



ADVANCED
AGRICULTURE





SUPREME CHEMICAL
VENTURES P.V.T. LTD.

ABOUT THE COMPANY

- ❖ We have created successful enterprise only through quality and commitment with Techno commercial background at IPM BIOCONTROL LABS PVT. LTD.
- ❖ We have the ability to produce new generation products at lower costs because of technical background.
- ❖ We can ensure quality and reliable supplies through strong infrastructure and resource base.
- ❖ We are creating success through trusted and committed sales network.



WE BELIEVE IN ...

- Ethical Business Practices
- Product Driven by Technology
- Continuous Product Upgradation
- Value Delivery to Farmers
- Strict Regulatory Compliance.



OUR STRENGTHS

- ✦ Technical manufacturer of all nutrients.
- ✦ Manufacturing of single and formulation of nutrients as per FCO act & also crop specific requirements.
- ✦ Specialization in chelated salts {EDTA, EDDHA} and nutrient combinations.
- ✦ Specialized in manufacturing of granules / pellet formulations.
- ✦ Custom design formulations with product development support.

WE DELIVER

- ✦ Value addition to farmers output through quality inputs.
- ✦ Crop specific solutions.
- ✦ Unique formulations with fortification of chelated salts.
- ✦ Combination of products with various hormones, yield enhancer.



A stylized, light green illustration of a plant with long, thin leaves and a central cluster of leaves, positioned in the upper half of the page.

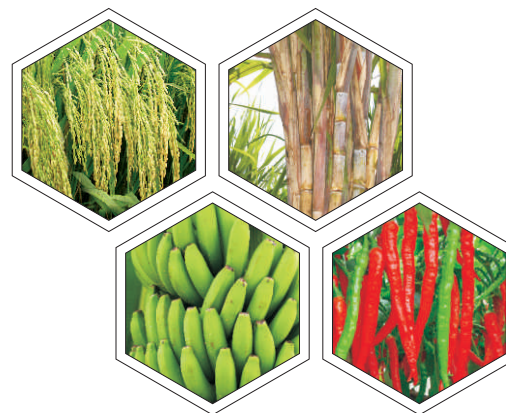
MICRO NUTRIENTS

**"Minerals in the soil control the metabolism of cells in plants, animals and man.
All of life will be either healthy or unhealthy according to the Fertility of the soil."**

→ Dr. Alexis Carrel, Nobel Prize winner

ZINC SUPREME

Micro Nutrient Fertilizer



FEATURES:

- High performance soil supplement designed for crops that maximize yields and soil health.
- Zinc Supreme consists of Zinc, Ferrous, Manganese, Copper, and secondary nutrients -Magnesium and soluble sulfur.
- Zinc Supreme is a Brown colored pellet formulation.
- Zinc Supreme is 100% water soluble.
- Zinc Supreme does not contain any filler material.
- Magnesium and sulfur are used as filler in Zinc Supreme.

ADVANTAGES:

- Zinc Supreme provides 6 essential nutrients to plants.
- Zinc Supreme is a chemical composition made of fusion technology. During the production process Zinc Supreme granules consisting of soluble nutrients are encapsulated in a pellet.
- Following the application of Zinc Supreme, soil moisture penetrates through the pellet, which begins a gradual dissolution of the nutrient inside the granule. The dissolved nutrients diffuse through the pellet to the root zone, providing the plant with available Zinc, Ferrous, Manganese, Copper, Magnesium, and soluble Sulfur according to its growth needs. Each granule of Zinc Supreme carry equal ratio of all nutrients.
- Zinc supreme is involved in carbohydrate production and transportation.
- Balanced source of Magnesium and soluble Sulfur.

BENEFITS:

- Activates various enzymes in plants and helps in producing plant growth hormones- Auxins and helps in producing plant growth hormones and thereby initiates many metabolic processes in plants.
- Zinc Supreme Helps in establishing of healthy root system leading to enhanced grain yield.
- Increases more tillers, helps in profuse branching and more flowering.
- Essential for synthesis, transport and storage of important plant substances such as carbohydrates, proteins, and fats.
- Improves, size, texture, yield and quality of the produce.

METHOD OF APPLICATION

Foliar	✓
Drip	✓
Broadcasting	✓
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	1 KG
Drip	8 KG
Broadcasting	8 KG
Fertilizer Mix	8 KG
Others (Nursery)	1 KG

AVAILABLE PACKS

1KG	POUCH
8KG	BAG
50KG	BAG

STATE GRADES

	AP	TS	KAR	MAHA	UP	
	Formula-7	Formula-7	Grade-1	Grade-1	Grade-3	Grade-5
Zn	6.00%	6.00%	10.00%	5.0%	6.0%	10.00%
Fe	0.50%	0.50%	5.00%	2.0%	3.0%	5.00%
Mn	0.50%	0.50%	2.00%	1.0%	1.5%	2.00%
B			0.3%	1.0%		1.00%
Cu				0.5%	0.5%	1.00%
Mo						



Zinc Bhooraksha is supplied to all
Retail outlets of
Coromandel International Limited



Zinc Sampoorna is supplied to all
Retail outlets of
Zuari Farmers Holding Limited

CMF

Complete Micronutrient Formulation



FEATURES:

- ❖ CMF is the key to high value ,highly marketable produce with fully formulated micro nutrients for foliar application.
- ❖ Contains Zinc, ferrous, Manganese, copper, Molybdenum and with a coating of all important Magnesium and sulfur.
- ❖ CMF is the ideal for plant nutrition in broad variety of crops for optimal development and better yields. The preferred micronutrient source for most high value agricultural and horticulture crops.
- ❖ Low risk of scorching when applied with other compatible crop protectants.
- ❖ For adequate supply of micronutrients throughout the growth cycle and for prompt correction of deficiencies it is recommended to apply CMF.

ADVANTAGES:

- ❖ Very pure , dissolves fully and rapidly in water, Supports flowering and fruiting and Increases marketable yield.
- ❖ Lower dosage and low cost per acre.
- ❖ Efficient translaminar property.
- ❖ Improves fruit firmness and & storage

BENEFITS:

- ❖ Balance nutrients during vegetative stage of any crop.
- ❖ Helps in the formation of plant growth hormones, resulting in fast and predictable growth responses.
- ❖ Helps in the production and transport of sugars in plants, thus helps in profuse branching and flowering.
- ❖ Enhances plant resistance to disease and insects.
- ❖ Improves the Colour, Texture, Size, Flavour & Storability of fruits and Vegetables

METHOD OF APPLICATION

Foliar	✓
Drip	✓
Broadcasting	
Fertilizer Mix	Farmers Choice
Pesticide Mix	✓

DOSAGE

Foliar	500gm
Drip	1000gm
Broadcasting	
Fertilizer Mix	
Others (Nursery)	

AVAILABLE PACKS

100 gm	BOX
250gm	BOX
500gm	BOX
1Kg	BOX
5 Kg	BUCKET

STATE GRADES

	AP	TS	KAR	MAHA	UP
	Formula-4	Formula-4	Grade-1	Grade-1	Grade-4
Zn	6.0%	6.0%	3.0%	5.0%	6.0%
Fe	4.0%	4.0%	2.0%	2.0%	3.0%
Mn	3.0%	3.0%	1.0%	1.0%	2.0%
B	2.0%	2.0%	0.5%	1.0%	1.0%
Cu	1.0%	1.0%		0.5%	1.0%
Mo	0.05%	0.05%			



PUSHTI PLUS is supplied to all
Retail outlets of
Coromandel International Limited



VARISHTA is supplied to all
Retail outlets of
Zuari Farmers Holding Limited

SAPHALA

Multi Micronutrient



FEATURES :

- ✦ Saphala is a complete multi nutrient crop fertilizer containing - Zinc, Ferrous, Manganese and Copper in balanced ratio to suit all plant requirements.
- ✦ Improves micronutrient profile in soil for greater longevity.
- ✦ Saphala is necessary for plant growth, aiding in the transfer of sugars and nutrients from leaves to fruit.
- ✦ Saphala enhances flowering blooms and develops uniform ripening process, and it is essential in sugar transport, Cell division, and amino acid production.
- ✦ Saphala increases photosynthesis rate resulting in increased growth leading to higher yield and better-quality produce.

ADVANTAGES :

- ✦ Supports healthy growth.
- ✦ Promotes and prolong flowering all growing season.
- ✦ Can be used as Foliar application and through drip.
- ✦ No scorching effect.
- ✦ Prevents or corrects a number of nutrient deficiencies.

BENEFITS :

- ✦ Balance nutrients during vegetative stage of any crop.
- ✦ helps plants to absorb other nutrients from soil.
- ✦ Helps for more enzymatic reaction in plants and profuse branching and flowering.
- ✦ Improves size, texture, quality of the produce and yields.
- ✦ Stimulates robust blooms, fruits, and seeds.

METHOD OF APPLICATION

Foliar	✓
Drip	✓
Broadcasting	
Fertilizer Mix	Farmers Choice
Pesticide Mix	✓

DOSAGE

Foliar	500ml
Drip	1 Liter
Broadcasting	
Fertilizer Mix	
Others (Nursery)	

AVAILABLE PACKS

250ml	HDPE Bottle
500ml	HDPE Bottle
1 Liter	HDPE Bottle
5 Liter	CAN

STATE GRADES

	AP	TS	KAR	MAHA	UP
	Formula-6	Formula-6	Grade-1	Grade-1	Grade-4
Zn	5.0%	5.0%	3.0%	5.0%	6.0%
Fe	2.0%	2.0%	2.0%	2.0%	3.0%
Mn	2.0%	2.0%	1.0%	1.0%	2.0%
B	0.5%	0.5%	0.5%	1.0%	1.0%
Cu				0.5%	1.0%
Mo					



UJWALA is supplied to all
Retail outlets of
Coromandel International Limited



UJWALA is supplied to various
Dealers in Maharashtra

BORON 20+

DISODIUM OCTABORATE TETRAHYDRATE



FEATURES:

- ✦ Boron 20 + combines the highest Boron concentration powder with maximum possible solubility in water, making it ideal to use in sprays.
- ✦ Boron 20+ is 100% refined Borate, mined from one of the cleanest sources in the world.
- ✦ Our refinement process makes it cleaner by removing impurities maximizing Boron uptake.
- ✦ Relatively small quantities of Boron 20+, needed to correct deficiencies make it an economical source of Boron for growers.
- ✦ Boron 20+ can be used with other crop protection chemicals.

ADVANTAGES :

- ✦ Boron 20+ provides gradual release of Boron for more consistent, long lasting crop support during all important growing season.
- ✦ Boron 20+ is necessary for normal cell division, nitrogen availability to plants, and protein formation.
- ✦ Boron 20+ is necessary for hormone levels in plant for new growth and reproduction.
- ✦ Boron 20+ influences cell development and elongation of cells.
- ✦ Boron 20+ is important in nitrogen fixation and nodulation in legumes.

BENEFITS:

- ✦ Boron 20+ plays an important role in the uptake of potassium, calcium, and magnesium, and enables sugar translocation within the plants and in the formation of proteins promoting proper growth.
- ✦ Boron 20+ increases flower production and retention, pollen tube elongation, germination, profuse flowering and seed and fruit development.
- ✦ Boron 20+ improves cell wall strength, leading to better quality, shelf life and increasing marketable crop yields.
- ✦ Boron 20+ helps in calcium uptake in plants, to get starch into crop leaves, to maximize size of grains, fruits and seed development.
- ✦ Boron 20+ is essential for providing sugars and carbohydrates and is essential for seed and fruit development.

METHOD OF APPLICATION

Foliar	✓
Drip	✓
Broadcasting	✓
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	250gm
Drip	500gm
Broadcasting	1Kg
Fertilizer Mix	
Others (Nursery)	

AVAILABLE PACKS

250gm	Pouch
500gm	Pouch
1Kg	Pouch

STATE GRADES

	AP	TS	KAR	MAHA	UP
DISODIUM OCTABORATE TETRAHYDRATE 20%					



BORON 20+ is supplied to all
Retail outlets of
Zuari Farmers Holding Limited



BORON 20+ is supplied to Various
Dealers in Maharashtra & UP

ZINC SUPREME 33%

ZINC SULPHATE MONOHYDRATE



PRODUCT : ZINC SUPREME 33% - Zinc Sulphate Monohydrate
FEATURES : ZINC SUPREME 33% is a white crystalline free flowing powder. 33% MONO ZINC contains Zinc in Zinc Sulphate monohydrate form. It contains 33% Zinc and 15% Sulphate Sulphur.

ADVANTAGES :

- ✦ It is readily soluble in water.
- ✦ It is immediately and completely available to crops.
- ✦ It can be used as a basal application
- ✦ Zinc is essential nutrient required for growth of plants, production of seeds and ripening of fruits.

BENEFITS :

- ✦ Helps in sugar formation.
- ✦ Increases photosynthesis and nitrogen metabolism.
- ✦ Increases plant growth and vigor.
- ✦ Increases flowering and fruit setting.
- ✦ Increases crop yield and quality.
- ✦ It increases the production as well the quality of the crop produce
- ✦ In addition to Zinc, it also increases the availability of Sulphur to the crops

METHOD OF APPLICATION

Foliar	
Drip	
Broadcasting	✓
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	
Drip	
Broadcasting	10 Kg
Fertilizer Mix	
Others (Nursery)	

AVAILABLE PACKS

10 Kg	BAG
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STATE GRADES

	AP	TS	KAR	MAHA	UP
ZINC SULPHATE MONOHYDRATE (33% ZINC)					
9.5 Kg Filler + 500g (Zinc 33%)					



MONO ZINC 33% is supplied to Various Dealers in UP

SIRI ZINC 33%

ZINC SULPHATE MONOHYDRATE



PRODUCT : SIRI ZINC – Zinc Sulphate Monohydrate

FEATURES : SIRI ZINC is a white crystalline free flowing powder. 33% SIRI ZINC contains Zinc in Zinc Sulphate monohydrate form. It contains 33% Zinc.

ADVANTAGES :

- ✧ It is readily soluble in water.
- ✧ It is immediately and completely available to crops.
- ✧ It can be used as a basal application and as foliar spray also.
- ✧ Zinc is essential nutrient required for growth of plants, production of seeds and ripening of fruits.

BENEFITS :

- ✧ Helps in sugar formation.
- ✧ Increases photosynthesis and nitrogen metabolism.
- ✧ Increases plant growth and vigor.
- ✧ Increases flowering and fruit setting.
- ✧ Increases crop yield and quality.
- ✧ It increases the production as well the quality of the crop produce
- ✧ In addition to Zinc, it also increases the availability of Sulphur to the crops

METHOD OF APPLICATION

Foliar	✓
Drip	✓
Broadcasting	✓
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	250 gm
Drip	500 gm
Broadcasting	500 gm
Fertilizer Mix	
Others (Nursery)	

AVAILABLE PACKS

500 gm	BOX
250 gm	BOX
100 gm	BOX

STATE GRADES

	AP	TS	KAR	MAHA	UP
ZINC SULPHATE MONOHYDRATE (33% ZINC)					
No Filler Material					



MONO ZINC 33% is supplied to Various Dealers in UP

KEELETED ZINC

12 % ZINC EDTA



FEATURES:

- ✦ Keelated Zinc metal is guaranteed 100% chelation with EDTA (Ethylene Diamine Tetra Acetic Acid), used as fertilizer to overcome Zinc deficiency of plants.
- ✦ Keelated Zinc is free flowing powder and is readily available to plants to absorb, it will correct zinc deficiencies faster.
- ✦ Keelated zinc is 100% water soluble and been in chelated form it not only enables optimum utilization of zinc, but also ensures complete availability of the zinc to the plants without fixation in the soil.
- ✦ Keelated Zinc is compatible with other fertilizers and nutrients and is ideal for application before deficiency appears.
- ✦ Keelated Zinc can be used from seedlings to mid-season application which can be done through soil or foliar spray. Compatible with all fertilizer blends.

ADVANTAGES:

- ✦ Keelated Zinc promotes chlorophyll formation, photosynthesis, metabolic and energy processes.
- ✦ Keelated Zinc is a superior quality product which does not scorch the plants but helps in better utilization of other nutrients also.
- ✦ Keelated Zinc containing 12% Zinc EDTA is so integrated in the purest form, as to provide the plants not only physiological stimuli to overcome environmental stresses, but also activates relevant enzymes to produce more of the harvestable units.
- ✦ Keelated Zinc is readily absorbed by roots, leaves and easily assimilated with in the plant system, enables the growth of shoots and the formation of grains and fruits.
- ✦ Keelated Zinc is 3 times more effective than normal Zinc sulfate so far as uptake is concerned.

BENEFITS:

- ✦ Keelated Zinc is readily available to plants to absorb; it will improve Zinc deficiencies faster. Also responsible for activating the enzymes which help in synthesis of proteins in plants.
- ✦ Helps in the formation of auxins, which are responsible for stem elongation and growth regulation.
- ✦ Keelated Zinc helps in the formation of chlorophyll and conversion of starches to sugars in plants which helps crops in extreme conditions.
- ✦ Keelated Zinc is stable in alkaline and acidic conditions, meaning it is available for plants at wide range of pH levels.
- ✦ Keelated Zinc is essential for hormone regulation, early root development, energy production and is key for seed germination.

METHOD OF APPLICATION

Foliar	✓
Drip	✓
Broadcasting	✓
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	250 gm
Drip	500 gm
Broadcasting	1 Kg
Fertilizer Mix	
Others (Nursery)	

AVAILABLE PACKS

1 Kg	POUCH
500gm	POUCH
250gm	POUCH
100gm	POUCH

STATE GRADES

	AP	TS	KAR	MAHA	UP
12 % ZINC EDTA					



CHELA + is supplied to all
Retail outlets of
Zuari Farmers Holding Limited



KEELETED ZINC is supplied to
Various Dealers in UP

HI-MAG

MAGNESIUM 9.6 %



METHOD OF APPLICATION

Foliar	✓
Drip	✓
Broadcasting	✓
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	1 Kg
Drip	
Broadcasting	25 Kg
Fertilizer Mix	
Others (Nursery)	

AVAILABLE PACKS

1 Kg	POUCH
25 Kg	BAG
50 Kg	BAG

STATE GRADES

	AP	TS	KAR	MAHA	UP
MAGNESIUM 9.6 %					

FEATURES:

- ✦ Hi-Mag is widely used and affordable fertilizer source of Magnesium, which is very much essential for plants.
- ✦ Many enzymes in plant cell needs magnesium for growth and aids in protein synthesis.
- ✦ Hi-Mag dissolves quickly and completely in water and Ideal for foliar application and fertigation.
- ✦ Prevents and cures magnesium deficiencies immediately.
- ✦ Easy to apply with other nutrients.

ADVANTAGES:

- ✦ Hi-Mag is an excellent source of available magnesium , which is often referred to as the "power house" behind photosynthesis.
- ✦ The most important role of magnesium is as the central atom in the chlorophyll molecule . Chlorophyll is the pigment that gives plant their green color and carries out the process of photosynthesis.
- ✦ Magnesium helps plant accumulate soluble sugars ,increasing the osmotic pressure in the cell walls, which enables them to avoid wilting.
- ✦ Magnesium helps in the processes like absorption and transport of key nutrients like phosphorous and iron, and also helps fruits reach full maturity.
- ✦ Hi-Mag protects plant from oxygen deficiencies which in turn increases plant resistance to drought and other environment stresses.

BENEFITS:

- ✦ Hi-Mag helps in cell division and protein formation
- ✦ Hi-Mag is essential component in plant respiration and helps in activation of several enzymes.
- ✦ Promotes the production of sugars , starches , oil, fats with in the plants..
- ✦ Hi-Mag acts as phosphorous carrier in plants and is essential for phosphate metabolism.
- ✦ Helps in nitrogen fixation in legume nodules and also aids in iron utilization.



HI-MAG is supplied to all Retail outlets of
Zuari Farmers Holding Limited in
A.P., T.S., KARNATAKA & UP



HI-MAG is supplied to
Various Dealers in UP

CHLORO PLUS

12 % FE EDTA



FEATURES:

- ✦ Chloro Plus is guaranteed formulation of 12% EDTA Iron
- ✦ Chloro Plus is a free flowing powder, get quickly absorbed by plants being readily soluble in water.
- ✦ Chloro Plus supplies ferrous micronutrient in each phenological stage of crop.
- ✦ Chloro Plus ensures fast action, better penetration and optimal result on wide range of crops.

ADVANTAGES:

- ✦ Chloro Plus immediately corrects Chlorosis deficiency and boosts Chlorophyll production in leaves
- ✦ Fast Leaf penetration.
- ✦ Chloro Plus Improves metabolism through photosynthesis and mitochondrial respiration.
- ✦ Chloro Plus helps in Protein production process.
- ✦ Chloro Plus supply required Micronutrient Ferrous in optimum dose to crops.

BENEFITS:

- ✦ Aids in the biosynthesis of key plant hormonal compounds.
- ✦ Provides greater integrity to cell walls.
- ✦ Increases the absorption of Phosphorous by plants.
- ✦ Compatible with most crop protectants.
- ✦ Rapid iron assimilation through roots also.

METHOD OF APPLICATION

Foliar	✓
Drip	✓
Broadcasting	✓
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	250gm
Drip	500gm
Broadcasting	500gm
Fertilizer Mix	Farmers Choice
Others (Nursery)	

AVAILABLE PACKS

1 Kg	POUCH
500gm	POUCH

STATE GRADES

	AP	TS	KAR	MAHA	UP
12 % FE EDTA					



FE-EDTA is supplied to all Retail outlets of
Zuari Farmers Holding Limited in
A.P., T.S., KARNATAKA & UP



CHLORO PLUS is supplied to
Various Dealers in UP & MH

CHEVA

K-MAG + CTE



FEATURES:

- ✦ Cheva is a unique source of plant nutrition, since three essential nutrients are combined naturally in to one mineral.
- ✦ It provides readily available Potassium(K), Magnesium(Mg) and Sulfur(S).
- ✦ Cheva is completely water soluble.
- ✦ Chloride free.
- ✦ Cheva is safer and more effective for sensitive and high yield crops.

ADVANTAGES:

- ✦ Cheva is comprised of three key - soluble nutrients in the form K,Mg and S, a source of primary and secondary nutrients.
- ✦ This balance of nutrients provide a powerful source of crop nutrition to the plants, improving the health.
- ✦ Unlike other sources of Potassium, the K in K-Mag features a very low chloride concentration below 3%. This minimizes the potential for "Fertilizer Burn"
- ✦ In Cheva K, Mg and S are immediately available to plants without modifying soil pH.
- ✦ Cheva helps to increase both crop quality and yield.

BENEFITS:

- ✦ Cheva is virtually 100% water soluble, meaning crops have access to three essential nutrients. Cheva usage in chilli crop reduces flower drop, improves fruit quality, color & yield.
- ✦ Essential for protein formation and protein synthesis in plants.
- ✦ Cheva has been documented to improve photosynthesis, enzyme activation, root growth and grain yield.
- ✦ Cheva is recognised for its impact on fruit formation, enhancing fruit size, flavor, color and contributing to fruit quality.
- ✦ Cheva enhances crop resistance to pests and diseases.

METHOD OF APPLICATION

Foliar	✓
Drip	✓
Broadcasting	✓
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	1 Kg
Drip	2 Kg
Broadcasting	
Fertilizer Mix	Farmers Choice
Others (Nursery)	

AVAILABLE PACKS

1 Kg	BOX
10 Kg	BUCKET

STATE GRADES

Potassium Magnesium Sulphate & Chelated trace elements	
Potash as K ₂ O	22.0% (Min)
Magnesium as MgO	11.0% (Min)
Sulfur as S	20.0% (Min)



YIELD MAX is supplied to all Retail outlets of Coromandel International Limited to Dealers in M.H & UP



CHEVA is supplied to Various Dealers in AP & TS

GARUDA

Potassium Schoenite Fertilizer



FEATURES:

- ✦ Potassium Schoenite is a unique source of plant nutrition, since three essential nutrients are chemically combined in to one molecule.
- ✦ Provides a readily available supplements of Potassium, Magnesium and Sulfur in an ideal ratio.
- ✦ Garuda is readily soluble in water and immediately available to plants.
- ✦ It has neutral pH and does not contribute soil acidity or alkalinity.
- ✦ It is almost chloride free and can be used on sensitive vegetable and fruit crops.

ADVANTAGES:

- ✦ Activator of enzymatic reactions in plant.
- ✦ Necessary for formation of sugars and starch.
- ✦ Regulates opening and closing of stomata and builds cell walls.
- ✦ Improves drought resistance and helps in better disease resistance.
- ✦ Improves size, texture and quality of the produce and also longer storage life.

BENEFITS:

- ✦ Potash helps in photosynthetic activity and help the uptake of Nitrogen from soil.
- ✦ Necessary for formation of sugars and starch. Magnesium helps in the formation of chlorophyll and thereby higher yields.
- ✦ Sulfur in Garuda helps in cotton crop reduces flower and bud drop. Increases Boll size and thereby yields.
- ✦ Garuda usage in paddy increases the leaf chlorophyll content, thereby increases number of tillers, panicles and weigh of grains.
- ✦ Garuda usage in banana, increases no of fruits per bunch, and weight of the fruits.

METHOD OF APPLICATION

Foliar	
Drip	✓
Broadcasting	✓
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	
Drip	5 Kg
Broadcasting	10 Kg
Fertilizer Mix	Farmers Choice
Others (Nursery)	

AVAILABLE PACKS

10 Kg	BUCKET
25 Kg	BAG

STATE GRADES

POTASSIUM SCHOENITE FERTILIZER	
Potassium Schoenite	23.0% (Min)
Magnesium	11.0% (Max)
Sulfur	20.00%



GARUDA is supplied to Various Dealers in AP & TS



GARUDA is supplied to Various Dealers in MH & UP

ZIMA

Chelated Micronutrient in Liquid Formulation



FEATURES:

- ✦ Zima is high quality liquid formulation containing secondary nutrients and micronutrients.
- ✦ Zima is a high quality liquid formulation of metal chelates, Zinc, Ferrous, Manganese, Calcium and Boron.
- ✦ Zima micronutrients are chelated by EDTA, all nutrients except Boron are chelated.
- ✦ Zima is designed to provide specific critical elements to support heavily flowering and fruiting crops.
- ✦ Zima supplies 5 essential nutrients together in optimum doses for crops, during periods of high metabolic demand to stimulate flowering, fruit set, to improve yield and quality.

ADVANTAGES:

- ✦ Zima avoids precipitation and fixation of micronutrients, therefore avoiding unnecessarily high nutrient application.
- ✦ Zima is very pure, intermixable with all soluble fertilizers and with most pesticides, herbicides and plant protectants.
- ✦ Highly stable, means that nutrients will remain available for longer in the growing season, giving crops more time to access them.
- ✦ EDTA in Zima protects Zinc, Ferrous, Manganese and Calcium from tie up in the soil and to Phosphorus.
- ✦ The calcium in Zima helps in cell integrity, which will increase proper flow of nitrogen and sugar through out the plant, accelerating growth rates and higher yields.

BENEFITS:

- ✦ Zima activates various plant enzymes and help in converting nitrate-nitrogen in to proteins and contribute to improved disease resistance. producing plant growth hormones - Auxins, for producing high quality fruits and vegetables.
- ✦ Helps in photosynthesis activity, producing plant growth hormones for producing high quality fruits and vegetables.
- ✦ Essential in metabolism, sugar transport and enhances flowering bloom.
- ✦ Chelated Calcium can help strengthen the plant natural immune system, potentially reducing the need for Pesticides and Fungicides.
- ✦ Due to high Calcium levels in the tissues, leaves and stem, helps in better pollination, less flower abortion.

METHOD OF APPLICATION

Foliar	✓
Drip	✓
Broadcasting	
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	250 ml
Drip	250 ml
Broadcasting	
Fertilizer Mix	Farmers Choice
Others (Nursery)	

AVAILABLE PACKS

250 ml	HDPE BOTTLE
100 ml	HDPE BOTTLE

STATE GRADES - AP & TS

Zn	5.00%
Fe	2.00%
Mn	2.00%
B	0.5%

**POWERED WITH LIQUID
CALCIUM**



ZIMA is supplied to
Various Dealers in MH & UP

HI-FER

FERROUS 19.0 %



FEATURES:

Iron deficiency in plants is one of the hardest to correct. Iron plays a role in the making of Chlorophyll, carbohydrate production, respiration, reduction of nitrate and sulfate. Iron deficiency is first seen on younger leaves as yellowing of the interveinal area of leaves. A condition commonly known as iron chlorosis occurs. In severe deficiency, leaves become pale-white due to loss of chlorophyll.

ADVANTAGES :

- ✧ Iron deficiency can be corrected by using HI-FER for Soil Application or for foliar Spray application.
- ✧ Ferrous Sulfate fertilizer is used to correct Chlorosis (yellowing of the leaves).
- ✧ In the plant, iron plays a role in photosynthetic electron transport, respiration, chlorophyll formation, and numerous enzymatic reactions.
- ✧ HI-FER increases the productive tillers in wheat and paddy. It induces resistance to pests and diseases.
- ✧ HI-FER Further it boosts growth rate, dry matter accumulation and increases yields.
- ✧ To prevent major as well as minor micronutrient deficiencies at any stage of crop.

BENEFITS:

- ✧ HI-FER is Water Soluble Powder
- ✧ Essential for chlorophyll production
- ✧ Promotes energy transfers.
- ✧ Required in photosynthesis.
- ✧ Part of the enzyme system needed for plant respiration.
- ✧ Required for the formation of some proteins.
- ✧ Promotes healthy growth in plants.
- ✧ HI-FER can be used to prevent major as well as minor micronutrient deficiencies at any stage of crop.

METHOD OF APPLICATION

Foliar	✓
Drip	✓
Broadcasting	✓
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	1 Kg
Drip	1 Kg
Broadcasting	
Fertilizer Mix	Farmers Choice
Others (Nursery)	

AVAILABLE PACKS

1 Kg	POUCH
25 Kg	BAG

STATE GRADES

FERROUS 19.0 %



HI-FER is supplied to
Various Dealers in UP

A stylized, light green illustration of a plant with long, narrow leaves and a central cluster of buds or flowers, positioned in the upper half of the page.

BIO STIMULANTS

GALAXY

GROWTH PROMOTER



FEATURES:

- ✦ Galaxy is a protein hydrolysate formulation from vegetable origin containing 25 Amino Acids in an optimized ratio.
- ✦ Made out of naturally available vegetable protein source using "Enzymatic Process"
- ✦ Contains Hydrolyzed proteins , carbohydrates activated with bio enzymes and fortified with chelated salts of nutrients.
- ✦ Very effective when used as foliar spray on various commercial , vegetables and floriculture crops.
- ✦ Ideal for phases of intensive vegetative growth and leaf expansion , ensuring optimal enzyme activity that support plant vitality.

ADVANTAGES:

- ✦ Application of Galaxy , before , during and after stress conditions supplies plant with Amino acids, which are directly related to stress physiology and thus has a preventing and recovering effect.
- ✦ Galaxy helps to increase chlorophyll concentration in the plant leading to higher degree of photosynthesis. This makes crops lush green.
- ✦ Amino acids have a chelating effect on micronutrients, when applied together with micro nutrients the absorption and transportation of micronutrients inside the plant is easier.
- ✦ Amino acids increases the pollen germination and the length of pollen tube. Improve ripening of fruits and their quality.
- ✦ Amino acids acts on water balance in plants strengthening the cellular walls in such a way they increase resistance to unfavorable climate conditions.

BENEFITS:

- ✦ Promotes more flower and improve fruit -setting.
- ✦ Reduces flower /fruit dropping significantly.
- ✦ Improves crop quality and aids in better crop stand.
- ✦ Helps in the rapid uptake of other nutrients.
- ✦ Gives tolerance to drought, pest & diseases.

METHOD OF APPLICATION

Foliar	✓
Drip	✓
Broadcasting	
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	500 ml
Drip	1 litre

AVAILABLE PACKS

1 liter	HDPE BOTTLE
500 ml	HDPE BOTTLE
250 ml	HDPE BOTTLE
100 ml	HDPE BOTTLE

STATE GRADES

GROWTH PROMOTER

Amino Acids (Containing 25 Amino Acids)



GALAXY is supplied to Various Dealers in UP & MH

FLOURISH

FLOWER BOOSTER



FEATURES :

- ✦ Flourish is a combination of unique and highly effective Amino Acids ,highly concentrated sea-weed extract, Vitamins and proteins.
- ✦ All Amino Acids are absorbed quickly and easily by plants.
- ✦ Flourish increases crop yields and profits by improving the sex ratio and with more flowering and fruitings.
- ✦ Flourish improves plant metabolism. Induces higher rate of cell division and therefore the growth of both the plant and the fruit.
- ✦ Compatible with all foliar fertilizers and most of the insecticides and fungicides.

ADVANTAGES :

- ✦ The requirements of Amino Acids in essential quantities is well known , improves chlorophyll production and promotes better photosynthesis.
- ✦ Amino Acids have a chelating effect on micronutrients. When applied together , the absorption and transportation of micronutrients inside the plant is easier.
- ✦ Amino Acids and Vitamins are precursors or activators of phytohormones and growth substances.
- ✦ Flourish betters plant response to stress situations.
- ✦ Low dosage per application.

BENEFITS :

- ✦ Flourish promotes more vegetative growth and helps in better development and fertility of flowers.
- ✦ Promotes vigorous flowering and reduces flower drop.
- ✦ Flourish increases plant resistance to extreme temperatures, high humidity, pest attacks and drought conditions.
- ✦ Amino acids and vitamins in Flourish stimulate root cells ,to open up channels through which calcium can be absorbed.
- ✦ Helps in better grain formation in pulses.

METHOD OF APPLICATION

Foliar	✓
Drip	
Broadcasting	
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	100 ml to 150 ml
Drip	

AVAILABLE PACKS

250 ml	HDPE BOTTLE
100 ml	HDPE BOTTLE

STATE GRADES

FLOURISH

AMINO ACID, HUMIC ACID, PROTEINS & SEAWEED EXTRACT



FLOWER CLICK is supplied to all Retail outlets of Zuari Farmers Holding Limited

KAM POSHAK

PLANT GROWTH VITALIZER



FEATURES:

- ✦ Kam Poshak is completely water soluble and is pure concentrate powder and does not contain any filler material. It is made by Nano-Technology process
- ✦ Kam Poshak can be used as a Soil and Foliar application. This product is to be used with N, P & K
- ✦ High content of Potassium Humate and Potassium Fulvate and other plant growth stimulants are easily absorbed by plants and stimulates plant growth.
- ✦ Increases soil organic matter and improves soil structure
- ✦ Improves Vigour & Vitality in plants.

ADVANTAGES:

- ✦ Potassium Humate and Potassium Fulvate are concentrated by carbon sources which stabilises and chelate nutrients for improved plant uptake.
- ✦ As Kam Poshak is 100% water soluble, it increases water use efficiency, buffer excess salt and toxicities in soil or water.
- ✦ Kam poshak increases soil porosity there by increasing aeration in soil.
- ✦ Soil or Foliar application can be timed to meet the specific needs of plant growth requirements, to activate vegetative growth, flowering, fruit set or filling and ripening of the fruit.

BENEFITS:

- ✦ Improves and optimizes the absorption of water and nutrients by plants and thus Stimulate plant growth and yields.
- ✦ Improve the soil structure and texture of the soil. Helps in loosening of the soil, there by better aeration and better growth of plants.
- ✦ Kam Poshak promotes the formation of chlorophyll, sugars and aids in photosynthesis,
- ✦ Improve nutrient uptake through the leaves and roots, inducing profuse flowering

METHOD OF APPLICATION

Foliar	✓
Drip	✓
Broadcasting	✓
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	250 gm
Drip	500 gm
Broadcasting	500 gm
Fertilizer Mix	Farmers Choice
Others (Nursery)	

AVAILABLE PACKS

500 gm	HDPE BOTTLE
250 gm	HDPE BOTTLE
100 gm	HDPE BOTTLE

STATE GRADES

PLANT GROWTH VITALIZER

Potassium Humate & Potassium Fulvate & Micro Nutrients



KAM POSHAK is supplied to
Various Dealers in UP



POSHAK NANO is supplied to all
Retail outlets of
Coromandel International Limited

HI-YIELD

GROWTH PROMOTER & YIELD ENHANCER



FEATURES:

- ✦ Hi-Yield granules are a new innovative technology-based formulation, enriched with Amino Acids, Humic acid, Seaweed extract and Micronutrients.
- ✦ Hi-Yield ensures fast translocation of nutrients, vital to plant parts for comprehensive nutrition.
- ✦ Hi-Yield can be used as basal dosage at seed sowing up to active vegetative stage of all crops it is a fast-acting formulation.
- ✦ Uniform shaped granules, are free flow, ensures steady supply of nutrients during critical stages, like vegetative stage as well as reproductive stage.
- ✦ Replenishes the supply of trace elements and help to increase soil energy.

ADVANTAGES:

- ✦ Hi-Yield helps to accelerate nutrient absorption from soil, enhances germination, dense white rooting, thicker stalks resulting in more lateral growth, so that plants get healthier and stronger.
- ✦ Hi-Yield activates plant enzymes in the apical meristematic tissue stimulating in the plant such as root growth, stem elongation, better flowering, and grain/fruit formation.
- ✦ Hi-Yield granules helps to dissolve easily when comes in to contact with soil moisture, the nutrients are made quickly available to the plants, ensure optimal feeding for longer times with good nutrient use efficiency.
- ✦ Stimulate the production of better leaves and better root system.
- ✦ Hi-Yield enhances the marketability of the crop and help to get better returns on investment.

BENEFITS:

- ✦ Early Germination. Hi-Yield applied in paddy nursery attains uniform germination and growth. After transplantation increases number of tillers.
- ✦ Increases photosynthesis providing more sugars for plant growth, i.e., prolonged rich green color of leaves and profuse primary and secondary root development.
- ✦ Stimulates soil microbial activity, increasing soil health and fertility.
- ✦ Better tillers, branching and increased foliage.
- ✦ Increases in size and weight of grains /fruits.

METHOD OF APPLICATION

Foliar	
Drip	
Broadcasting	✓
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	
Drip	
Broadcasting	8 Kg
Fertilizer Mix	Farmers Choice
Others (Nursery)	

AVAILABLE PACKS

8 Kg	BUCKET
10 Kg	BAG

STATE GRADES

HI - YIELD
HUMIC ACID, MICRO NUTRIENTS & VITAMINS



HI-YIELD is supplied to Various Dealers in UP & MH

POSHAK

GROWTH ENHANCER



FEATURES:

- ✦ Poshak is an organic liquid concentrate, derived from the purest source of humic acid substances.
- ✦ Poshak contains higher concentrations of humic acid.
- ✦ Poshak is a soil stimulant and a transportation vehicle for carrying nutrients in plants.
- ✦ Humic acids are vital for both the health of plants and for grower's economic well-being.
- ✦ Poshak accelerates cell division and root development.

ADVANTAGES:

- ✦ Stimulates plant growth, increases yield and improves the quality of plants.
- ✦ Increases and stimulates the population of beneficial microorganisms and activates soil life.
- ✦ Increases the tolerance of plants to abiotic stress- like drought, heat, cold and salt.
- ✦ Poshak is an excellent chelator that greatly increases the efficiency in which plants utilize nutrients from soil.
- ✦ Poshak also chelates harmful toxins in the soil, preventing them from entering the plant.

BENEFITS:

- ✦ Stimulates plant enzymes and increase their production. Increases the content of sugar, vitamins and chlorophyll.
- ✦ Increases the permeability of plant membranes, which increases the uptake of nutrients, results in better crop health and volume.
- ✦ Humic acid improve soil structure by providing more space for root growth and bacterial activity.
- ✦ Improves soil aeration, water retention capacity and improves soil.
- ✦ Silicon in poshak strengthens cell walls and helps block disease invasion at cell levels. Improves size, texture yield and quality of the produce.

METHOD OF APPLICATION

Foliar	✓
Drip	✓
Broadcasting	
Fertilizer Mix	
Others	

DOSAGE

Foliar	1 Liter
Drip	5 Liter
Broadcasting	
Fertilizer Mix	
Others (Nursery)	

AVAILABLE PACKS

5 liters	CAN
1 liters	HDPE BOTTLE
500 ml	HDPE BOTTLE

STATE GRADES

POSHAK
HUMIC ACID LIQUID



HI-YIELD is supplied to Various Dealers in MH

FULL FILL

CROP YIELD BOOSTER



FEATURES:

- ✦ Full Fill is a consortium of natural nutrients.
- ✦ It consists of Gibberellins, Cytokinins types of plant hormones, which accelerate physiological processes in the plant and boost growth.
- ✦ Full Fill acts synergistically with plant metabolism and accelerates the growth functions of plant.

ADVANTAGES:

- ✦ Being a natural source, Full Fill unlike plant growth stimulators, will not enhance vegetative growth, but has complete impact on complete grain filling in Paddy, complete kernel filling in Maize and other cereal crops.
- ✦ Full Fill helps in stress grain fill period to maximize the yield potential.

BENEFITS:

- ✦ Ideal for extensive growth and leaf expansion, ensuring optimal enzyme activity that support plant vitality.
- ✦ The health of the upper leaf canopy is particularly important for achieving maximum grain filling capacity.
- ✦ Full Fill delays aging of leaves.
- ✦ It also improves the physiological efficiency of the crop by stimulating the hormonal and enzymatic activities and increase the grain filling and yields.

METHOD OF APPLICATION

Foliar	✓
Drip	✓
Broadcasting	
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	500 ml
Drip	2 Liter
Broadcasting	
Fertilizer Mix	
Others (Nursery)	

AVAILABLE PACKS

1 liters	HDPE BOTTLE
500 ml	HDPE BOTTLE

STATE GRADES

FULL FILL - CROP YIELD BOOSTER
MICRO NUTRIENT CONSORTIUM



FULL FILL is supplied to Various Dealers in MH & UP

LEAF MATE

STICKING & SPREADING AGENT



FEATURES:

- ✦ Leaf mate is a special adjuvant for all Foliar sprays, like pesticides, Fungicides, herbicides, growth Promoters and Micronutrients meant for enhanced performance of the respective functions.
- ✦ Leafmate is specially made sticking, dispersing and spreading agent.

ADVANTAGES:

- ✦ Leafmate increases their functioning by spreading, penetration and sticking onto all surfaces of the plant.
- ✦ Leafmate functions as an adjuvant for most of the Agro chemicals and biological agents by promoting their mode of action.
- ✦ Leafmate reduces surface tension of water thus helping in spreading of spray molecule and also better absorption by foliage and makes them penetrate easily into the pores of the leaf and improving the translocation properties of the molecules within the plant, resulting in high efficiency in controlling pest and diseases and transportation of micronutrient elements within the plant.

BENEFITS OF LEAFMATE:

- ✦ Lowers the surface tension of the spray solution so that the spray solution is retained on the leaves and does not fall off in the form of droplets.
- ✦ Spreads the spray solution on the total surface area of the leaves thus reducing the volume of spray solution required.
- ✦ Ensures complete wetting of the leaves thus increasing the efficacy.
- ✦ Reduces the coagulation and sedimentation problem of Pesticides spray solution.
- ✦ Reduces evaporation loss of spray solution.
- ✦ Do not get washed away during rain.
- ✦ Firmly stick to the surface of the leaf.
- ✦ Ensure to spread spray solution all over the leaf surface.

METHOD OF APPLICATION

Foliar	✓
Drip	
Broadcasting	
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	0.5 ml per Liter of Water
Drip	
Broadcasting	
Fertilizer Mix	
Others (Nursery)	

AVAILABLE PACKS

1 liters	HDPE BOTTLE
500 ml	HDPE BOTTLE
250 ml	HDPE BOTTLE
100 ml	HDPE BOTTLE

STATE GRADES

LEAF MATE

STICKING & SPREADING AGENT



LEAFMATE is supplied to
Various Dealers in UP & MH



BIOINOCULANTS



Bioinoculants Liquid Formulation Advantages

Bioinoculants Liquid Advantages

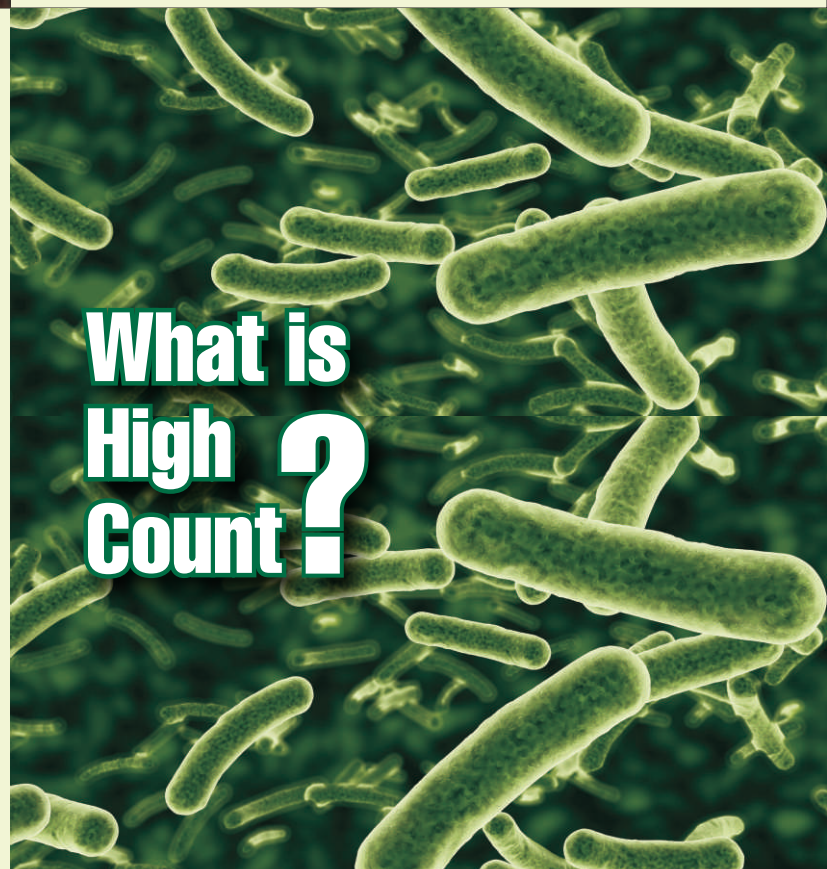
- ✧ High Count & Better shelf life.
- ✧ No effect of high temperature.
- ✧ Identified By Typical Fermented smell.
- ✧ No loss of properties due to sub-culturing.
- ✧ Better survival on seeds and soil.
- ✧ Cost saving on carrier material, pulverization neutralization, sterilization, packing and transport.
- ✧ No contamination etc.
- ✧ Easy to quality control
- ✧ Greater potentials to fight with native population
- ✧ Dosage is 10 times less than carrier biofertilizers.

What is High Count?

HIGH COUNT

The viable cell count required, as per **FCAO 2006** is
ONE CRORE per Gram of carrier / ml

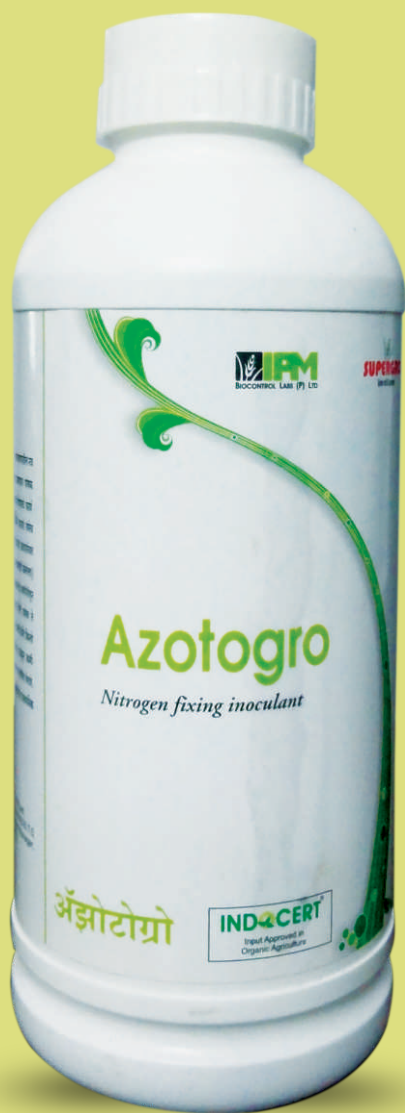
Where as in the liquid formulation we offer **100 Crore**
per ml



What is High Count ?

AZOTOGRO

NITROGEN FIXING INOCULANT



PRODUCT: Azotogro

FEATURES:

- ✧ Cell Count- Colony Forming Units - 1×10^9
- ✧ This organism is a free-living nitrogen fixing bacterium. Fixes atmospheric nitrogen in symbiotic association with plants, thereby helping in reducing the use of chemical fertilizers. This increases yield by 25%-30%.

MODE OF ACTION:

- ✧ The dormant form of Azotobacter spp. Cells on reaching the soils gets activated and produce fresh batch of active cells. They are known to secrete various growth promoting substances like IAA, Gibberellic acids, Cytokinin's and vitamins which promote seed germination. Thus, play avital role in improving plant growth and increasing yields and enhancing quality.

BENEFITS:

- ✧ Besides Nitrogen fixation, AZOTOGRO also produces biologically substances like phytohormones such Auxins, Indole -3 acetic Acids, Gibberellins, Cytokinin's, which play a vital role in stimulating plant growth and productivity.
- ✧ AZOTOGRO encourages better seed germination, induce disease resistance, improve soil health, and soil fertility. Reduces the dosage of Chemical nitrogen by 25% to 30%.
- ✧ AZOTOGRO inoculants have significant promoting effect on growth parameters like root and shoot length, leaf area index, which determines the photosynthetic capacity of plant, which leads to better assimilation of produce.
- ✧ Increase in seed germination.
- ✧ Increases root and shoot length.
- ✧ Improved Nitrogen Nutrition.
- ✧ Increases in grain yield.
- ✧ Improved post harvest seed quality in terms of germination.
- ✧ AZOTOGRO has a good potential as biocontrol agent for management of insects.
- ✧ can be used in crops like Cereals, Oil seeds, Vegetables, Fruit crops and Plantation crops.

NITROGEN FIXING BACTERIA

PHOSPHOGRO

Phosphorous Solubilizing Bacteria



PRODUCT: Phosphogro

✧ Containing strains of Phosphate solubilizing bacteria.

FEATURES:

✧ Cell Count- Colony Forming Units - 1×10^9

✧ This organism is capable of solubilizing insoluble Phosphates and makes it available to plants and thereby helps in reducing the usage of fertilizers and increase the yield by 25-30 %.

MODE OF ACTION:

✧ The dormant form of Phosphate solubilizing bacteria cells on reaching the soil gets activated and produces fresh batch of active cells. These cells grow and multiply very rapidly by utilizing the carbon sources in the soil or from root exudates. They form new colonies of good soil microbes. During their growth they secrete organic acids and solubilize fixed Phosphorus and make it available to plants, stimulating root growth and efficient nutrient uptake resulting in vigorous plant growth.

BENEFITS OF PHOSPHOGRO:

✧ It produces organic acids like Malic, succinic, Fumaric, Citric, Tartaric, and alpha Ketoglutaric acid.

✧ This encourages early root development, hastens the maturity, and increases the ratio of grain to straw as well as total yield, stimulates formation of fats, convertible starches, and results in healthy seeds, induce pest and disease resistance in crops. It improves soil health and soil fertility, secretes growth hormones to increase crop productivity, reduces the dosage requirement of Phosphorus by nearly 40-50%.

✧ Also benefits the next crop due to residual effect.

✧ It can be used in crops like Cereals, pulses, Cotton, Vegetables, Fruit Crops, Plantation crops.

✧ Phosphogro improves the soil structure by decomposing soil organics and increasing Humus level in the soil, in turn helping in better moisture retention and improve buffering properties of the soil.

✧ They also control other root borne diseases and nematodes and also aid in restoring other beneficial microflora.

PHOSPHOROUS SOLUBILIZING BACTERIA

AURENTIAGRO

CONTAINS STRAINS OF FRATEURIA AURENTIA.



PRODUCT: Aurentiagro

Contains strains of Frateuria Aurentia.

FEATURES:

- ✧ Cell Count- Colony Forming Units - 1×10^9
- ✧ This bacterium is capable of mobilizing required potassium from the soil to target crops to the extent of 45% to 50%, thereby increasing the yields by 20% to 30%.

MODE OF ACTION:

- ✧ The dormant form of Frateuria Aurentia cells on reaching the soil root zone gets activated and produces fresh batch of active cells around root zone. These cells grow and multiply by utilizing the carbon source in the soil from root exudates.
- ✧ They help releasing Potash associated with clay minerals. Thus, converting insoluble inorganic Potash in to simple, soluble form and makes it available to plants.

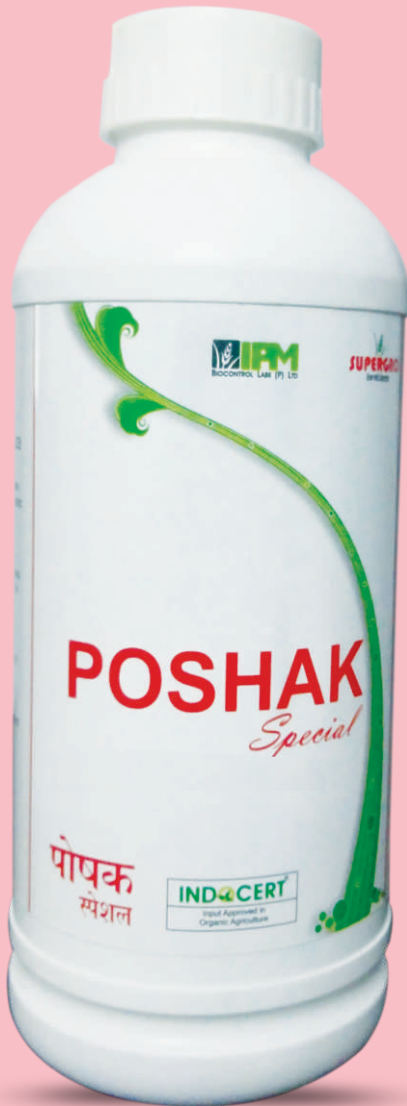
BENEFITS OF AURENTIAGRO:

- ✧ Aurentiagro improves the quality of the produce – like colour, shape, skin, sweetness, flavour, and shelf life.
- ✧ It encourages early root development, make crop resistant to pests and disease attacks, improves soil health and soil fertility, secretes growth hormones to increase crop productivity.
- ✧ Also reduces potash fertilizer requirement by nearly 40% to 50%. Also benefits the next crop due to its residual effect.
- ✧ Aurentia gro increases plant height, stem diameter root length, leaf area and biomass dry weight.
- ✧ Aurentiagro can be used extensively for crops like Cereals, Pulses, Cotton, Oil Seeds, Vegetables, Fruit crops and Plantation crops.

P O T A S H M O B I L I Z I N G B A C T E R I A

POSHAK SPECIAL

CONTAINING STRAIN OF PHOSPHATE SOLUBILIZING FUNGI.



PHOSPHATE SOLUBILIZING FUNGI

✧ Containing strain of Phosphate solubilizing Fungi.

POSHAK SPECIAL :

✧ Cell mass of Phosphate solubilizing Fungi.

✧ Cell Count: Colony Forming Units : 1×10^9 /ml.

FEATURES:

✧ These Fungi improve the plant growth and development by colonizing the rhizosphere and by solubilizing complex Phosphate compounds into simpler ones, thus making Phosphate available to the plants.

MODE OF ACTION :

✧ The dormant form of Phosphate solubilizing Fungi cells on reaching the soil gets activated and produces fresh batch of active cells.

✧ These cells grow and multiply by utilizing the carbon source in the soil or from root exudates and secrete organic acids - Sulphuric acid, nitric acid, carbonic acid to facilitate solubilization the elementary and complex form of essential elements and make them available to plant. During their growth they mobilize Phosphate and make it available to crops.

✧ This Fungi is capable of mobilizing required Phosphate to target crops to the extent of 45% - 50 % thereby increasing the yield by 15% - 25%.

BENEFITS OF POSHAK SPECIAL:

✧ Phosphate plays major role in carbohydrate metabolism, both in photosynthesis and in the conversion of sugars to starch, protein metabolism, auxin - growth regulator, metabolism, pollen formation, the maintenance of the integrity of cell wall and the resistance to infection by pathogens.

✧ Due to supply of Phosphate to plants in its critical growth phases, the crops grow healthier, improves soil health by enhancing the nutrient content and helps in increasing the yield.

✧ While Phosphate is essential for every plant, these crops have been found to be especially responsive: Sugarcane, Oil Seed, Corn, Rice, Wheat, Cotton, Citrus, and most Orchard crops.

PHOSPHATE SOLUBILIZING FUNGI

BIO GRO

Containing Strain Of Zinc Solubilizing Bacteria.



PRODUCT: Bio Grow

Containing consortium of Various bacterial strains- Nitrogen fixing bacteria, Phosphorus solubilizing bacteria and Potash mobilizing bacteria

FEATURES:

- ✧ Cell Count- Colony Forming Units - 5×10^8
- ✧ Biogro can synthesize /assimilate atmospheric nitrogen, solubilizes phosphate and potash into available form, thereby providing balanced nutrition to the crops.

MODE OF ACTION:

- ✧ The dormant forms of cells on reaching the soil get activated, grow and multiply by utilizing the carbon sources in the soil. Biogro fixes atmospheric nitrogen and makes it available to plants. Whereas phosphate solubilizing bacteria in consortium secretes organic acids like malic acid, succinic acid, gluconic acid, keto- gluconic acid etc. Convert complex phosphorus into phosphate and make available to plant. The potash mobilizing bacteria release potash from soil lattice and make available to plants.

BENEFITS OF BIOGRO:

- ✧ It converts non available forms of micronutrients into available form.
- ✧ Biogro aids in the formation of fats, starches and is essential for cell development.
- ✧ Increases yield up to 20-30%. It encourages early and better seed germination, increases root and shoot growth.
- ✧ Reduce dosage requirement of chemical fertilizers by nearly 30%-40%.
- ✧ Increases number of grains, size and weight of grains and total productivity.
- ✧ Helps plant resist pests, diseases and control soil borne nematode infestation.

C O N S O R T I U M O F N P K

VAM PLUS

VESICULAR ARBUSCULAR MYCORRHIZA



VAM PLUS:

- ✦ VAM is a collection of symbiotic or beneficial soil borne Fungi that help nourish a host plant.
- ✦ In concert with the host plant roots, the fungi produce a fine thread, hyphae that can be 100 times longer than the roots of the host plants.
- ✦ The hyphae serve as an extension of the plants root systems and can penetrate deeper into the soil profile for nutrients and water.
- ✦ The symbiotic relationship occurs when the plants supply the fungus with carbohydrates and sugars produced by photosynthesis and the fungi supplies the plant with water and nutrients.
- ✦ Vam Plus is in micro granular formation. Vam Plus contains VAM concentrations as per FCO 80/IP per gram.

ADVANTAGES:

- ✦ VAM is especially important in the uptake of Phosphorus, Nitrogen, Calcium, Magnesium, and other key micronutrients that may bound up organically or on soil particles.
- ✦ VAM produces antibiotics, which are capable of deterring root pathogens, bacteria, and nematodes.
- ✦ VAM provides the plant greater tolerance to drought stress due to the roots improved ability to extend farther into soil to access water.
- ✦ Increases the active absorption surface of the root system by several hundred times.
- ✦ Better quality of the produce, that have marketable appeal, enhances the marketability of the crop, and help to get better returns on investment.

BENEFITS:

- ✦ Enhanced plant growth due to improved fertilizer use efficiency, increased yields.
- ✦ Reduces transplanting shock, mortality, and High transplant success, provides greater tolerance towards salt and drought.
- ✦ Reduces the chemical fertilizer application rates.
- ✦ Better tillers, branching and increased foliage.
- ✦ Has beneficial effects on fruit quality, fruit size, weight and concentration of carotenoids.

METHOD OF APPLICATION

Foliar	
Drip	
Broadcasting	✓
Fertilizer Mix	Farmers Choice
Others	

DOSAGE

Foliar	
Drip	
Broadcasting	500 gm
Fertilizer Mix	
Others (Nursery)	

AVAILABLE PACKS

500 gm	BOX
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STATE GRADES

VAM PLUS

VESICULAR ARBUSCULAR MYCORRHIZA



VAM PLUS is supplied to Various Dealers in UP & MH



BIOINOCULANT CROP KITS

Biofertilizers



A consortium of nutrients / inoculants applied at the initial stages of any crop give salubrious growth. The package is designed for specific crop needs, short term, and long term with benefits like...

- ✧ Copious Growth
- ✧ Wide & long leaves with excellent texture and deep green colour
- ✧ Robust Growth
- ✧ Timely flowering with minimal flower drop
- ✧ Equal sized, big grains /fruits /nuts
- ✧ Good keeping quality of the produce
- ✧ Enhanced gene expressions in size, color, taste and nutrients
- ✧ Proven resistance to drought & water logging conditions
- ✧ Major cost saving factor: enhanced disease and pest resistance throughout crop cycle
- ✧ Single use
- ✧ Early crop maturity.

TOMATO KIT



The **CHILLI KIT** is specially designed plant nourishing nutrients for a comprehensive growth, development and higher productivity of Chilli. The **CHILLI KIT** consists of bacterial based bio inoculants in liquid grade, granular micronutrients and a growth promoter.

CONTENTS:

- ✦ Azotogro : 1 Litre (Nitrogen fixing bacteria)
- ✦ Phosphogro : 1 Litre (Phosphorous solubilizing bacteria)
- ✦ Aurentiagro : 1 Litre (Potash mobilizing bacteria)
- ✦ Poshak special : 1 Litre (Zinc solubilizing bacteria)
- ✦ Zinc Supreme : 8 kg (Multi Micronutrient)
- ✦ Poshak Nano : 500 gm (A root growth stimulating agent)

DOSAGE:

- ✦ The above contents that are packed in 1 kit is for 1 acre
- ✦ Time of Application : Between 20 & 40 days after Transplanting
- ✦ Method of application : As soil application by way of drenching or through Drip.

PRECAUTIONS:

- ✦ As the products are biological in nature, do not mix with any Chemical inputs during application.

BENEFITS:

- ✦ Chilli Kit meets nutrient requirements of the crop.
- ✦ Enhances shoot and root growth
- ✦ Reduces the usage of chemical N, P and K fertilizer by 15-25%
- ✦ Makes the plant healthy by developing disease and drought resistance in them.
- ✦ Chilli kit also corrects the deficiency at critical stages of Chilli crops, reduces flower dropping, increases plant height, stem diameter, hastens seed germination, increases yield and early maturity in crops.
- ✦ Chilli kit also improves quality and quantity of produce, resulting in higher yield
- ✦ Improves keeping quality to enable longer periods of storage
- ✦ Chilli Kit can be applied through Drip Also

The **TOMATO KIT** consists of bacterial based bio inoculants in liquid grade, granular micronutrients and a growth promoter.

CONTENTS:

- ✦ Azotogro : 1 Litre (Nitrogen fixing bacteria)
- ✦ Phosphogro : 1 Litre (Phosphorous solubilizing bacteria)
- ✦ Aurentiagro : 1 Litre (Potash mobilizing bacteria)
- ✦ Poshak special : 1 Litre (Zinc solubilizing bacteria)
- ✦ Zinc Supreme : 8 kg (Multi Micronutrient)
- ✦ Poshak Nano : 500 gm (A root growth stimulator)

Dosage:

- ✦ The above contents that are packed in 1 kit is for 1 acre
- ✦ Time of Application : Between 20 & 40 days after planting
- ✦ Method of application : As soil application by way of drenching or through Drip.

PRECAUTIONS:

- ✦ As the products are biological in nature, do not mix with any Chemical inputs during application.

BENEFITS:

- ✦ Improves the crop stand
- ✦ Reduction in the usage of chemical N,P and K fertilizer by 15-25%
- ✦ Tomato Kit Helps in increased mineral and water uptake by producing growth substances like Vitamins, IAA and Gibberelic acids.
- ✦ Tomato Kit produces hormones that promotes root growth and vegetative growth.
- ✦ Also helps in the control pf plant diseases and suppresses plant pathogens
- ✦ Tomato Kit controls premature shedding of flowers and results in improved fruit setting.
- ✦ Tomato kit improves fruit size, color, taste and also helps in getting higher yields.
- ✦ Improves keeping quality to enable longer periods of storage and transport.
- ✦ Can be applied through Drip Also

CHILLI KIT



BANANA KIT



The **SUGARCANE KIT** consists of bacterial based bio inoculants in liquid grade, granular micronutrients and a growth promoter.

CONTENTS:

- ✦ Azotogro : 1 Litre (Nitrogen fixing bacteria)
- ✦ Phosphogro : 1 Litre (Phosphorus solubilizing bacteria)
- ✦ Aurentiagro : 1 Litre (Potash mobilizing bacteria)
- ✦ Poshak special : 1 Litre (Zinc solubilizing bacteria)
- ✦ Zinc Supreme : 8 kg (Multi Micronutrient)
- ✦ Poshak Nano : 500 gm (A root growth stimulator)

Dosage:

- ✦ The above contents that are packed in 1 kit is for 1 acre
- ✦ Time of Application: Between 20 & 40 days after planting
- ✦ Method of application: As soil application by way of drenching or through Drip.

PRECAUTIONS:

- ✦ As the products are biological in nature, do not mix with any Chemical inputs during application.

BENEFITS:

- ✦ Sugarcane kit is specially designed plant nourishing combination of Bioinoculants and micronutrients for comprehensive growth and higher productivity.
- ✦ Sugarcane kit increases tillering.
- ✦ Sugarcane kit improves leaf size, cane height and weight.
- ✦ Sugarcane kit increases the internodal distance
- ✦ Sugarcane Kit increases Brix percentage
- ✦ Also significantly increases the No of millable canes.
- ✦ Sugarcane Kit can also be used in Drip.

The **BANANA KIT** consists of bacterial based bio inoculants in liquid grade, granular micronutrients, and a growth promoter. Banana kit is intended to be used in Banana, Papaya and any other horticultural crops.

CONTENTS:

- ✦ Azotogro : 1 Litre (Nitrogen fixing bacteria)
- ✦ Phosphogro : 1 Litre (Phosphorus solubilizing bacteria)
- ✦ Aurentiagro : 1 Litre (Potash mobilizing bacteria)
- ✦ Poshak special : 1 Litre (Zinc solubilizing bacteria)
- ✦ Zinc Supreme : 8 kg (Multi Micronutrient)
- ✦ Poshak Nano : 500 gm (A root growth stimulator)

BENEFITS:

- ✦ Improves the crop stand
- ✦ Reduction in the usage of chemical N,P and K fertilizer by 15-25%
- ✦ Makes the plant tolerate diseases like Bunchy top, Sigatoka and wilts
- ✦ Increases the number of fruit on the bunch and the size of those fruit
- ✦ Gives at least 3-6 kgs of extra weight per bunch
- ✦ Uniform bunch emergence and maturity
- ✦ Improves keeping quality to enable longer periods of storage and transport.
- ✦ Early maturity
- ✦ Can be applied through Drip Also

DOSAGE:

- ✦ The above contents that are packed in 1 kit is for 1 acre
- ✦ Time of Application: Between 20 & 40 days after planting
- ✦ Method of application: As soil application by way of drenching or through Drip.

PRECAUTIONS:

- ✦ As the products are biological in nature, do not mix with any Chemical inputs during application.

SUGARCANE KIT



POTATO KIT



TURMERIC KIT is specially designed plant nourishing nutrients for a comprehensive growth, development and higher productivity of Turmeric. The **TURMERIC KIT** consists of bacterial based bio inoculants in liquid grade, granular micronutrients and a growth promoter.

CONTENTS:

- ✧ Azotogro : 1 Litre (Nitrogen fixing bacteria)
- ✧ Phosphogro : 1 Litre (Phosphorous solubilizing bacteria)
- ✧ Poshak special : 1 Litre (Zinc solubilizing Bacteria)
- ✧ Vam Plus : 500 gm (Vascular Arbuscular Mycorrhiza)
- ✧ Zinc Supreme : 4 kg (Multi Micronutrient)
- ✧ Poshak Nano : 500 gm (A root growth stimulating agent)

DOSAGE:

- ✧ The above contents that are packed in 1 kit is for 1 acre
- ✧ Time of Application : Between 20 & 40 days after planting
- ✧ Method of application : As soil application by way of drenching or through Drip

PRECAUTIONS:

- ✧ As the products are biological in nature, do not mix with any Chemical inputs during application.

BENEFITS:

- ✧ Turmeric Kit meets nutrient requirements of the crop.
- ✧ Turmeric Kit increases the uptake of nutrients, especially phosphorous and Zinc.
- ✧ Enhances plant growth and also in the synthesis of growth promoting substances like IAA and GA growth.
- ✧ Reduces the usage of chemical N & P fertilizer by 15-25%.
- ✧ Turmeric Kit helps in controlling Rhizome Rot and late blight disease.
- ✧ Turmeric Kit also corrects the deficiency at critical stages of Turmeric crops.
- ✧ Increases the soil porosity thereby paving the way for good development of Rhizomes under the soil
- ✧ Turmeric Kit helps in improving quality of Curcumin and Oleoresin content.
- ✧ Turmeric Kit increase the nutrient uptake by the plants , res
- ✧ Turmeric Kit can be applied through Drip Also.

The **POTATO KIT** is specially designed plant nourishing nutrients for a comprehensive growth, development and higher productivity of Potato. The **POTATO KIT** consists of bacterial based bio inoculants in liquid grade, granular micronutrients and a growth promoter.

Contents:

- ✧ Azotogro : 1 Litre (Nitrogen fixing bacteria)
- ✧ Phosphogro : 1 Litre (Phosphorous solubilizing bacteria)
- ✧ Poshak special : 1 Litre (Zinc solubilizing Bacteria)
- ✧ Vam Plus : 500 gm (Vascular Arbuscular Mycorrhiza)
- ✧ Zinc Supreme : 4 kg (Multi Micronutrient)
- ✧ Poshak Nano : 500 gm (A root growth stimulating agent)

Dosage:

- ✧ The above contents that are packed in 1 kit is for 1 acre
- ✧ Time of Application : Between 20 & 40 days after planting
- ✧ Method of application : As soil application by way of drenching or through Drip

Precautions:

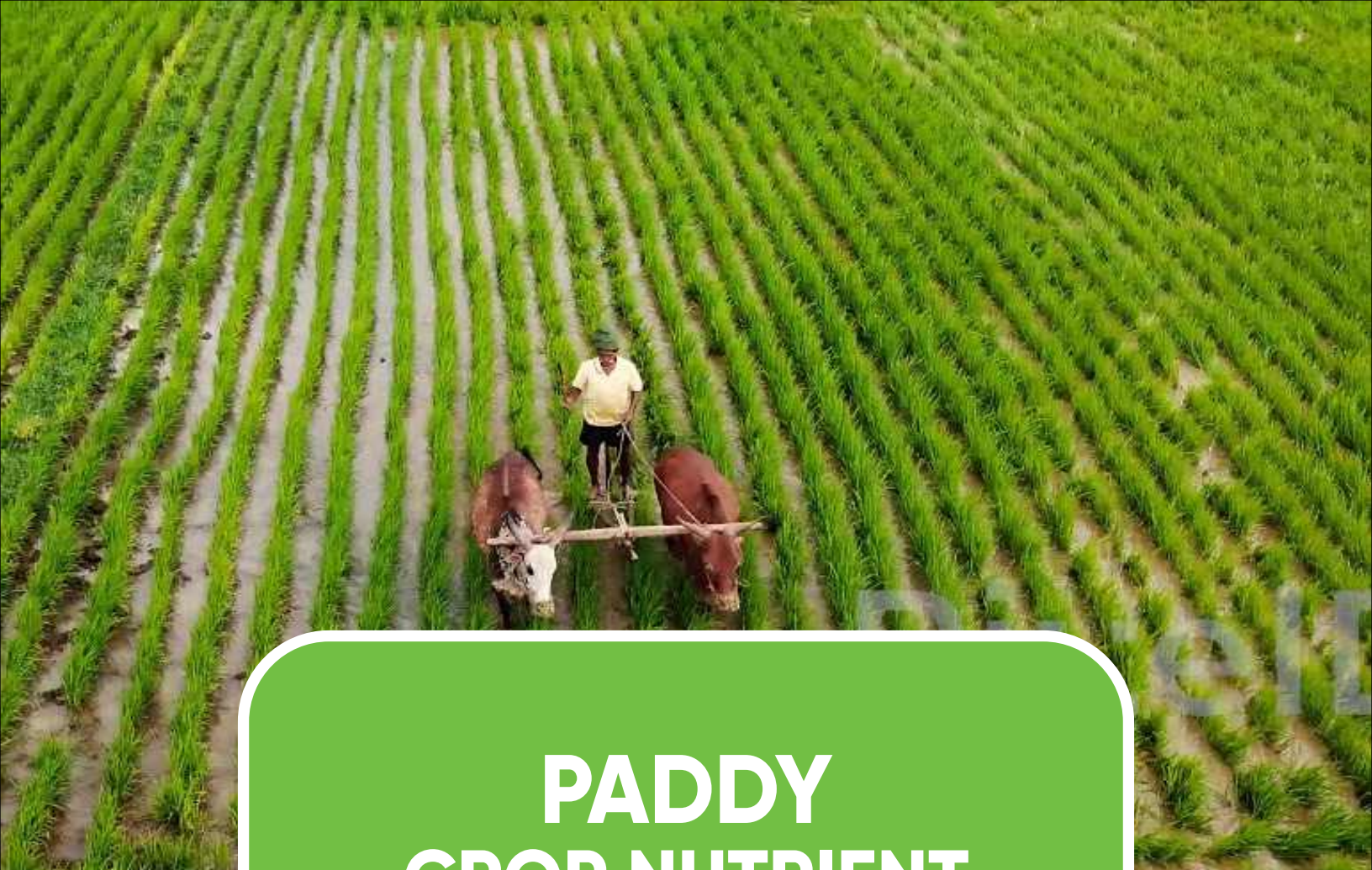
- ✧ As the products are biological in nature, do not mix with any Chemical inputs during application.

Benefits:

- ✧ Potato Kit meets nutrient requirements of the crop.
- ✧ Potato Kit increases the uptake of nutrients, especially phosphorous and Zinc.
- ✧ Enhances shoot and root growth.
- ✧ Reduces the usage of chemical N & P fertilizer by 15-25%.
- ✧ Potato kit helps in control of late blight disease.
- ✧ Potato kit also corrects the deficiency at critical stages of Potato crops.
- ✧ Potato kit also improves quality and quantity of produce, resulting in higher yield.
- ✧ Potato Kit Improves keeping quality to enable longer periods of storage
- ✧ Potato Kit can be applied through Drip Also.
- ✧ Potato Kit showed significantly higher plant height, no of leaves, tuber weight and tuber yield.

TURMERIC KIT





PADDY CROP NUTRIENT RECOMMENDATION





CROP			PADDY				
CATEGORY	PRODUCT	DOSAGE PER ACRE	NURSERY	VEGETATIVE	GROWTH STAGE	REPRODUCTIVE STAGE	HARVESTING STAGE
IPM PLANT NUTRIENTS	ZINC 33 %	10 KG		YES	YES		
	ZINC SUPREME	8 KG	YES	YES	YES		
	MICRO N	1 KG	YES				
	CMF	500 GM	YES	YES	YES		
	SAPHALA	500 ML			YES	YES	
	ZIMA	100 ML			YES	YES	
	CHELA PLUS	250 GM	YES	YES			
	HI MAG	1 KG					
	BORON	500 GM					
	CHEVA	1 KG				YES	
IPM ROOT STIMULATORS	VAM	10 KG		YES			
	HI-YIELD	8 KG		YES			
IPM PLANT GROWTH STIMULATORS	GALAXY	500 ML	YES	YES	YES	YES	
	POSHAK	500 ML	YES	YES	YES	YES	
	FLOURISH	100 ML	YES	YES	YES	YES	
	GLORY PLUS						
ADJUVANTS	LEAFMATE	100 ML			YES	YES	
IPM SPECIALITY PRODUCTS	POSHAK NANO	250 GM	YES	YES	YES	YES	YES
	FULL FILL	1 LITER				YES	
	POSHAK SPL	1 LITER		YES			
CROP KIT	PADDY KIT				YES		

	YES	1ST PRIORITY OF RECOMMENDATION
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CHILLI CROP NUTRIENT RECOMMENDATION



CATEGORY			CHILLIES					
CATEGORY	PRODUCT	NURSERY STAGE	VEGETATIVE STAGE	GROWTH STAGE	FLOWERING STAGE	REPRODUCTIVE STAGE	FRUIT PICKING STAGE	LAST PICKING STAGE
			0-30 DAYS	31-60 DAYS	61-90 DAYS	91-120 DAYS	121-150 DAYS	151-180 DAYS
IPM PLANT NUTRIENTS	ZINC 33%		YES					
	ZINC SUPREME		YES					
	CMF		YES	YES			YES	YES
	SAPHALA		YES	YES		YES	YES	YES
	ZIMA			YES		YES	YES	YES
	CHELA PLUS		YES	YES	YES	YES		
	HI MAG		YES	YES	YES	YES		
	BORON		YES	YES	YES	YES	YES	YES
	CHEVA		YES	YES	YES	YES	YES	
	VAM		YES	YES	YES			
IPM PLANT GROWTH STIMULATORS	HI YIELD			YES				
	GALAXY		YES	YES		YES	YES	YES
	PHOSHAK			YES		YES	YES	YES
	FLOURISH		YES	YES		YES	YES	YES
	GLORY PLUS					YES		
ADJUVANTS	LEAFMATE		YES	YES	YES	YES		
IPM SPECIALITY PRODUCTS	KAM POSHAK		YES	YES	YES	YES	YES	YES
	FULL SIZE						YES	YES
	POSHAK SPL							
CROP KIT	CHILLIES KIT		YES	YES				

1ST PRIORITY



**TOMATO
CROP NUTRIENT
RECOMMENDATION**



CATEGORY		TOMATO				
CATEGORY	PRODUCT	NURSERY STAGE	VEGETATIVE STAGE	GROWTH STAGE FLOWERING STAGE	FLOWERING, FRUIT SETTING & FRUIT PICKING	REPRODUCTIVE & FRUIT PICKING
			0 - 30 DAYS	31 - 60 DAYS	61 - 90 DAYS	91 - 120 DAYS
IPM PLANT NUTRIENTS	ZINC 33 %					
	ZINC SUPREME		YES			
	CMF			YES		YES
	SAPHALA			YES		YES
	ZIMA			YES	YES	YES
	CHELA PLUS					
	HI MAG			YES	YES	
	BORON			YES	YES	YES
	CHEVA				YES	YES
	GARUDA				YES	
	CHLORO PLUS				YES	
	VAM	YES				
IPM PLANT GROWTH STIMULATORS	HI-YIELD					
	GALAXY			YES	YES	YES
	POSHAK		YES			YES
	FLOURISH			YES		YES
	GLORY PLUS					
ADJUVANTS	LEAFMATE					
IPM SPECIALITY PRODUCTS	KAM POSHAK		YES	YES	YES	YES
	FULL FILL					YES
	POSHAK SPL					
CROP KIT	TOMATO KIT		YES			

1ST PRIORITY



CROP		COTTON				
CATEGORY	PRODUCT	SOWING	VEGETATIVE	GROWTH	REPRODUCTIVE	PICKING
		0-30	31-60	61-90	91-120	121-150
IPM PLANT NUTIRENTS	ZINC 33 %					
	ZINC SUPREME	YES				
	CMF		YES	YES		
	SAPHALA		YES			
	ZIMA			YES	YES	YES
	CHELA PLUS		YES			
	HI MAG	YES		YES		
	BORON	YES		YES	YES	YES
	CHEVA			YES	YES	YES
	VAM	YES				
IPM PLANT GROWTH STIMULATORS	HI-YIELD	YES				
	GALAXY		YES	YES	YES	YES
	PHOSHAK		YES	YES	YES	YES
	FLOURISH		YES	YES	YES	YES
	GLORY PLUS					
ADJUVANT	LEAFMATE		YES	YES	YES	YES
IPM SPECIALITY PRODUCTS	KAM POSHAK	YES	YES	YES	YES	YES
	FULL FILL					
	POSHAK SPL		YES			
CROP KIT	COTTON KIT					
			1 ST PRIORITY			

MICRO NUTRIENTS



BIO STIMULANTS



BIOINOCULANTS



BIOINOCULANT CROP KITS





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