed in the auction rooms. The main advantage is that flowers and plants can be taken out of the cold stores to the customer immediately after they are sold.

**ACCESS TO AUCTION HALL:**

The Auction hall is only accessible to registered Buyers, Growers and the staff of the IFAB. Offices and other corporate rooms to be indicated by Management that are being used by IFAB itself shall only be accessible to Users and Third Parties with the permission and under the supervision of a competent official of the IFAB.

**PROCEDURE OF AUCTION OF FLOWERS:**

Flowers are being supplied by growers from in and around Bangalore as well as from different parts of South India. Similarly the buyers for bidding at auction also
come from Bangalore and different parts of the country. The procedure for auctioning the flowers at IFAB is as follows:

- The auction manager should check the condition of the cold storage room like operation, temperature, dryness of the floor etc. at 08:00 am every day.
- The auction manager should open the cold storage room to buyers for inspection of the flowers from 07:30 hrs to 08:15 hrs in front of auction officer, distribution supervisor or receiving supervisor.
- The auction officer should check the number of growers, volume and other relative entries through the computer before starting the auction.
- The auction officer and the technician should check the auction clock, connecting software, bidding terminal condition etc before auction starts.
- The auction officer should check the number of bidders and welcome them to participate in auction.
- The bidders should be seated in the allotted chairs by 08:20 am and should be ready to bid.
- The auction officer should start the auction by 08:30 am and continue till 10:45 am. - Tea break will be there from 10:45 am to 11:00 am.
- The auction has to be carried out for the remaining volume from 11:00 am. As and when the auction completes for a lot of flowers, respective
lots should be sent immediately to the distribution hall without intervention of the buyers or growers.

- After the completion of auctioning of each batch, the information should be given to the respective growers immediately via e-mails and SMS.

- Grower has the right to keep the base price for each variety of flowers.

- The flower lots once bid cannot be cancelled except in case of quality deterioration; stem length variation etc. The decision of the Disciplinary Action Committee shall be final and binding on both the growers and buyers.

- The cancellation in above cases is also to be done in consultation with the auction manager and the DAC. The decision about bid cancellation on account of quality issues should be immediately intimated to the concerned Grower.

- Any problem that arises during the auction time should be immediately informed to the auction manager.

- The auction manager should be available daily at auction hall during auction time i.e. 08:30 am to 12:30 pm. and shall also be available for addressing grower queries.

- **Re-auction of unsold flowers on the next day:** The unsold flowers of a particular day have to be re-auctioned on the immediately next day after completing the auction of that days flowers. The flowers of a particular day which are unsold on the next day also should be sent back to the
growers with the delivery challan entering the details of the flowers sent back to the grower.

**DISTRIBUTION AND RE-SENDING OF UN-SOLD FLOWERS:**

The buyers for auction come from Bangalore and different parts of the country. The procedure for distribution of flowers at IFAB is as follows:

- The distribution of the flowers should be done only in the distribution hall after the completion of the auctioning of each lot. And buyers should not be allowed to engage themselves in the distribution process.

- IFAB has allotted individual compartments/ places for the buyers to keep their purchased flowers in the distribution hall and the distribution supervisor should keep their flowers only in these places for distribution with the help of support staff. In case of any unsold flowers of a particular batch, they should be returned back to cold room with proper tag to respective grower.

- The buyers should pay the amount in the cash counter once they bid for the flowers, then check the flowers in the distribution hall, pack their produce purchased in the auction in the packing hall and show the paid receipt to the security and then they can take the flowers from the distribution hall.

- The buyers can use the packing hall to make their packing of flowers till 05:00 pm or up to 2 hours after the completion of auction.
- During auctioning and distribution time, the distribution supervisor and security personnel should take care of the distribution hall till the completion of the auctioning and distribution. The distribution supervisor should verify and check the details of flowers to be sent back to growers with the DC of the IFAB and the actual flowers ready to send back.

- The distribution supervisor should update the particulars of flowers returned to the growers in the system at the end of the day.

2. AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY (APEDA)

The Agricultural and Processed Food Products Export Development Authority (APEDA) was established by the Government of India under the Agricultural and Processed Food Products Export Development Authority Act passed by the Parliament in December, 1985. The Act (2 of 1986) came into effect from 13th February, 1986 by a notification issued in the Gazette of India: Extraordinary: Part-II [Sec. 3(ii): 13.2.1986). The Authority replaced the Processed Food Export Promotion Council (PFEPC). The Agricultural and Processed Food products Export Development Authority (APEDA) is an export promotion organization under Ministry of Commerce & Industries,
Government of India. It is mandated with the responsibility of promotion and development of the export of its scheduled products.

THE GOALS OF APEDA ARE:

- To maximize foreign exchange earnings through increased agro exports
- To provide better income to the farmers through higher unit value realization
- To create employment opportunities in rural areas by encouraging value added exports of farm produce.

In accordance with the Agricultural and Processed Food Products Export Development Authority Act, 1985, (2 of 1986) the following functions have been assigned to the Authority.

- Development of industries relating to the scheduled products for export by way of providing financial assistance or otherwise for undertaking surveys and feasibility studies, participation in enquiry capital through joint ventures and other reliefs and subsidy schemes;
- Registration of persons as exporters of the scheduled products on payment of such fees as may be prescribed;
- Fixing of standards and specifications for the scheduled products for the purpose of exports;
o Carrying out inspection of meat and meat products in slaughter houses, processing plants, storage premises, conveyances or other places where such products are kept or handled for the purpose of ensuring the quality of such products;

o Improving of packaging of the Scheduled products;

o Improving of marketing of the Scheduled products outside India;

o Promotion of export oriented production and development of the Scheduled products;

o Collection of statistics from the owners of factories or establishments engaged in the production, processing, packaging, marketing or export of the scheduled products or from such other persons as may be prescribed on any matter relating to the scheduled products and publication of the statistics so collected or of any portions thereof or extracts therefrom;

o Training in various aspects of the industries connected with the scheduled products;

o Such other matters as may be prescribed.

APEDA is mandated with the responsibility of export promotion and development of the following scheduled products:

- Fruits, Vegetables and their Products.
- Meat and Meat Products.
- Poultry and Poultry Products.
- Dairy Products.
- Confectionery, Biscuits and Bakery Products.
- Honey, Jaggery and Sugar Products.
- Cocoa and its products, chocolates of all kinds.
- Alcoholic and Non-Alcoholic Beverages.
- Cereal and Cereal Products.
- Groundnuts, Peanuts and Walnuts.
- Pickles, Papads and Chutneys.
- Guar Gum.

**Floriculture and Floriculture Products**
- Herbal and Medicinal Plants

**APEDA’S PRESENCE**

APEDA has marked its presence in almost all agro potential states of India and has been providing services to agri-export community through its head office, five Regional offices and 13 Virtual offices.

**Head office** : New Delhi
REGIONAL OFFICES ARE LOCATED AT:

• Mumbai,
• Kolkata,
• Bangalore,
• Hyderabad and
• Guwahati

VIRTUAL OFFICES

The Virtual offices have been established in association with respective State Governments / agencies. Basic information about APEDA, its functions, registration and financial assistance schemes etc. is being made available to entrepreneurs / prospective exporters by these 13 virtual offices.

• Thiruvananthapuram (Kerala),
• Bhubaneshwar (Orissa),
• Srinagar (J&K),
• Chandigarh,
• Imphal (Manipur),
• Agartala (tripura),
• Kohima (Nagaland),
• Chennai (Tamil Nadu),
• Raipur (Chhattisgarh),
• Ahmedabad (Gujarat),
• Bhopal (Madhya Pradesh),
• Lucknow (Uttar Pradesh) and
• Panaji (Goa)

REGISTRATION WITH APEDA

The Registration can be done through two ways. (1) Through APEDA Head office or Regional office (2) Online - Any exporter get registered through APEDA website by paying Rs.5000/- through credit card

For getting registered through any APEDA office an exporter has to fill the registration form and submit along with the following documents:

1. Application form duly filled and signed by authorized signatory.
2. Self certified copy of Import-Export code issued by D.G.F.T.
3. List of Directors/Partners/Proprietor on company’s letterhead in triplicate.
4. Pvt. Ltd./Public Ltd. Co.’s/societies should forward a copy of their Memorandum and Article of Association and Partnership firms should forward a copy of partnership deed attested by notary.
5. Self certified copy of PAN issued by Income Tax Department.
6. The company should compulsorily mention their e-mail ID, phone and fax number etc. in their application.
7. In case the exporter desires to register as Manufacturer Exporter, he should furnish the copy of company’s registration with FFO, Directorate of Industries, State Dept. of Horticulture/Agmark/EIA etc.

8. Bank certificate duly signed by the Authorities.

9. Cash or DD/Pay Order of Rs. 5000/- towards registration may be made in favor of APEDA payable to Specific APEDA office where the request has been made for Seeking RCMC.

**PRODUCTS MONITORED**

APEDA is mandated with the responsibility of export promotion and development of the following scheduled products:

- Fruits, Vegetables and their Products.
- Poultry and Poultry Products.
- Dairy Products.
- Confectionery, Biscuits and Bakery Products.
- Honey, Jaggery and Sugar Products.
- Cocoa and its products, chocolates of all kinds.
- Alcoholic and Non-Alcoholic Beverages.
- Cereal Products.
- Groundnuts, Peanuts and Walnuts.
– Pickles and Chutneys.
– **Floriculture and Floriculture Products.**
– Herbal and Medicinal Plants
– Rice (Non-Basmati).

In addition to this, APEDA has been entrusted with the responsibility to monitor exports of some non-scheduled items such as Basmati Rice, Wheat, and Coarse Grains and also import of sugar.

**OVERVIEW OF APEDA ORGANIZATION**

**ADMINISTRATIVE SET UP CONSISTS OF**

- **Chairman** – Appointed by the Central Government
- **Director** – Appointed by APEDA
- **Secretary** – Appointed by the Central Government
- **Other Officers and Staff** - Appointed by the Authority

**COMPOSITION OF THE APEDA AUTHORITY**

As prescribed by the statute, the APEDA Authority consists of the following members namely.

- A Chairman, appointed by the Central Government.
- The Agricultural Marketing Advisor to the Government of India.
• One member appointed by the Central Government representing the Planning Commission.
• Three members of Parliament of whom two are elected by the House of People and one by the Council of States.
• Eight members appointed by the Central Government representing respectively; the Ministries of the Central Govt. Dealing with; Agriculture and Rural Development, Commerce, Finance, Industry, Food, Civil Supplies, Civil Aviation, Shipping and Transport.
• Five members appointed by the Central Government by rotation in the alphabetical order to represent the States and the Union Territories.

SOUTH INDIA FLORICULTURE ASSOCIATION (SIFA)

South India Floriculture Association (SIFA) is an association of exporters of floriculture products based in Bangalore. About 36 exporters of floriculture products are members of this body. The members of this association are also involved in the cultivation of the floriculture products. It is estimated that a majority of the members are involved in the pursuit of floriculture covering an area of more than 100 hectares in and around Bangalore. SIFA has been facilitating the growers of floriculture products in exporting and marketing their cut-flowers and roses by arranging chartered flights, with the support of APEDA and the Ministry of Agriculture for export of flowers to different destinations. The chartered flights are organized as and when there is heavy demand and orders to be supplied to specific destination across the globe by the members. The cost of these chartered flights varies according to the destination primarily the distance and timing of such requirement. The average costs of chartered flights are around Rs. 30 lakhs for each flight which cover multiple destinations in a single flight. SIFA is also helping largely the growers in fixing the base price in the auction markets located in Karnataka Agro Industries Corporation (KAIC) premises.
NATIONAL HORTICULTURE BOARD

National Horticulture Board (NHB) was set up by the Government of India in 1984 as an autonomous society under the Societies Registration Act 1860 with a mandate to promote integrated development in horticulture, to help in coordinating, stimulating and sustaining the production and processing of fruits and vegetables and to establish a sound infrastructure in the field of production, processing and marketing with a focus on post harvest management to reduce losses. The Board has its Head Quarter in Institutional Area, Sector 18, Gurgaon (Haryana). The Managing Director is the Principal Executive of NHB who implements various schemes under overall supervision and guidance of the Board of Directors of NHB as well as the Department of Agriculture & Co-operation, Ministry of Agriculture, Govt. of India.

Aims & Objectives of NHB Schemes

The broad aims & objectives of all the above mentioned schemes are as under:

1:- Development of hi-tech commercial horticulture in identified belts

2:- Development of modern post-harvest management infrastructure as integral part of area expansion projects or as common facility for cluster of projects

3:- Development of integrated, energy efficient cold chain infrastructure for fresh horticulture produce,
4: Popularization of identified new technologies / tools / techniques for commercialization / adoption, after carrying out technology need assessment,

5: Assistance in securing availability of quality planting material by promoting setting up of scion and root stock banks / mother plant nurseries, carrying out accreditation/ rating of horticulture nurseries and need based imports of planting material,

6: Promotion and market development of fresh horticulture produce,

7: Promotion of field trials of newly developed/ imported planting materials and other farm inputs, production technology, PHM protocols, INM and IPM protocols, and applied R&D programmes for commercialization of proven technology.

8: Promotion of applied R & D for standardizing PHM protocols, prescribing critical storage conditions for fresh horticulture produce, bench marking of technical standards for cold chain infrastructure etc.,

9: Transfer of technology to producers/farmers and service providers such as gardeners, farm level skilled workers, operators in cold storages, work force carrying out post harvest management including processing of fresh horticulture produce, and to the master trainers,

10: Promotion of consumption of horticulture produce and products.
11:- Setting up Common Facility Centers in Horticulture Parks and Agri-Export Zones.

12:- Strengthen market intelligence system by developing, collecting and disseminating horticulture database,

13:- Carrying out studies and surveys to identify constraints and develop short and long term strategies for systematic development of horticulture and providing technical services including advisory and consultancy services.

**SCHEMES OF NHB**

1. Development of commercial Horticulture through Production and Post-Harvest Management
2. Capital Investment Subsidy for Construction / Modernization Expansion of Cold Storage and Storage's for Horticulture Produce
3. Technology Development and Transfer for Promotion of Horticulture
4. Market Information Services for Horticulture Crops
KEY EOU PLAYERS

KARUTURI GLOBAL LTD

Ram Karuturi, CEO of Karuturi Global, had already made his company the world's largest cut flower exporter. But he was also passionate about agriculture and wanted to make it big in the sector. In April 2008, the Ethiopian government offered him more than 300,000 hectares of land at a favourable price to grow food crops. Ethiopia, which faces huge food shortages, also has large tracts of undeveloped lands, but lacks the funds to make productive use of them. Ram Karuturi accepted. Food crops, however, were a new area for him. Huge investments were also needed. Karuturi Global Ltd has since made inroads in the floriculture business and has now acquired the Netherlands-based Sher, the world’s largest producer and supplier of roses, for about $50 million (Rs 220 crore) to emerge as the global leader in roses and the world’s largest producer of cut roses. Sher’s greenhouses in the Netherlands, Kenya and Ethiopia produce 600 million roses annually.

MILESTONES OF KARUTURI GLOBAL LTD

- 1995 - Incorporated in 1994-95, as Karuturi Floritech a 100% EOU unit for floriculture, promoted by Ms Anita Karuturi and was engaged in three
businesses floriculture, processing foods - gherkins, and information technology.

- 1996 - Established its first production facility near Bangalore.
- 1999 - Company set up an Internet Auction Portal named Rose Bazaar.com to gain benefits of disintermediation through the use of Internet.
- Company also set up its second production facility for roses near Bangalore taking the total size of rose farms to 10 hectares.
- 2000 - In keeping with the changing focus, the company changed its name from Karuturi Floritech Ltd., to Karuturi.com Ltd.
- 2001 - It invested in a private Satellite Gateway and an IDC as a part of the Rose Bazaar initiative.
- The Company also got Class .B. ISP license from the Department of telecom as a statutory requirement for a private Internet Satellite Gateway and has since been renamed Karuturi Networks Ltd.
- 2003 - The company emerged as the lowest cost rose cultivator and the largest rose producer in the country.
- 2004 - The company conceptualized the Ethiopian initiative and set up a wholly owned subsidiary in Ethiopia, Africa, called Ethiopian Meadows Plc to produce HT cut roses.
- 2005 - Further it conceptualized the synergistic foray into processed foods.
2006 - Company received the largest order for roses in its history from the latest retail chain in UK.


The Company has issued Bonus Shares in the Ratio of 1:1.

2008 - It has fixed 11th April, 2008, as the record date for the stock split of Rs 10 per share of the Company into the shares of Rs 1 each.

Name of the company was changed from Karuturi Networks to Karuturi Global Ltd on 17th March 2009

Managing Director of Karuturi Global Ltd is conferred with prestigious award for business excellence in Agribusiness in Africa.

-Karuturi Global Ltd, the world’s largest producer of cut roses has reached an understanding to pick up 54% stake in Mumbai based Florista2011

-Karuturi Global Ltd has on acquisition of 58% stake in Florista India Pvt Ltd by the Company.

-Karuturi Global Ltd has a Press Released titled "Karuturi 1st Maize Crop effected by Flash Floods".
ZOPAR EXPORTS PVT. LTD

Zopar Exports Pvt. Ltd., was established in 2003 to bring forward fresh garden and natural fresh flowers in the market at pocket friendly prices. The company indulged in the production of products that possess uniqueness, texture and freshness, and has achieved a desirable reputation as Flower and Plants Manufacturer, Exporter, Supplier and Service Provider. We offer an exquisite and new selection of Planting Material, Flowers, Fruits and Vegetables, etc. The company built its business by offering top quality natural fresh flowers and plants, reliable and consistent services while understanding its customers’ needs. To give its clients best experience and services, the company has nurtured an award winning team of employees including florists, customer advisers, quality experts, etc. With unique blend of skill and creativity, the expert florists of the company assist in offering a fresh and new collection of products for every occasion and season. They take care of all the processes from tilling, planting and harvesting to ensure the highest quality at all stages. The company is in its growth stage holding much promise in the floriculture industry
BANGALORE PLANTS FIRST PVT. LTD

With the rapid development of floriculture in India in the late nineties the need for a professional propagation company in the country which would satisfy the demand for high quality products at affordable prices became apparent. Bangalore Plants First Pvt. Ltd was established in 2001 to face just this challenge, and to cater specifically to the requirements of commercial cut-flower growers. Bangalore Plants First has been in the floricultural business from the moment that export-oriented floriculture took-off in the country in the early nineties.

Bangalore Plants First deals exclusively with the propagation of plant material for flower growers and is fully dedicated to the quality of the product and the needs of the growers. Bangalore Plants First strives to continuously improve its services, drawing from floriculture knowledge and technologies from across the world.

Initially focused specifically on rose plants, over the years the company has enlarged its product portfolio. Especially carnations have become an important product. Eustoma was recently introduced and is expected to soon hold a strong third place in our portfolio. Several other products are currently being introduced. To ensure reliable results and in agreement with the quality Bangalor...
First is committed to deliver, all new flower species are grown on trial basis in our own farms and tested extensively before being introduced into the market.

Bangalore Plants First has strengthened its competitive position in the market by providing good support to client needs and by continuously improving its products, including packing and delivery. The technical assistance provided by Bangalore Plants First is an integral part of the plant supply and together with plant quality, it is one of the factors for a high success rate amongst our clients.

**SNEHA FLORIST**

Flowers are the best gift of nature to mankind that helps us to express several emotions without speaking a single word. Bringing this beauty of nature close to you is Sneha Florist, a prominent Florist & a leading Floral Arrangement Service Provider in Bangalore, Karnataka. Being a master of Floriculture Applications, Sneha Florist have been dominating the flower market in India, since our inception in 1997. With growth and development of our company, Sneha Florist has diversified our business operations and product range to cater to different and distinct demands of our clients from all across India. Today, Sneha Florist specialize in provision of Fresh Cut Flowers, Exotic Cut Foliages, Floral Farms, Floral Decoration, Floriculture Consultancy, Turnkey Projects, Contract Farming, Floral Ribbons, Floral Baskets Containers & Vases as well as many
others. Marking success in domestic market, Sneha Florist have also dwelled into the business of Exporting Flowers, Wholesale Flower Business, and Retail Sale of Flowers also. All of these have helped us in ensuring that any and every need of our clients related to flowers and Floral Arrangement.

**PRODUCT & SERVICES PORTFOLIO:**

Since inception, Sneha Florist have undergone tremendous growth and business expansion leading to the diversification of our operations and product range. Recently, Sneha Florist have also added new products and services as part of our portfolio to cater to any and every requirements of our clients. Our product as well as service portfolio includes the following:

- Sneha Florist export fresh cut flowers, dry materials, floral accessories, ornaments and nursery plants.
- Sneha Florist are also into designing, developing, executions and maintenance of gardens, theme parks, etc.
- Being Agriculture and Horticulture consultants, Sneha Florist help in setting up agriculture horticulture projects, selection of plants, planning, layout project report and bank loan, growing and marketing of agriculture, horticulture and floriculture products.
- Sneha Florist is a retailer of flower arrangements and look sterns.
• Sneha Florist offer the facility of Door delivery of floral arrangements to any part of the world, 'venue' decorators and stage decoration for all occasions.

• Our other services include contract farming, wholesale distribution for supplying planting materials of agriculture and floriculture.

• Sneha Florist are the largest suppliers of "Birds of Paradise" plants.

• Sneha Florist are the distributors for a range of companies for different flowers like Gerberas Carnations, Gerberas, Gladiolus, Lilliums, Chrysanthemum Mum, etc.

**OUR NETWORK**

Being one of the top Flower Retailer in Bangalore, Sneha Florist have earned respectable place in the Flower Market all across India. In order to be able to supply flowers all across India, Sneha Florist have developed extensive marketing network that enables us to guarantee timely delivery of flowers to the designated destination. Our network comprises of trained and qualified personnel, merchants, traders and dealers, who have prominent market presence and excellent logistical facility that aids in speedy supply and delivery of the floral arrangements.

Sneha florists have made a mark for themselves on account of the following factors such as use of technology and best practices, excellent harvest and post
harvest handling, Compliance with international quality standards, Easy availability of products, Competitive pricing policy and Extensive marketing network.

**RAYER FLORA (INDIA) PVT LIMITED**

Rayer Flora (India) Pvt Limited is a grower and exporter of high quality fresh-cut roses and other flowers. Established in 2003 with one hectare of green house (2.4 acres), today Rayer Flora has about 4 hectares of green houses growing different varieties roses and colors. Rayer Flora is promoted by professionals both from Agriculture and Technology fields having valuable international business experience and ability to understand, meet international standards.

Rayer Flora's farm is located in Agriculture Export Zone (AEZ) in Hosur, Tamilnadu, India and is 32 KM from Bangalore Airport. We produce over 6 million roses annually and We can send regular shipments and supplies to European (UK, Germany and Netherland), Middle East (Dubai, Sharja, Abu Dhabi, Saudi Arabia) and Far-East (Singapore, Malaysia) countries including Japan. Rayer Flora is a registered member of APEDA and has certificate to export under DGFT, India.
RED BLOSSOMS FARMS

Among Bangalore Rose exporters providing Fresh cut rose flower and working as wholesale rose dealers, Red Blossoms Rose Farms are famous Rose growers in Bangalore having Rose farming of multiple Rose varieties. Red Blossoms rose farms was established in 2010 , with a passion for growing high quality Fresh-cut Roses. As wholesale rose dealers and rose growers in Bangalore providing fresh cut rose flower we give Best quality roses everytime. The idea of rose farming of multiple rose varieties and becoming wholesale rose dealers came from the fact that fresh cut rose flower are used in all the occasions. Red blossoms farms focus on quality roses and timely delivery to people and because of this only a farm started with a small area of one acre, has grown to five acres. The farm is located in Chickaballapur district, 60kms from Bengaluru and just 30kms from the International Airport. Cultivating multiple Rose varieties and maintaining their Quality have made Red blossoms farms be able to make supply in vast Area. The roses are of export quality and are of more demand in the countries like Dubai, Oman, Singapore, Malaysia, Japan, etc., which have made Red blossoms farms the quality Rose Exporters in Bangalore.
Red Blossoms Rose Farms is promoted and managed by ex-software professionals having expertise in handling clients of International standards. Roses we grow are of international standards and available in the stem lengths of 50cms to 70cms. Varieties grown are First Red, Gold Strike, Corvette, TajMahal, Avalanche, Nobless and so on. Red blossoms farms grow 2.5 million stems annually and we send daily shipments to major cities in India.