



### PRIVI LIFE SCIENCES PVT. LTD.

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ReEarth™



# PRIVI LIFE SCIENCES

MICRO INPUT | MACRO IMPACT

## COMPANY INTRODUCTION

PRIVI Life Sciences (PLS), under umbrella of PRIVI Group, envisages a vision of **"Micro Input, Macro Impact"** for its existence in the agribusiness. PLS has emerged as a **Specialty Nutrient** company with an aspiration to provide **Green Chemistry** solutions from **Seed to harvest** for Betterment of farming fraternity.

PRIVI's mission of **ReEarth** is aimed for reclaiming the future through sustainable agriculture. We are committed to shift focus from "enough food" to "good food" using our products.

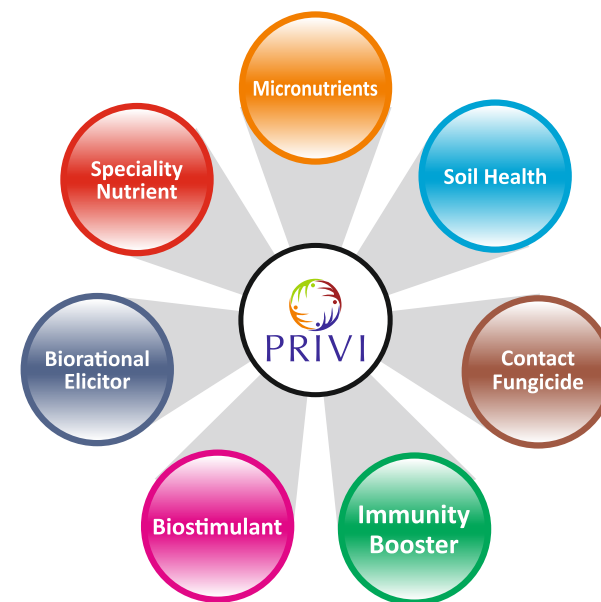
PLS has a state of art facility for research and quality control with a team of technically skilled professionals having capabilities of integrating chemistries and technologies to deliver novel products. PLS expertise in formulation has facilitated the organization to expand its product range catering needs of agriculture, animal and human wellness.

PLS is ensuring its sustenance by patenting its technologies aiming for **"Innovision for a Better Life"**.

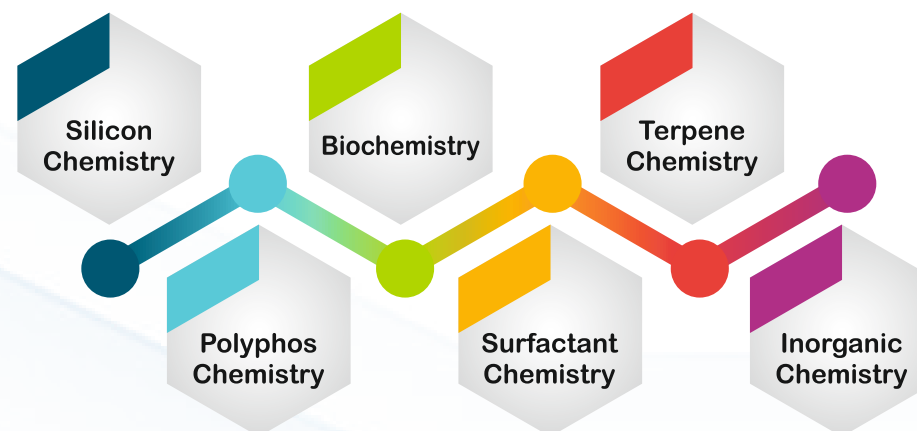
## BUSINESS INTERESTS



## PRODUCT CATEGORIES



## PRODUCT CHEMISTRIES



# SOIL HEALTH

## COMPRESSED ORGANIC MANURE



GR Formulation

GEOXOL.COM	
Parameters	Specification
Appearance	Blackish granule
Type of formulation	Granular
pH (1% solution)	6.0-7.0 at 25 °C
Compiling to specifications of FCO (1985)	
Parameters	Specifications (min)
Total Carbon content	14.0%
Total Nitrogen (as N)	0.5%
Total Phosphorous (as P <sub>2</sub> O <sub>5</sub> )	0.5%
Total Potassium (as K <sub>2</sub> O)	0.5%
Total NPK	3.0%

## Benefits of application

- ▶ Increases soil organic carbon content
- ▶ Improves soil porosity and aeration for
  - Deeper root development
  - Optimizes soil microbes for maintaining ideal C : N ratio
  - Increases rate of infiltration of water
  - Improves water holding capacity of soil
- ▶ Maintains soil EC (Electrical Conductivity)

It is viable alternative to Farm Yard Manure (FYM)  
Classified in FCO (1985) as "Organic Manure"

Pack Size : 5kg, 10kg & 20kg



# SOIL HEALTH

## COMPRESSED ORGANIC MANURE



GR Formulation

PROMOSA	
Parameters	Specification
Appearance	Greyish black
Formulation type	Granules
Ingredients	Quantity (%)
Total Carbon	10
Total Nitrogen	0.4
Total Phosphorus	8
C:N ratio	20:01
Bulk density	Less than 1.6

## Benefits of application

- Viable alternative to DAP
- Improves phosphorus availability to crop
- Improves soil fertility

Classified in FCO as "Phosphate Rich Organic Manure:"

Pack Size : 40kg



# SOIL HEALTH

## BIOFERTILIZER



WP Formulation

### MYCOXOL 4G

Parameters	Specification
Appearance	Yellow brown
Type of formulation	Wettable powder
pH (1% solution)	5.0-6.0 at 25 °C
Parameters	Specifications (min)
Mycorrhiza (VAM)	29.8%
Proprietary seaweed extract	21.2%
Natural Organic acids	3.0%
Natural amino acids	8.6%
Natural humic acid	20.0%
Natural sugar alcohols	5.0%
Organic calcium	2.0%
Encapsulated silicon	0.3%
Immobilized phyto enzymes	50 USP
Plant extract antioxidants	1.3%

## Benefits of application

- ▶ Colonization in roots of host plants
  - Increases root biomass
  - Increases absorptive surface areas of roots
  - Improves the water and nutrient status of plants
  - Improves uptake of all nutrients viz. P. and micronutrients (Fe, Zn)
- ▶ Reduces incidences of soil borne diseases, thus improves plant health
- ▶ Vigorous and healthy plants

Recommended for all soil types

Classified in FCO (1985) as "Biofertilizer"

Pack Size : 100g & 200g



# SOIL HEALTH

## BIOFERTILIZER



GR Formulation

### MYCOXOL GRANULES

Parameters	Specification
Appearance	Yellow brown
Type of formulation	Wettable powder
pH (1% solution)	5.0-6.0 at 25 °C
Parameters	Specifications (min)
Mycorrhiza (VAM)	29.8%
Proprietary seaweed extract	21.2%
Natural Organic acids	3.0%
Natural amino acids	8.6%
Natural humic acid	20.0%
Natural sugar alcohols	5.0%
Organic calcium	2.0%
Encapsulated silicon	0.3%
Immobilized phyto enzymes	50 USP
Plant extract antioxidants	1.3%

## Benefits of application

- ▶ Colonization of roots of host plants
  - Increases root biomass
  - Increases absorptive surface areas of roots
  - Improves the water and nutrient status of plants
  - Improves uptake of all nutrients viz. P. and micronutrients (Fe, Zn)
- ▶ Reduces incidences of soil borne diseases, thus improves soil health
- ▶ Vigorous and healthy plants

Recommended for all soil types

Classified in FCO (1985) as "Biofertilizer"

Pack Size : 4 kg





# SOIL HEALTH

## SOIL CONDITIONER



WSL Formulation

GEOXOL	
Parameters	Specification
Appearance	Viscous liquid
Type of formulation	WSL
pH (1% solution)	2.0-3.0 at 25 °C
Parameters	Specification (min)
Natural extracts from decomposed peat	20%
Low molecular weight organic acids	15%
Complex polysaccharides	10%
Solvent	10%

## Benefits of application

- ▶ Rejuvenates soils for sustainable agriculture by improving soil
  - Physical
  - Chemical
  - Biological properties
- ▶ Ensures better nutritional status of crop
- ▶ Helps in uptake of water, thus reduces water stress

Suitable for crops with fertigation system as well as for soil less cultivation (hydroponics)

Classified in FCO as “Bio Stimulant”

Pack Size : 1 Ltr., 5 Ltr. & 10 Ltr.



# BIOSTIMULANT

## PRIVID GRANULES



GR Formulation

PRIVID GRANULES	
Parameters	Specifications
Appearance	Green colour
Type of formulation	Granules
pH (1% solution)	6.0-7.0
Parameters	Specifications
Enzymatically extracted Seaweed Extract (Ascophyllum nodosum)	8.0%
Rock Phosphate	30.0%
Enzymatically hydrolyzed Vinasse	4.0%

## Benefits of application

- ▶ Helps to replenish soil microflora, by providing organic and natural ingredients.
- ▶ Rejuvenate Plant roots to attain maximum morphological growth.
- ▶ Improves uptake of other nutrients at suitable time.
- ▶ Higher yield with improved physicochemical qualities and keeping quality of produce.

Suitable for all categories of crops

Classified in FCO as “Bio Stimulant”

Pack Size : 5 kg & 10 kg



# BIOSTIMULANT

## SEAWEED EXTRACT



WSL Formulation

PRIVID	
Parameters	Specification
Appearance	Brown Colour liquid
Type of formulation	WSL
Ph (1% solution)	5.0-6.0 at 25°C
Ingredients	Quantity (%)
Enzymatically extract of Ascophyllum nodosum seaweed extract	10
Enzymatically extract of Sargassum wightii seaweed	2
Mixture of oligo peptides and free amino acids	15
Natural organic acids	5
Emulsifiers and Q.S	100

### Benefits of application

- ▶ Helps to replenish soil microflora, by providing organic and natural ingredients.
- ▶ Rejuvenate Plant roots to attain maximum morphological growth.
- ▶ Improves uptake of other nutrients at suitable time.
- ▶ Higher yield with improved physicochemical qualities and keeping quality of produce.

First of its kind formulation of seaweed extract with near neutral pH

Suitable for all categories of crops

Classified in FCO as "Bio Stimulant"

Pack Size : 500ml, 1ltr. & 5ltr.



# BIOSTIMULANT

## FLOWERING STIMULANT



WSL Formulation

AMPLY5	
Parameters	Specification
Appearance	Light brown to dark Brown colour liquid
Type of formulation	WSL
Ph (1% solution)	6.0-7.0 at 25°C
Ingredients	Quantity (%)
Enzymatically hydrolyzed proteins	22
Potassium sulphate	2
L-Tryptophan	0.1
L-Glycine	0.2
L-Asparagine	0.1
Natural organic acids	8
Emulsifiers and Q.S	100

### Benefits of application

- ▶ Promotes flowering
- ▶ Reduces flower drop
- ▶ Improves fruit setting

Suitable for vegetables and fruit crops

Classified in FCO as "Bio Stimulant"

Pack Size : 250ml, 500ml & 1ltr



# SPECIALITY NUTRIENT

## BENEFICIAL NUTRIENT



2.7% OSA

2.0% OSA

WSL Formulation

Ortho Silicic Acid	
Parameters	Specification
Appearance	Viscous liquid
Type of formulation	WSL
Parameters	Specifications (min)
Ortho Silicic Acid, per cent by weight, minimum	2.0%
(Plant available Silicon (Si) equivalent, percent minimum)	0.6%
pH (1% solution in distilled water @20°C)	1.7-2.2
Matter insoluble in water per cent by weight, maximum	0.5%
Sodium (as Na) per cent by weight, maximum	0.1%
Total Chloride (as Cl) per cent by weight, maximum	4.0%

## Benefits of application

- ▶ Optimizes crop nutritional status
  - Macro nutrients (N, P, K, Ca, Mg)
  - Micro nutrients (Zn, Fe, Mn)
- ▶ Increasing crop yield by reducing yield gap
- ▶ Improves quality of produce (taste, colour secondary metabolites and nutritional status)

**Classified in FCO (1985) as “Beneficial Essential Nutrient”**

**Pack Size :** 100 ml, 250 ml, 500 ml, 1000 ml & 5000 ml



# SPECIALITY NUTRIENT

## BENEFICIAL NUTRIENT



WSL Formulation

Ortho Silicic Acid	
Parameters	Specification
Appearance	Viscous liquid
Type of formulation	WSL
Parameters	Specifications (min)
Ortho Silicic Acid, per cent by weight, minimum	2.0%
(Plant available Silicon (Si) equivalent, percent minimum)	0.6%
pH (1% solution in distilled water @20°C)	1.7-2.2
Matter insoluble in water per cent by weight, maximum	0.5%
Sodium (as Na) per cent by weight, maximum	0.1%
Total Chloride (as Cl) per cent by weight, maximum	4.0%

## Benefits of application

- ▶ Optimizes crop nutritional status
  - Macro nutrients (N, P, K, Ca, Mg)
  - Micro nutrients (Zn, Fe, Mn)
- ▶ Increasing crop yield by reducing yield gap
- ▶ Improves quality of produce (taste, colour secondary metabolites and nutritional status)

**Classified in FCO as “Beneficial Element Fertilizer”**

**Pack Size :** 250ml, 500ml, 1ltr





# CALCIUM NUTRITION

## CALCIUM BORON SOURCE



WP Formulation

CalSiB <sup>++</sup>	
Parameters	Specification
Appearance	Yellow brown
Type of formation	WP
pH (1% solution)	5.0-0.6 at 25°C
Parameters	Specifications (min)
Calcium	6.0%
Boron	4.0%
Zinc	3.0%
Magnesium	0.3%
Encapsulated silicon	0.5%

## Benefits of application

- ▶ Optimizes nutrient requirement at pre flowering stage
- ▶ Improves calcium content of fruits
- ▶ Optimizes fruit development by balancing nutrients
- ▶ Improves quality of fruits
- ▶ Reduces incidences of blossom end rot, fruit cracking and fruit deformation

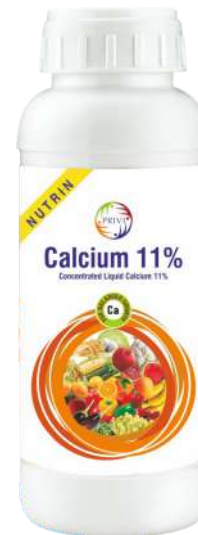
A blend of calcium, boron and bioactive silicon suitable for foliar sprays in horticultural crops. Calcium is sourced from nitrate and chloride free organic source

**Pack Size :** 250g, 500g & 1000g



# CALCIUM NUTRITION

## CHELATED NUTRIENT



WSL Formulation

CALCIUM 11%	
Parameters	Specification
Appearance	Light to dark yellow
Formulation type	Water soluble liquid
Ingredients	Quantity (%)
Calcium	11
Boron	0.2
Amino acids	5

## Benefits of application

- ▶ Presence of amino acid helps in quick translocation and utilization of calcium by plants
- ▶ Reduces incidences of leaf necrosis and curling
- ▶ Improves quality and shape of fruit

Classified in FCO as "Calcium 11%"

**Pack Size :** 250 ml, 500ml, 1ltr

# CALCIUM NUTRITION

## CHELATED NUTRIENT



Ca EDTA 10%	
Parameters	Specification
Formulation type	Wettable Powder
Ingredients	Quantity (%)
Calcium	10.0

## Benefits of application

- ▶ Presence of amino acid helps in quick translocation and utilization of calcium by plants
- ▶ Reduces incidences of leaf necrosis and curling
- ▶ Improves quality and shape of fruit

**Pack Size :** 250g, 500g, 1kg

# CROP NUTRITION

## CHELATED NUTRIENT



Mg EDTA 6%	
Parameters	Specification
Formulation type	Wettable Powder
Ingredients	Quantity (%)
Magnesium	6.0

## Benefits of application

- ▶ Triggers vegetative growth of crop
- ▶ Increases leaf chlorophyll content
- ▶ Stimulates crop physiological processes

**Pack Size :** 250g, 500g, 1kg

# MICRONUTRIENTS

## NUTRIN COMBO



NUTRIN COMBO	
Parameters	Specification
Appearance	Colored powder
Type of formulation	Wettable powder
pH (1% solution)	5.0-0.6 at 25°C
Parameters	Specifications (min)
Zinc	3.0%
Copper	1.0%
Iron	2.5%
Manganese	1.0%
Boron	0.5%
Molybdenum	0.1%

### WP Formulation

Maharashtra, Gujarat, Andhra Pradesh Telangana,  
Karnataka, Chattisgarh, Rajasthan, Himachal Pradesh, Uttar Pradesh, Punjab

### Benefits of application

- Fulfills crop requirement of micronutrients
- Minimum two applications are recommended during crop cycle at critical stages
- Suitable for application on all crop categories
- Suitable for use on all soil types

Classified in FCO as "Micronutrient"

Classified in FCO (1985) as "Micronutrients"

**Pack Size :** 250g, 500g, 1kg



# MICRONUTRIENTS

## CHELATED MICRONUTRIENT



### WSL Formulation

NUTRIN COMBO	
Parameters	Specification
Appearance	Liquid
Type of formulation	WSL
pH (1% solution)	5.0-6.0 at 25°C
Parameters	Specifications (min)
Zinc	3.0%
Copper	1.0%
Iron	2.5%
Manganese	1.0%
Boron	0.5%
Molybdenum	0.1%
Cobalt	500 ppm
Selenium	50 ppm
Nickel	50 ppm

### Benefits of application

- ▶ Source of plant nutrients : essential & beneficial
- ▶ Fulfills crop requirement of micronutrients
- ▶ Optimizes vegetative growth of crops
- ▶ Improve quality and quantity of produce

Classified in FCO as "Micronutrient"

*First of its kind* formulation with TRIO Technology of Selenium, Cobalt and Nickel

Basic composition complies with MH Grade 2 as per FCO (1985)

**Pack Size :** 500ml, 1000ml & 5000ml





# MICRONUTRIENTS

## CHELATED MICRONUTRIENT



### WP Formulation

NUTRIN Zn 12%	
Parameters	Specification
Formulation type	Wettable Powder
Ingredients	Quantity (%)
Zinc	12.0

### Benefits of application

- ▶ Corrects zinc deficiency in crops
- ▶ Zinc plays key role during all development stages of crops
- ▶ Zinc regulates physiological and metabolic processes within plants

Classified in FCO as “Micronutrient”

**Pack Size :** 250g, 500g, 1kg

# MICRONUTRIENTS

## CHELATED MICRONUTRIENT



### WP Formulation

NUTRIN FeEDTA 12%	
Parameters	Specification
Formulation type	Wettable Powder
Ingredients	Quantity (%)
Iron	12.0

### Benefits of application

- ▶ Corrects iron deficiency in crops
- ▶ Iron plays key role during vegetative phase of crop
- ▶ Iron regulates physiological and metabolic processes within plants

Classified in FCO as “Micronutrient”

**Pack Size :** 250g, 500g, 1kg

# MICRONUTRIENTS

## CHELATED MICRONUTRIENT



### SC Formulation

ZINC 39.5%	
Parameters	Specification
Appearance	White thick viscous liquid
Formulation type	Suspension concentrate
Ingredients	Quantity (%)
Zinc	39.5

### Benefits of application

- ▶ Zinc is sourced from nitrate, chloride and sulphate free source
- ▶ Plays key role during all development stages of crops
- ▶ Regulates physiological and metabolic processes within plants

**Classified in FCO as “Micronutrient”**

**Pack Size :** 250g, 500g, 1kg

# MICRONUTRIENTS

## CHELATED MICRONUTRIENT



### WP Formulation

NUTRIN Fe EDDHA 6%	
Parameters	Specification
Formulation type	Wettable Powder
Ingredients	Quantity (%)
Iron	6.0

### Benefits of application

- ▶ Corrects iron deficiency in crops in high pH soil
- ▶ Suitable for soil application
- ▶ Iron plays key role during vegetative phase of crop
- ▶ Iron regulates physiological and metabolic processes within plants

**Classified in FCO as “Micronutrient”**

# MICRONUTRIENTS

## CHELATED MICRONUTRIENT



WSL Formulation

BORON 10%	
Parameters	Specification
Appearance	Light to dark yellow
Formulation type	Water soluble liquid
Ingredients	Quantity (%)
Boron	10.0

## Benefits of application

- ▶ Reduces incidences of dropping of flower and young fruits
- ▶ Reduces incidences of fruit cracking
- ▶ Improves shape and quality of fruit

Classified in FCO as “Boron Ethanolamine 10%”

**Pack Size :** 100ml, 250ml, 500ml

# MICRONUTRIENTS

## BORON COMPLEX



WP Formulation

BORON 20%	
Parameters	Specification
Formulation type	Wettable Powder
Ingredients	Quantity (%)
Boron	20.0

## Benefits of application

- ▶ Reduces incidences of dropping of flower and young fruits
- ▶ Reduces incidences of fruit cracking
- ▶ Improves shape and quality of fruit

Classified in FCO as “Micronutrient”

**Pack Size :** 250g, 500g, 1kg, 20kg



# IMMUNITY BOOSTER

## NUTRIENT BASED IMMUNITY BOOSTER



WP Formulation

NUTRIFIGHT	
Parameters	Parameters
Appearance	Fine powder
Type of formulation	WP
pH (1% solution)	6.0-7.0 at 25°C
Parameters	Specification (min)
Activated potassium salt of long chain polyphos	96.0%

## Benefits of application

- ▶ Induces systemic Acquired Resistance (SAR) in plants, by activation of synthesis of phytoalexins, defense enzymes as well as polyphenols
- ▶ Does not allow fungal pathogen to develop resistance
- ▶ Translocates easily within xylem and phloem, therefore exhibits impact very quickly

When used along with fungicides increases the efficacy of fungicides as well as reduces the incidence of repeat spray.

**Pack Size :** 120g, 400g, 1kg & 10kg



# BIORATIONAL ELICITORS



WSL Formulation



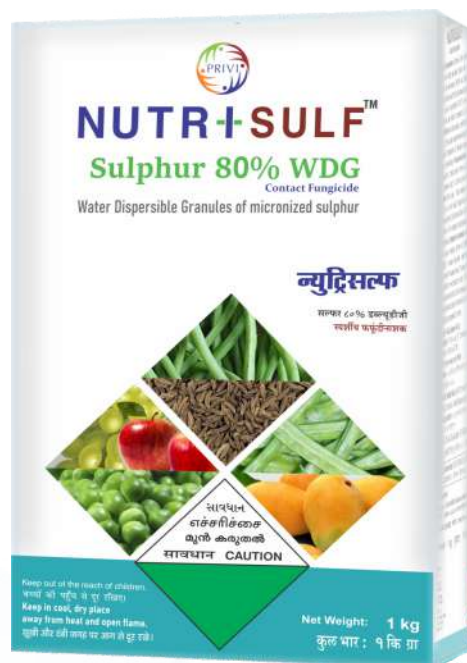
**Pack Size :**  
250ml, 500ml, 1ltr

WSL Formulation



# CONTACT FUNGICIDE

## SULPHUR FUNGICIDE



### WDG Formulation

NUTRISULF	
Parameters	Specifications
Appearance	Light brown
Formulation type	WDG
pH (1% solution)	5.0-6.0 at 25°C
Parameters	Specifications (min)
Sulphur A.I, Min Purity 99.5%	80.00% w/w
Dispersing agent	8.00% w/w
Wetting agent	2.00% w/w
China Clay / Sulphonic acid	Q.S
Total	100%

### Benefits of application

- ▶ Helps in reducing incidences of foliar fungal diseases
- ▶ Suitable for all crops
- ▶ Reduces incidences of mites
- ▶ Also provides sulphur as nutrient

Registered in CIBRC as “Contact Fungicide”

Pack Size : 500 g & 1000 g



## WATER SOLUBLE FERTILIZER



### WP Formulation



Pack Size : 1kg, 5kg, 25kg

Classified in FCO as “Water Soluble Fertilizer”

## WATER SOLUBLE FERTILIZER



WP Formulation



Pack Size : 1kg, 5kg, 25kg

Classified in FCO as "Water Soluble Fertilizer"

## UPCOMING PRODUCTS

### SYNTHETIC PESTICIDES

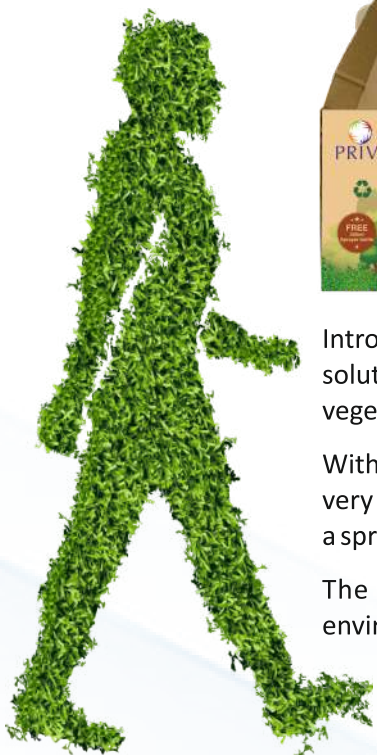
Sr. No.	Category	Products
1	Fungicide	Chlorothalonil 75% WP
2		Thiophanate methyl 70% WP
3		Mancozeb 63%+ Carbendazim 12% WP
4		Metiram 55% + Pyraclostrobin 5% WG
5	Herbicide	Imazethapyr 10% SL
6		Propaquizafop 10% EC
7		Oxyfluorfen 23.5% E
8	Insecticide	Chlorantraniliprole 18.5% sc
9		Hexythiazox 5.45% Ex
10		Novaluron 10% EC
11		Chlorantraniliprole 0.4% GR



All registered under CIBRC



# ReEarth™ Home Garden Kit



Introducing the **ReEarth Home Garden Kit** - the perfect solution for anyone looking to grow their own plants and vegetables from the comfort of their own home!

With this kit, you'll receive everything you need to start your very own garden, including 5 innovative plant solutions and a sprayer bottle.

The solutions are made from organic materials and environment friendly.

## Products available in the kit

