

## Feature No. 23: ABT Bioproducts



One of the greatest problems facing farmers globally is the use of unsustainable agricultural practices that produce high yields in the short term, but damage soil productivity over time. In India, some of the most fertile soils are being destroyed through excessive irrigation and overuse of fertilizers. Dr. Abhay Shendye and Dr. Medha Joshi founded ABT Bioproducts as a business that would harness their knowledge of molecular biology to bring greater resource efficiency to standard agricultural practices

ABT offers a full line of agricultural products from bio-pesticides to soil fertility enhancers that are proven to raise crop yields while reducing the need for external inputs such as water and chemicals. One of the company's more popular products is AgroWonder, a spray that enhances the photosynthesis process to improve soil carbon levels that often become depleted through traditional farming techniques. AgroFertiCare is a non-chemical fertilizer that introduces micro-organisms into the soil which increase nitrogen uptake in plants to promote growth. Not only does AgroFertiCare provide farmers a cost-savings by reducing the need for chemical fertilizers by 25 to 50 percent, it enhances crop yields and ensures long term soil fertility by reducing the accumulation of harmful chemicals from excessive fertilizer use.

ABT Bioproducts' agricultural solutions are already becoming extremely popular in the sugar industry where the company has so far focused its marketing efforts. Ugar Sugar Works Ltd., one of the largest and oldest sugar producers in India and Harinagar Sugar Mills Ltd. will soon use ABT products on 1500 to 2000 acres of land, respectively, after being impressed by the effectiveness of AgroFertiCare and AgroWonder. The company is also gaining major clients in gulf coast countries of the Middle East, where high temperatures and low soil carbon levels mean farmers will benefit greatly from ABT's solutions. Dr. Shendye and Joshi are currently working to expand beyond the sugarcane market as tests of their products have been successful on a variety of crops including wheat, rice, mango, and grapes, among others.

ABT Bioproducts has already rapidly increased its earnings potential – the founders expect to see revenues in 2006 grow to be ten times higher than in the previous year. The company will bolster its competitive advantage in 2007 as the Indian government moves to enact quality standards and regulations for organic agriculture, a development that will benefit ABT as it has spent years gathering data to show the effects and quality of its products. The company is now seeking up to \$1 million in investment to expand its manufacturing capacity for exports to other regions, increase the size of its marketing team and open farmer demonstration centers to grow awareness of the superiority of ABT products.

For more information about ABT Bioproducts, see the company's profile at [www.new-ventures.org](http://www.new-ventures.org)

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