

Camson Agri-Ventures nominated for the SIAL Middle East Innovation Award

Only Indian Company to make it to the Hall of Fame of the SIAL Middle East Innovation Awards 2013

Bengaluru, December 10th, 2013: The food industry has long acknowledged that change is the only way forward to suit the changing tastes of the consumers in the times to come. **Camson Agri-Ventures (CAV) Private Limited** is poised to challenge the age-old conventions and is continuously working on introducing products that have unique attributes at the offering for the consumers, be it on health aspects, taste, appearance & convenience.

Leading international suppliers showcased their products during the **SIAL Middle East, Abu Dhabi** from November, 2013, which also put a spotlight on 70 of the world's most innovative food & beverage products. Thirty one products were shortlisted at the **SIAL Innovation Observatory** which included **Camson's Button Capsicum-Palar & Black Chilly-Kali**. These products were mainly selected against specific food attributes along with the level of innovation involved in developing the product. CAV was the only Indian company to win accolades for its products at SIAL.

Mr. Rohit Sareen, Head, Camson Agri-Ventures Pvt. Ltd. said *"Through its Farm Management & Farmer Connect Advisory Model, CAV soon proposes to launch these innovative products for the consumers in India as well as for the international markets. These products have been developed using Camson Bio Technologies proprietary technology platform."*

Camson's hybrid "Kali" – grown using Zero Residue Cultivation™ Practices, is disease tolerant & high yielding variety thereby making it commercially viable. The black chilly's outer coating is due to the presence of rare plant carotenoid called anthocyanin, a bioflavonoid. Clinical research indicates that Anthocyanin is a highly beneficial phytochemical that has free radical scavenging properties i.e. Cancer fighting abilities. Anthocyanin also regulates hormonal functioning; boosting Cytokine production (immune function), cell membrane strengthening, anti-inflammatory activities and anti-ageing properties. Anthocyanin exhibits anti-inflammatory & anti-ageing properties.

The Capsaicin in the chilly attributes to its pungency, which can be adjusted from 15,000 SHU (mild) to 1,00,000 SHU (high) where SHU- Scoville Heat Units. Capsaicin a natural fat burner also exhibits cancer fighting abilities as it negatively affects the protein complex NF-KAPP Beta in cancer cells thus destroying them. It also helps increase metabolism by burning fats.

Camson's hybrid "Palar" – grown using Zero Residue Cultivation™ Practices, is disease tolerant & high yielding variety thereby making it commercially viable. With a serving size of 40gms per fruit, the fruit is compact and small in size when compared with the traditional Capsicum.

Research indicates that the product is loaded with natural Phytochemicals that exhibit anti-cancerous, anti-inflammatory & immune boosting properties. Its Fibrous properties also help aid the digestive system. Its relative small size compared to the traditional Capsicum helps reduce its wastage during the course of its



preparation & consumption. Natural phytochemicals present exhibit various health benefits including immune boosting, anti-inflammatory & anti cancerous properties.

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About Camson Agri-Ventures Private Limited (CAV)

Camson Agri Ventures Private Limited (CAV) is India's first fully integrated provider of eco-friendly agricultural solutions. CAV is a subsidiary of Camson Bio Technologies Limited, which is a pioneering agricultural biotechnology company based out of Bengaluru, India. CAV offers solutions across the complete value chain of agri-business-right from providing Zero Residue™ agricultural inputs, comprehensive farm management for large farmlands, practicing Zero Residue Cultivation™ practices to ensure a Zero Residue™ Produce free from harmful agrochemicals.

About Camson Biotechnologies

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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