



PROFESSOR JAYASHANKAR TELANGANA AGRICULTURAL UNIVERSITY
Rajendranagar, Hyderabad – 500030

Advt.No.01/Seeds-Comm/2025-26

INVITING EXPRESSION OF INTEREST (EOI)

Professor Jayashankar Telangana Agricultural University (PJTau), Hyderabad invites Expression of Interest (EOI) from various agencies for marketing of rice of the popular paddy variety “**Telangana Sona**,” which has gained wide acceptance owing to its superior grain and cooking qualities, low glycemic index with high consumer preference, under a PJTAU–Partner co-branding arrangement.

For more details, please visit: **www.pjtau.edu.in**

Registrar

PROFESSOR JAYASHANKAR TELANGANA AGRICULTURAL UNIVERSITY
Rajendranagar, Hyderabad – 500030

EXPRESSION OF INTEREST (EOI)

Professor Jayashankar Telangana Agricultural University (PJTAU), Hyderabad invites Expression of Interest (EOI) from reputed rice millers, processors, marketers, agri-business firms, Farmer Producer Organizations (FPOs), and cooperative institutions for marketing of rice of the popular paddy variety “**Telangana Sona**,” which has gained wide acceptance owing to its low glycemic index, under a PJTAU–Partner co-branding arrangement.

Scope:

The selected agencies will be permitted to market Telangana Sona rice processed from seed/produce sourced as per PJTAU guidelines, under PJTAU branding, following prescribed quality standards and statutory requirements.

Eligibility Criteria:

Interested agencies should:

- Be legally registered entities in India
- Have experience in rice milling/processing/marketing
- Possess adequate infrastructure for processing, packaging, storage, and distribution
- Have a sound marketing network

Terms & Conditions:

- Branding, quality control, royalty/brand usage fee, and other modalities will be governed by the terms and conditions of PJTAU
- Detailed guidelines and formats will be provided to shortlisted applicants

Submission of EOI:

Interested parties may submit their Expression of Interest in the prescribed format (available on the University website) along with supporting documents to the undersigned.

Right Reserved:

PJTAU reserves the right to accept or reject any or all EOIs without assigning any reason.

Registrar

Professor Jayashankar Telangana Agricultural University

Rajendranagar, Hyderabad – 500030

Website: www.pjtau.edu.in

For more details: Please contact Director (Seeds), Administrative Office, P.J.T.A.U., Rajendranagar, Hyderabad-500 030

Mobile: 8008404874 E mail: seeds@pjtau.edu.in