

## **Profile of Mr. Mandava Prabhakar Rao**

**Mandava Prabhakar Rao**  
**Chairman, NSL Group**  
**Chairman & Managing Director**  
**Nuziveedu Seeds Limited**

Mandava Prabhakar Rao, aged 54 years is the scion of a reputed agricultural family (born to Sri M Venkatramaiah and Smt. Rama Devi), hailing from Guntur District in Andhra Pradesh. Mr. Prabhakar Rao is an alumnus of Benares Hindu University and stood second in the University in B.Sc (Agriculture) and achieved 1<sup>st</sup> rank in M.Sc (Agriculture). He is also a recipient of Gold Medal and Merit Scholarship in his Post Graduation. He is Chairman of NSL Group.

Managing the family owned seed company Nuziveedu Seeds Ltd since 1982 and led this company as the largest seed company in India with an estimated annual turnover of about Rs. 1300 Crores in the current year with about 25% share in the hybrid cotton seed market of India. Developed the cotton hybrids, Bunny, Bhakti and Mallika which are most popular amongst the farmers. About half the cotton produced in India will have genetics of lines developed by him. He has been working through his company for cotton productivity improvement through high density planting for increasing farmer profitability.

Mr. Rao is the President of the National Seed Association of India, was a Member of the Board of Management of Acharya N.G Ranga Agricultural University, Member of the Cotton Advisory Board, Textiles Committee of Ministry of Textiles and Member of Central Seed Committee of the Ministry of Agriculture. He was also on the board of the International Seed Federation representing India. He is the Chairman of Committee on Agriculture, FICCI.

In addition to his contribution to the seed industry, he has also contributed for substantial industrialization by making combined investments of about Rs.10000 Crores in Power, Textiles, Integrated Sugar Factories, IT Infrastructure in the form of IT Parks, IT SEZs etc. The Group has planned projects with capital outlay of Rs. 25000 Crores in next 5-6 years. NSL Group employs about 22000 people directly.