

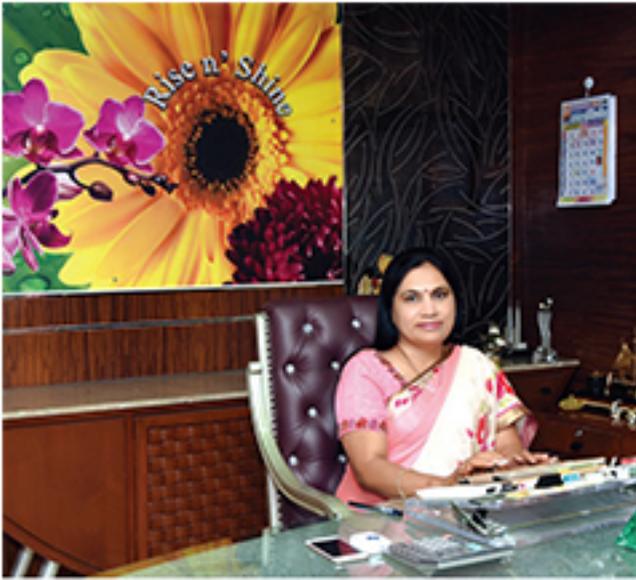


News letter

2021

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Director's Desk:

Happy 2021 to you all! The beginning of every new year brings new opportunities and challenges along with it. The new decade although began on a rocky road, but this year will be a fresh, positive start. Sometimes, we need challenges to push us to look at things in a new light. In 2021, let's work towards the betterment of ourselves, our families, our surroundings and our nation.

The covid crisis is ongoing, but the Floriculture market has stabilised thanks to the consistent efforts of the floriculture industry members. The Floriculture industry family got together during the tough times, and took untiring efforts to support farmers & growers from the industry. This has led to a huge demand in booking plants for the next season.

When our customers book plants in advance, it enables us at Rise n' Shine Biotech to serve our farmers and growers, better.

Gerbera



Mr. Somanna in Anekal



Anekal operated by Mr. Ramesh



Mr. Manjunath plot at Kaiwara



Rise n' Shine Gerbera plants blooming at Jagjyothi Farm, Ketohalli, Bengaluru



RNN Farm Gollahalli, Bengaluru



Mr. Nagendra Naik (RNN Farm) from Gudemaranahalli, Bengaluru



Rise n Shine Gerbera performance at Osmanabad

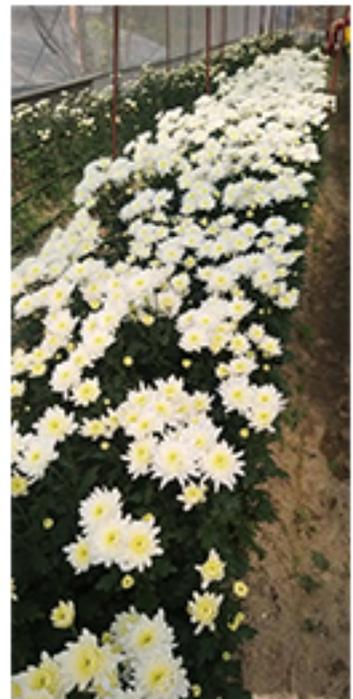


Mr. Balbir Singh Kamboj is super happy with the way his yellow variety of Chrysanthemum



Mr. Mahesh Jain plot at Bangalore

Chrysanthemum



Mr. Sanil Upadhyay's Chrysanthemum plot Kullu Himachal Pradesh

Orchid



Hyderabad's first Orchids project. Rise n' Shine farmer Mr. R.K. Raju

Strawberry



Photos of fresh strawberries produced from the plants provided by Rise n' Shine at Bangalore

Banana



Mr. Satish More Banana



Mr.Nilesh Deshmukh of Nanded



Mr. Satish More Banana



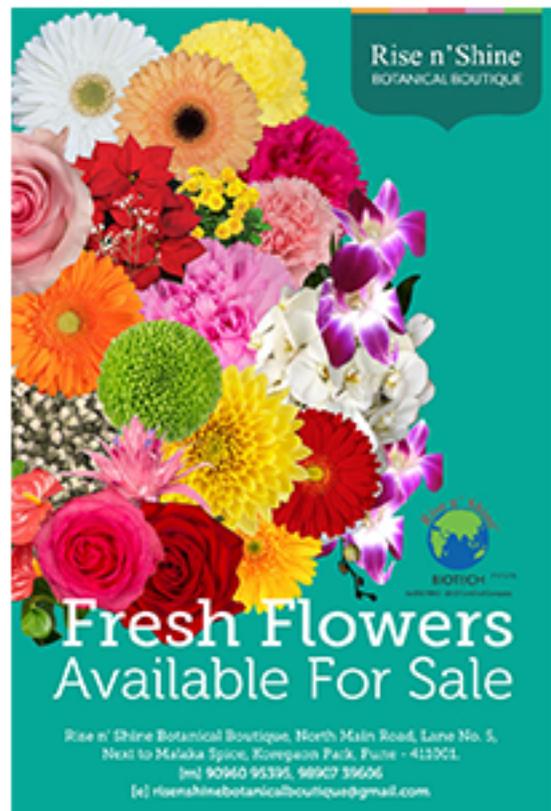
Mr.Nilesh Deshmukh of Nanded

**Export Quality Bananas produced
by plants provided by Rise n' Shine**

We are organizing & participating in a Nursery Exhibition at Hyderabad. Different varieties of indoor, outdoor and exotic plants from Rise n' Shine's Nursery had been made available for display, and enquiries.



We serviced door-to-door delivery of flowers from our growers, and sold it in different societies; still continuing to do so. Our **CMD Madam Dr. Bhagyashree Patil's motto** behind this was to **supply not only natural flowers to every household, but also spread positive vibes within the community in difficult times like this.**



On the market front, as per industry trends, we expect to be facing a great demand this year. So, **we encourage our farmers and growers to plan & book in advance** to avoid any delays or finishing of stock.

We also expect a very high demand for nursery plants. **A plethora of exotic plants, and international varieties are available for sale at our nursery.** Also, we received great responses for the **Strawberry plants** that were previously sold. Along with this, we have also tried our hands on organic farming experiments. We believe that **“What We Cannot Eat Well, We Cannot Sell”**. For this, we have experimented growing exotic vegetables on a very small scale. Very soon, we will be able to introduce these farming initiatives into the market, and offer them to all our farmers and growers.

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We are also very happy to announce extraordinary yellow variety Gerbera from Rise n Shine ready to reach your farm! We are calling it **Surya**, for its pertinent bright yellow color. Contact your area representative for advance booking.

Carnation

We are seeing great response & results from **our Carnation growers. Mr. Nishant Kumar, Mr. Dhayanchand & Mr. Karneil Singh** seen below at their respective farms.



A recent feather has been added to our cap: Our **CMD Madam Dr. Bhagyashree Patil** was awarded the precious **Women Achievers of PCMC Award by Lokmat**. It's been a proud moment for us all to have our **Madam** receive this from the **State Minister of Maharashtra Ms. Aditi Tatkare, and famous Indian Film & Television Actor Mr. Swapnil Joshi**. We would sincerely like to thank our customers, clients and well-wishers for always supporting the work we do, and believing in us every step of the way. This wouldn't have been possible without you all.



Dr. Bhagyashree Patil Madam was awarded the precious Women Achievers Of PCMC award by Lokmat

CSR

Lastly, but definitely not the least of our work, we would like to reflect upon the CSR activities done at our company. During the last year, the pandemic hit us all unexpectedly, and devastated our daily lives, occupations, functioning, and health. In this time, our CMD Madam offered free medical treatments, medicines and support to all the needy from the villages in the vicinity of our headquarters in Theur, at Dr. D.Y. Patil Hospital in Pune.

**Thank You to you all
for being active members of our journey
at Rise n' Shine.
Our journey would remain incomplete
without your faith in us.**



Rise n' Shine Biotech Pvt. Ltd

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