



HYBRID VEGETABLE SEED

STRATEGIC INVESTMENT PITCHBOOK

JANUARY 2026

Pakistan Hybrid Vegetable Seed Sector Snapshot

Key Production & Industry Metrics (FY 2025)



ANNUAL Import

1847.75

Tonnes

FY 2024
World Integrated Trade Solution



ANNUAL Import Value

\$29.9 Million

FY 2024
World Integrated Trade Solution



Local Production

200-300 K

bags/year

Private Sector Companies



KEY CROPS

Tomato

Cucumber

Onion

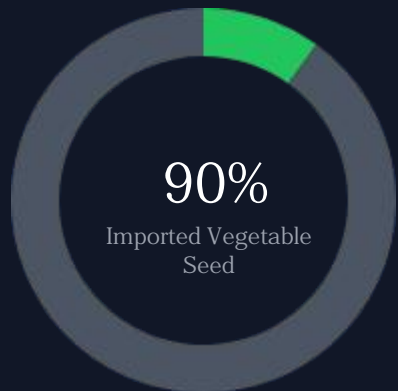
Chilli

Bitter gourd

Top 5 Imported Vegetable Hybrid Seed

The Vegetable Seed Sector

Huge potential for Hybrid Vegetable Seed Production



Locally Produced Seed	5-10%
Imported	90-95%

Local Production of Hybrid seed is very low

Value Proposition

"Investors can secure the high-value seed supply chain and unlock strong margins by investing in seed technology, production, and processing in Punjab, Sindh, and KPK—driving import substitution and regional exports."

A

OPPORTUNITY DESCRIPTION



Premium Revenues
Income from certified hybrid seeds (domestic & export).



Market Potential
Capture **30-50%** of import market via local production.
Become net exporter to regional neighbors.



Geographic Advantage
Year-round multiplication via diverse climates.



Value Creation
Tech transfer & **15-40% yield uplift** for farmers.

B

HIGH-LEVEL FACTS

KEY FINANCIALS

25-30%
IRR

28-40%
Annual ROI

- 

Target Market
 - All Over Pakistan
 - Domestic & International
 - Multiple Vegetable Crops



Revenue Engine

Tier 1
Domestic Seeds

Tier 2
Export & Contract Revenue

C

INVESTMENT & MODEL

ESTIMATED PROJECT COST

USD 2.0 - 5. Million

PROPOSED MODEL

Scalable, modern seed technology
enterprise integrating:

R&D

Multiplication

Processing

Bundling

Business Model Overview

The investment will establish an integrated, technology-led enterprise for the production, processing, and sale of certified hybrid vegetable seeds and bundled agri-inputs, achieving import substitution and regional export.

Offering

- Vertically Integrated Seed Technology & Production Platform
- Secure Supply of Certified, High-Yielding Hybrid Seeds

Project Scope

- Multiplication Farms**
Develop 500 - 1,000+ Acres across multiple agro-climatic zones.
- Private Sector Companies**
 - Haji Sons Seeds
 - Yuksel Seeds
 - Green Gold Agri Seeds
 - Agri Max Seeds

Targeted End-Users

DOMESTIC COMMERCIAL FARMERS

Nationwide for tomatoes, peppers, onions, cucumbers.

REGIONAL EXPORT MARKETS

Distributors in Afghanistan, Uzbekistan, UAE, Saudi Arabia.

STRATEGIC PARTNERS

Contract manufacturing with Chinese & intl. seed companies.

Location & Strategy

All Over Pakistan



For Further information

ABC

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