

Camson Biotechnologies: Forges BC arrangement with HDFC to extend financial services to farmers

Highlights:

Camson's dealers to be appointed as BC (Business Correspondent) for HDFC
BC is capable of performing almost all banking functions
In-line with RBI's mandate of Financial Inclusion
Farmers to avail better options compared to the traditional lending agents

Mumbai, June 21st, 2012: HDFC Bank and Camson Biotechnologies Ltd sign Business Correspondent (BC) appointment MoU . India's leading Agri-Biotech Company, Camson Biotechnologies Ltd.,with this arrangement, HDFC Bank will engage with the entire 2600 dealers of Camson Biotechnologies and empanel them as the bank's Business Correspondent. On appointment, the dealer will act as the single point of contact for almost all of the bank's initiatives which will be supported by HDFC bank. Through this arrangement the bank will have access to over 5 lac farmers across the country. This will also help the bank implement RBI's drive on financial inclusion.

This will ensure stronger penetration of the banking network to reach even the most remote corners of this country and provide farmers with a reliable and cost effective option to replace the traditional lending network wherein loans/advances to farmers will be available at nominal rates. Dealers of Camson will have another avenue of marketing products of a bank with world class credentials. Along with providing dealers another avenue to augment their income it will also serve as a social objective of Zero Residue Farming using Camson's Biocides.

Commenting on the engagement, Santosh Nair, CEO at Camson Biotech said, "We are very happy to partner with one of the best banks in the industry. This is going to be the beginning of a great partnership which is going to go a long way to alleviate farmer woes. It will be another great avenue for Camson's dealers to fulfill a social objective which will benefit them as well. This is part of Camson's motto of providing the environment with solutions with no adverse effects, just like our products which deliver Zero- Residue farming."

Mr.Micheal Andrade, Sr.Vice President Agriculture , at HDFC Bank said " We are glad to partner Camson. This will be a win-win situation for farmers, the BC, HDFC and Camson as well. HDFC has always been known for adopting innovating methods to address challenging situations. "

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About Camson Biotech- Established in 1993, Camson Biotechnologies combines the latest knowledge in breeding, molecular genetics and metagenomics in agriculture with the latest practices in environmental safety and protection, to market a wide range of products spanning hybrid seeds, bio-fertilizers and biocides. These are non-poisonous, eco-friendly and residue-free. Headquartered in



Bangalore, Camson Biotechnologies employs the best talent in the industry to bring innovative biotechnology products to the farmers. Partnering with farming communities, government agencies and corporate houses in India, Camson Biotechnologies aims at empowering farming communities by focussing its R&D to their needs.

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