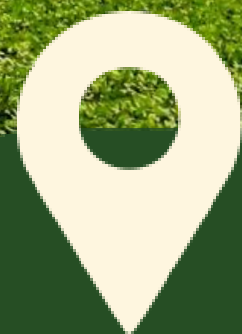


RICHPLUS SUSTAINABLE SOLUTIONS

(A RICHPLUS GLOBAL ORGANISATION)

EMPOWERING A GREENER FUTURE



TAMIL NADU ANDRAPRADESH TELANGANA KERALA KARNATAKA
AFRICA, MIDDLE EAST & FAR EAST

Commitment of RichPlus to save water,
enhance soil fertility, improve & increase yield



RICH⁺
Fasal Amrit 

Super Absorbent Soil Moisturiser and Conditioner

World's only & First Certified **Organic Soil Moisturiser**

RICH⁺ Fasal Amrit



- An organic soil conditioner made from fruit peels that reduces irrigation water requirements and fertilizer consumption in fields.
- Saves fertilizer, Saves water, also, keeps the soil healthy .
- When mixed with soil, Rich⁺ Fasal Amrit works as wonder justifying the name, “Elixir of Plants”.
- It not only saves water but increase the yield, helps in revitalizing the soil, improve crop health and more importantly helps us sustaining the nature.

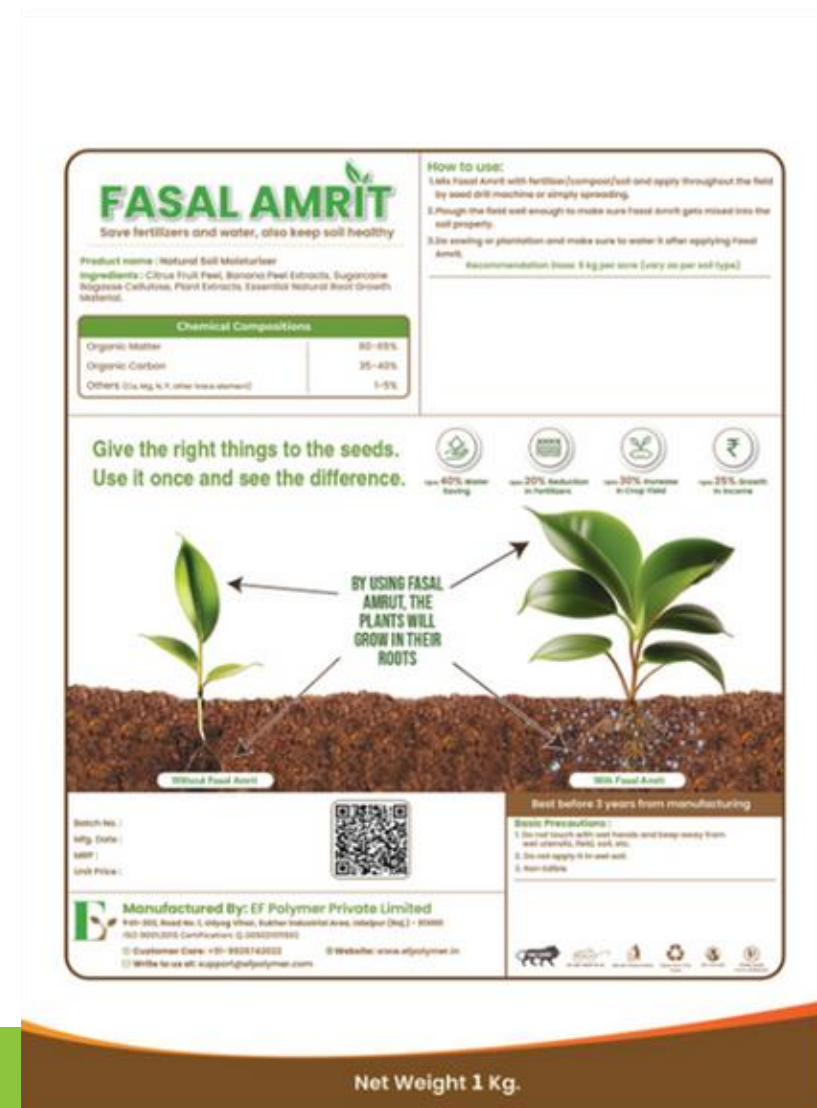
RichPlus
Sustainable Solutions
Empowering a greener future



RICH⁺
Fasal Amrit 

RichPlus
Sustainable Solutions
Empowering a greener future

Super Absorbent Soil Moisturizer and Conditioner



40%

water saving

25%

Income Growth



30%

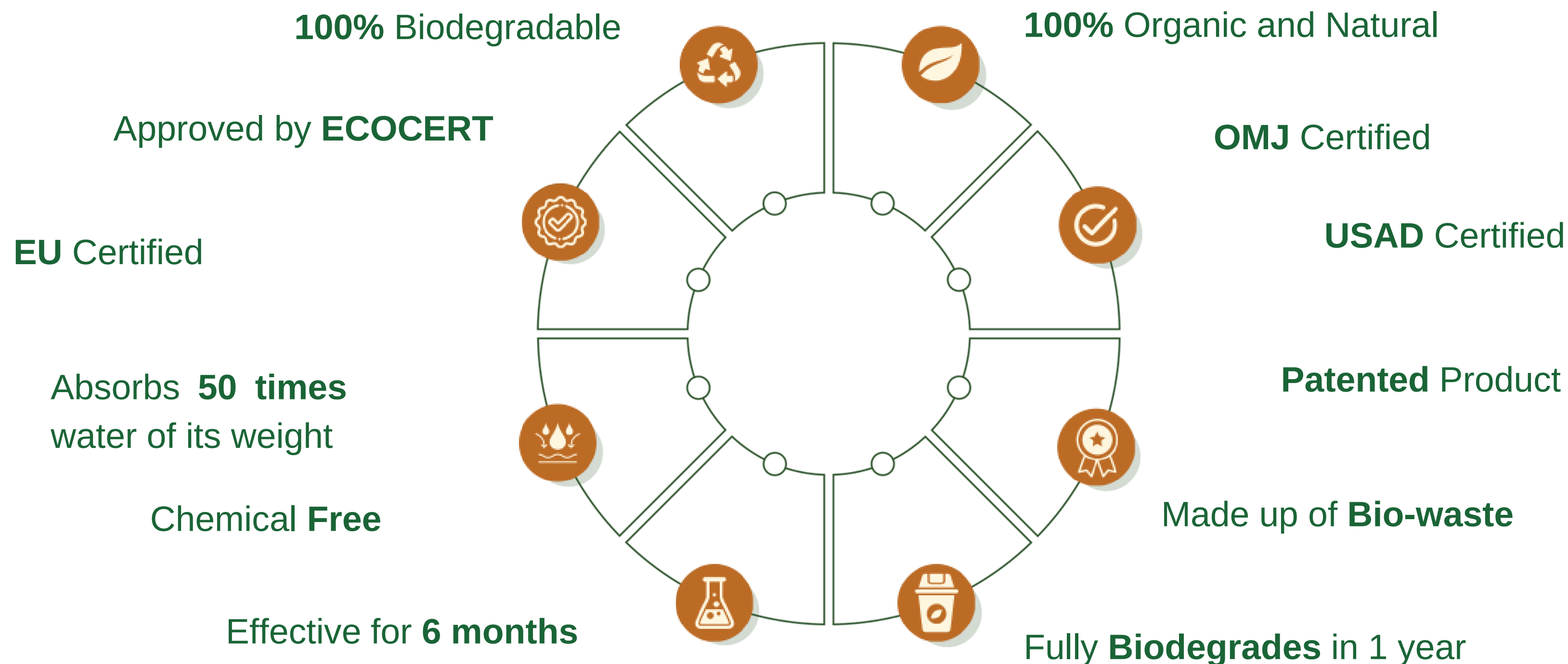
Yield increase

20%

Fertiliser Reduction

World's only & first Certified Organic Soil Moisturiser

World's only & First Certified Organic Soil Moisturiser



Our Solution

100% Natural and Biodegradable Superabsorbent Polymer (EFP)

Made of

Bio-waste

1g absorbs up to

50 times of Water

Effective for

6 Months

Fully biodegrades in

1 Year



Composition

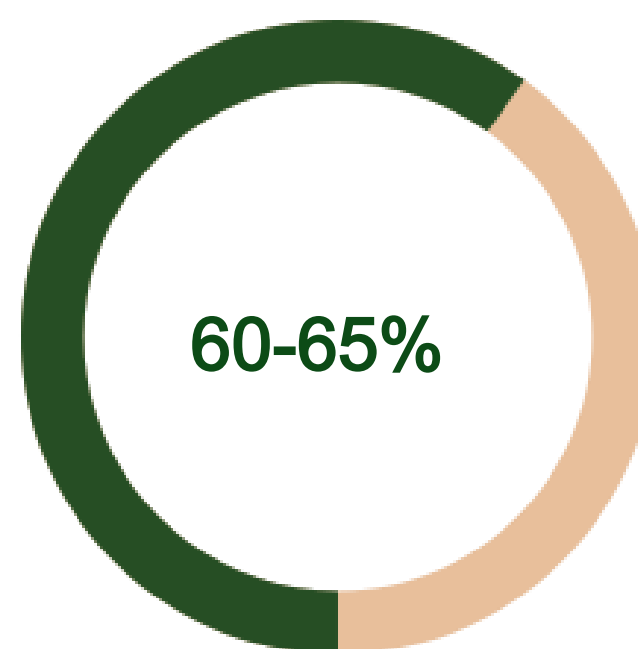


Product name : Super Absorbent Soil Moisturiser and Conditioner

Ingredients :

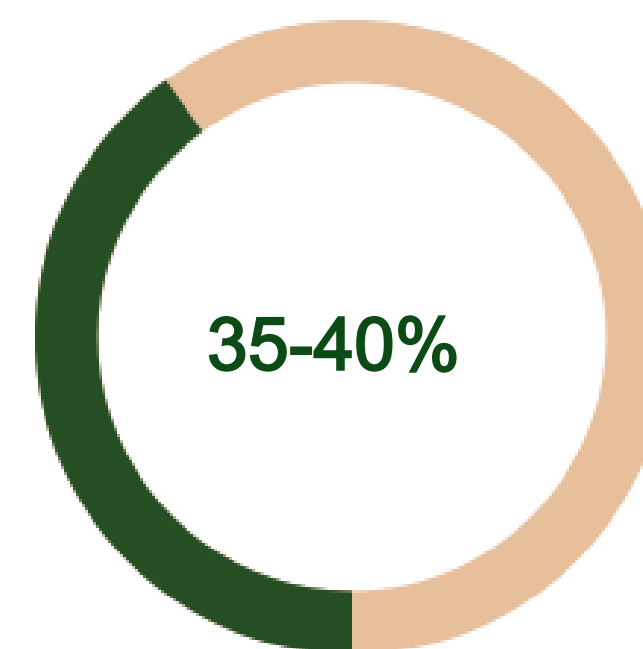
-  Citrus fruit peels
-  Banana peel extracts
-  Sugarcane bagasse cellulose
-  Plant extracts
-  Essential natural root growth ingredients

Chemical composition:



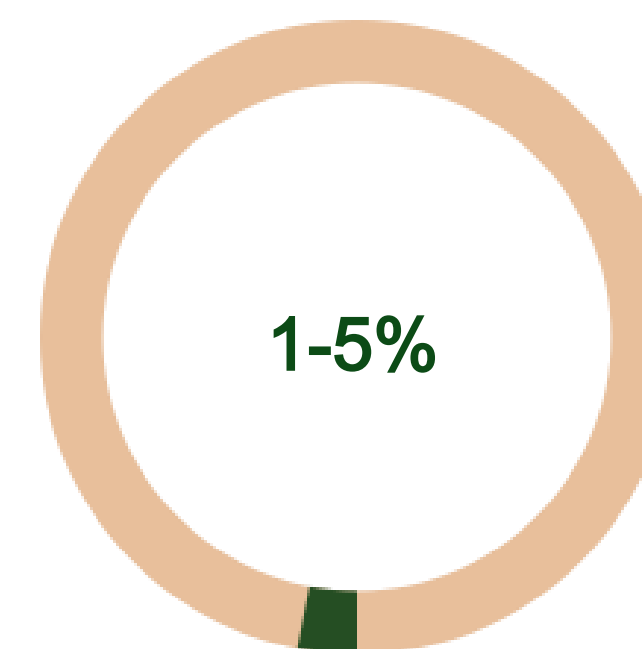
Organic Matter (%)

+



Organic Carbon (%)

+



Others (Ca, Mg, N, P, other trace element) %

FAQs

How does Rich⁺ Fasal Amrit help in better growth of plants?

Rich⁺ Fasal Amrit works as a water absorbent and when added to the soil it helps to retain moisture in the soil which is used by plants for better growth

How does Rich⁺ Fasal Amrit improve the water holding capacity of soil?

1 gram of Rich⁺ Fasal Amrit has the capacity to absorb more than 50 times of water, so when it is mixed with the soil. It retains the water available to the plant.

How does Rich⁺ Fasal Amrit help in improving soil quality?

The components of Rich⁺ Fasal Amrit are made from fruit peels so it contains all the vital nutrients, which improve plant growth and also enhances the quality of the soil

How does Rich⁺ Fasal Amrit provide nutrients to the soil?

When Rich⁺ Fasal Amrit decomposes in the soil it increases the nutrients in the soil and also helps in improving the soil health



A pioneer Agri-tech in Organic Soil Moisturiser sector has created a revolutionary organic product (SAP), an elixir for plants, called as **FASAL AMRIT.**

100%
Biodegradable

Made up of bio-
waste

Absorbs 50 times
water of it's
weight

When mixed with soil, Rich+ Fasal Amrit works as wonder justifying the name, “**Elixir of Plants**”. It not only saves water but increase the yield, helps in revitalising the soil, improve crop health and more importantly helps us sustaining the nature.

Mission
MAKING AGRICULTURE SUSTAINABLE
WITH WORLD'S FIRST ORGANIC SOIL MOISUTRISER

“We bring a smile to farmers suffering from climate change, water scarcity, and ever decreasing agriculture productivity”





CERTIFIED



RichPlus
Sustainable Solutions
Empowering a greener future

And proudly,

COLLABORATED

"Joining forces with fellow visionaries to bring about the sustainable change."



Our Solution

100% Natural and Biodegradable Superabsorbent Polymer (EFP)

- Made of **bio-waste**
(ex. Orange Peels)

1g absorbs up to **x 50** times Water

- Effective for **6** months

- Fully biodegrades in **1** year



1) 100% Natural & Biodegradable SAP

3) EFP is the only SAP that can attain organic certificate

Types of Superabsorbent Polymer

Base

Monomer

Crosslinker

EFP's entire manufacturing process is all natural



Top10 producers of conventional SAP have not been successful in developing 100% natural polymer after over 10+ years



Competitive Advantages (2/4)

② Raw Material Diversification & ③ Localization/Circular Model

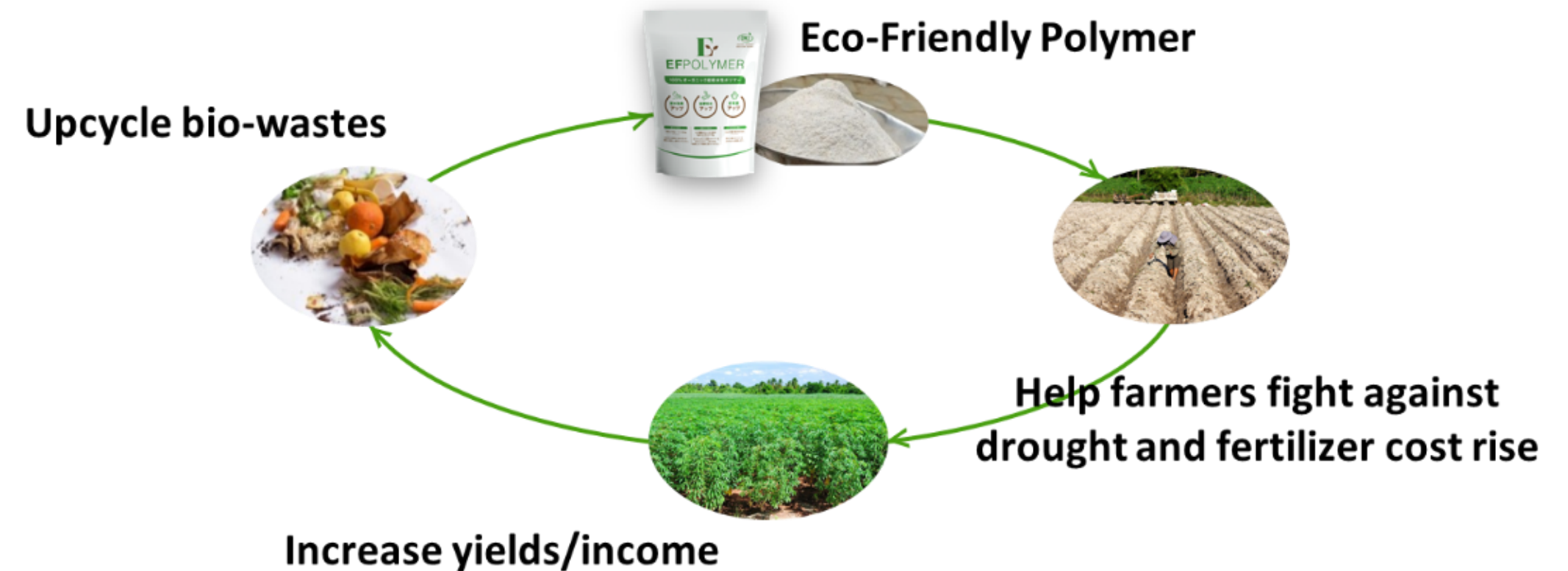
Raw Material Diversification is Possible

With the advancement of our technologies, we can diversify our raw materials to other crops from the current raw materials including orange and banana peels.



Localization/Circular Model can be Established

As the raw material diversifications progresses, we can set up plants to manufacture EFP by upcycling crop-wastes that are locally produced to help farmers counter measure water scarcity issues.



Competitive Advantages (3/4)

④ Suitability for Agriculture / Crop Growth

- Regarding "water absorption", while competitors' products have 200 times and 400 times more water absorption capacities, EFP has "less" water absorption at 50 times. While some may think "the more water absorption capacity, the better", **when it comes to agriculture and growing crops, a large amount of water absorption can also be interpreted as a weak ability to release water.** This could lead to a poor growth or even death of crops.
- We believe that **50 to 100 times the amount is appropriate for farming.**

Company Name	EFP	Competitor W	Competitor X	Competitor X	Competitor Z
Category	Natural	Semi synthetic	Synthetic	Synthetic	Semi synthetic
Biodegradable	○	△	X	X	△
Certified Organic	○	X	X	X	X
Size	1.18-1.8/1.5-3.28 mm	-	0.2-0.8 mm	1-3 mm	-
Shape	Powders /Granules	Powders /Granules	granule	Powders/Gels	granule
Water absorption	x50-100	x400	x200	x400	x400
Water absorption speed	200 w/w in 30 minutes	-	225.5 (g) g/1 polymer/1h	400 w/w in 4h	90% absorption potential reached in 1h
Recommended dose (kg/ha)	20	2.5-12.5	12.5	15	15
Application method	Mix with soil, fertilizer or seed	Before sowing or transplanting	Mix with soil/substrate	Mix with soil or fertiliser	Before sowing

⑤ Product Performance against competitors – Third Party Testing Results

- Third party testing executed by India’s agricultural institute on Okra showed EFP’s competitive advantage on crop growths and yields.

= Best

= 2nd

	Control	EF Polymer	Chem SAP: P	Chem SAP: Z	Chem SAP: B	Chem SAP: ZH	Bio-Char
Crop Height after 1 st cultivation(cm)	21.67	23.40	19.20	21.00	20.33	23.13	20.60
Crop Height after cultivation (cm)	49.99	51.31	41.02	45.20	43.19	51.73	46.77
Harvest Quantity per plant	10.72	14.78	11.61	10.94	11.13	11.04	14.27
Average weight per plant (g)	106.01	145.45	114.75	108.27	109.66	108.80	140.67
Yields (kg/ha)	5,742	7,878	6,216	5,865	5,940	5,893	7,619

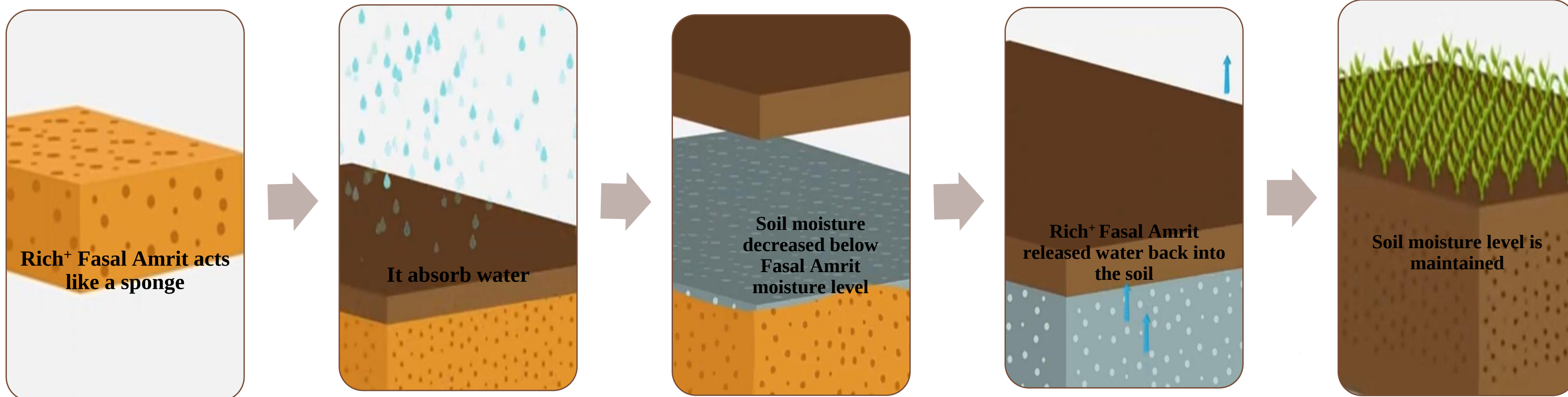
Benefits



WE DELIVER SMILES ON FARMER'S FACE...



Working Mechanism of Rich⁺ Fasal Amrit



Use cases

All type of Grains

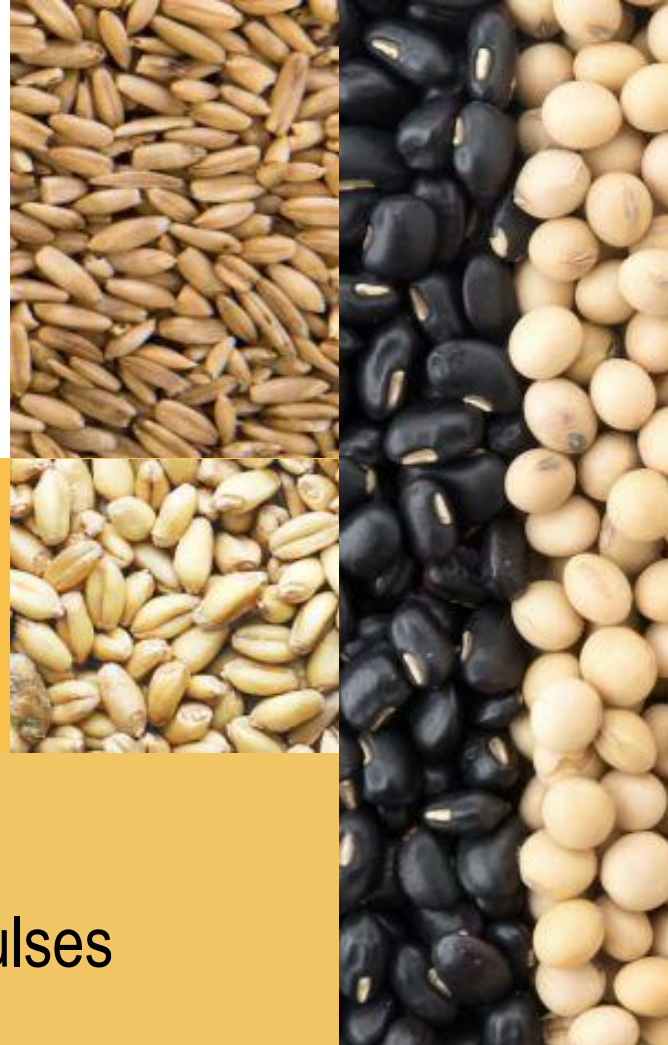
All type of Pulses

All type of vegetables, commercials, and all
other crops

All type of fruit/tree (up to 3 years old) / All
Horticulture Crops

Gardening / Home Plant / Urban Gardening /
Terrace Gardening

Nursery / Forestry / Roadside Plantation



How to use?

SEED-DRILL METHOD



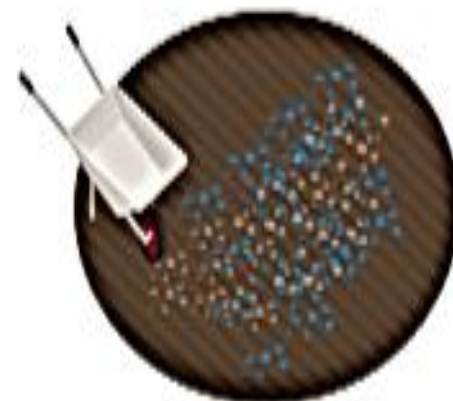
1 For an acre of land, mix 5kg of Fasal Amrit Hydrogel with the required amount of seeds & fertilizers. Put the mixture into the seed drill machine box.



2 Start sowing as a regular practice, Fasal Amrit Hydrogel will go into the soil with seeds.



3 Water the soil if required.



4 After 15 days, moisture is still present in the soil.



5 After 180 days, Fasal Amrit Hydrogel starts degrading in the soil and works as an organic fertilizer.

BROADCASTING METHOD



1 Mix 5kg of Fasal Amrit Hydrogel with 10-15kg of dry soil & spread it equally throughout the field. Spread the seeds in the same way.



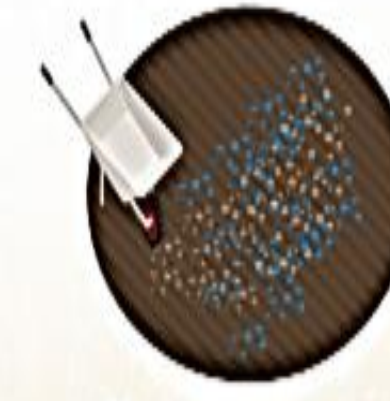
2 Turn over the ground by plowing. Ensure Fasal Amrit Hydrogel is mixed with the soil properly.



3 Water the soil.



4 Seed/Plant the ground.



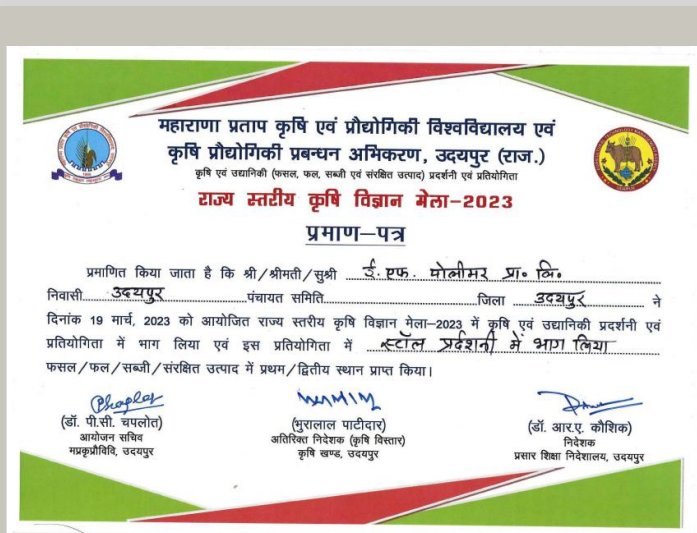
5 After 15 days, moisture is still present in the soil.



6 After 180 days, Fasal Amrit Hydrogel starts degrading in the soil and works as an organic fertilizer.

CERTIFICATIONS & RECOGNITIONS

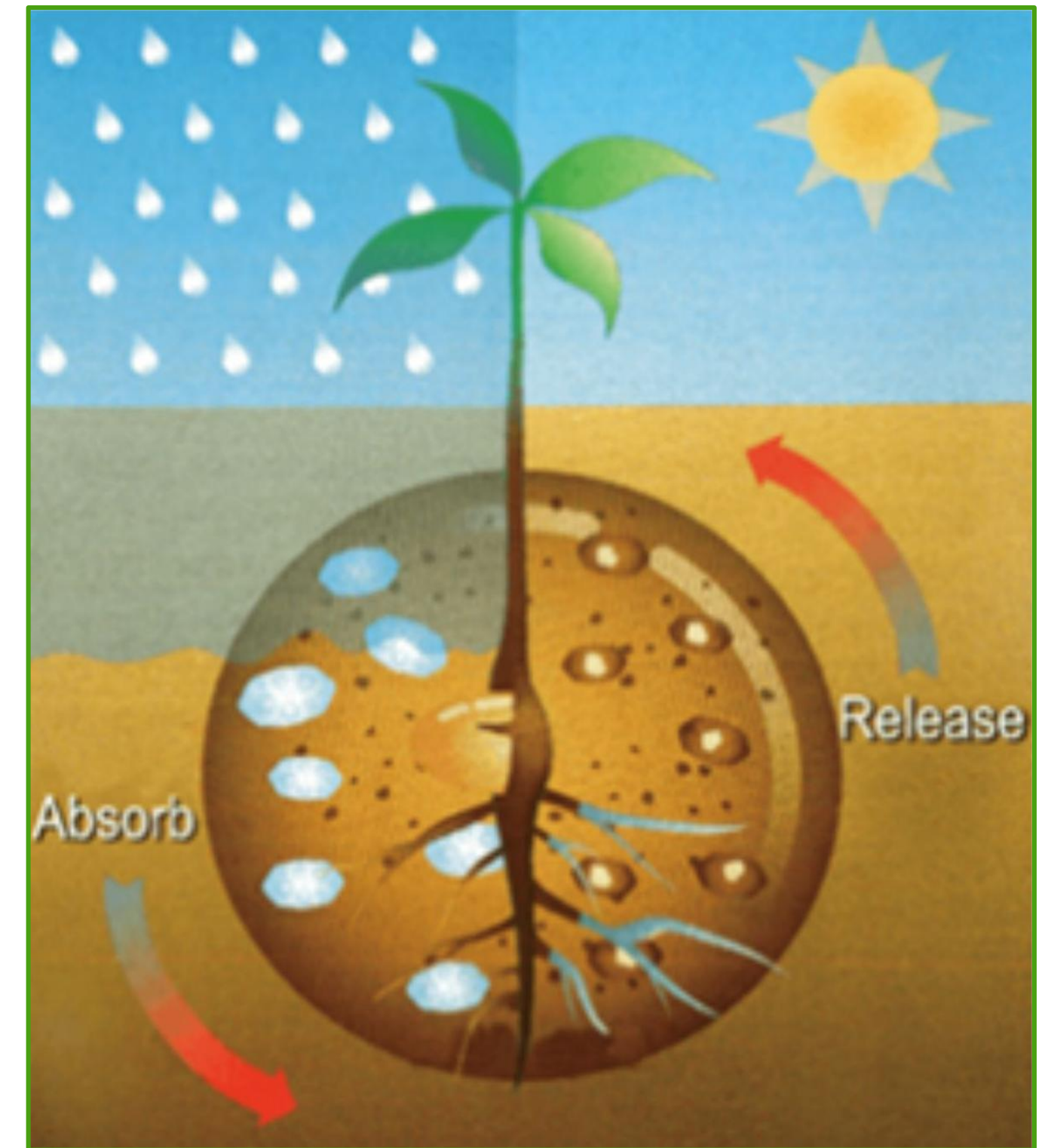
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CLAIMS AND VALIDATIONS OF Rich⁺ FASAL AMRIT

40% Water Saving:

- ✓ The Rich⁺ Fasal Amrit saves water by around 40%. This is due to the application of the Fasal Amrit reduces the irrigation intervals of crops, which saves the water requirement of the crop and the cost of irrigation.
- ✓ The water use efficiency increases with an increase in the dose of Rich⁺ Fasal Amrit (IW/CPE ratio = 0.6) with the application of Fasal Amrit at 20 kg/ha. This claim is validated by the MPUAT, Udaipur, under the tomato trial.



CLAIMS AND VALIDATIONS OF Rich⁺ FASAL AMRIT

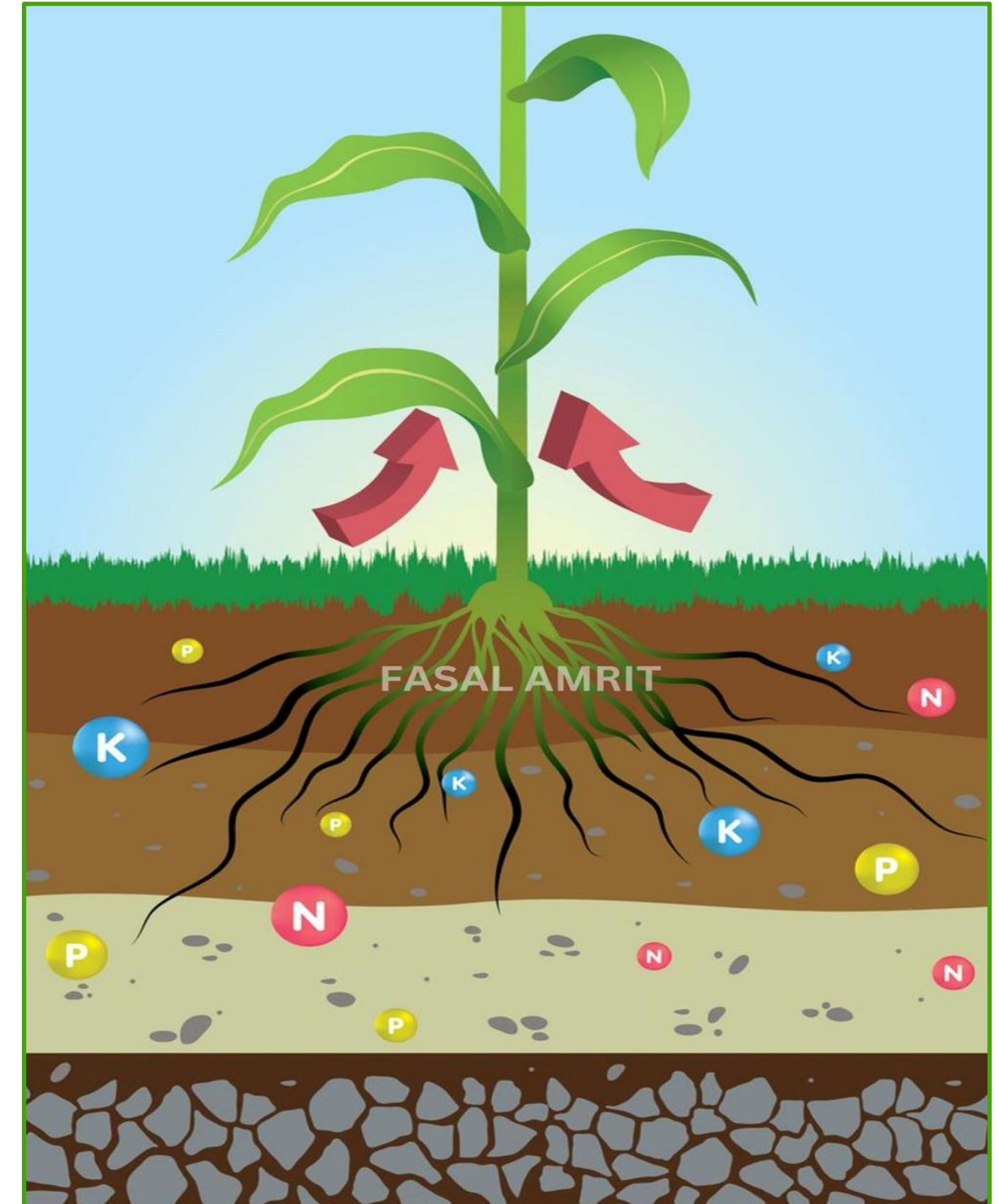
25% Income increases:

- ✓ The application of Rich⁺ Fasal Amrit to the crop positively affects the income of farmers. It reduces the irrigation cost as well as the use of fertilizers. It contains the plant's essential nutrients, which directly affect the yield of the crop.
- ✓ This claim was validated by the AICRP trial on the maize crop at the Srinagar location. In the testimonial done on the coriander crop in the field of Baluram Teli, at the first cutting of coriander, a 5-quintal yield was obtained in an area of 0.25 bigha with the application of Fasal Amrit.

CLAIMS AND VALIDATIONS OF Rich⁺ FASAL AMRIT

30% Yield Increases:

- ✓ Application of Rich⁺ Fasal Amrit improves the crop yield by around 30%. This is because Fasal Amrit contains essential plant nutrients that are translocated through the root to the vegetative and reproductive parts of the plant, which affect the plant's metabolism and ultimately increase the yield.
- ✓ This report is validated by the trial conducted under the BHU, Varanasi, on the tomato crop and the trial conducted under the AICRP on the maize crop at the Karimnagar location.



CLAIMS AND VALIDATIONS OF Rich⁺ FASAL AMRIT

20% Fertilizers Saving:

- ✓ The Rich⁺ Fasal Amrit contains essential nutrients that affect crop growth positively and due to these essential nutrients, the requirement for fertilizer, doses of fertilizer and fertilizer application costs were reduced.
- ✓ This report is validated by the trial conducted in BHU, Varanasi, on the tomato crop.



THANK YOU

We will be happy to partner with you in enhancing your soil health, increase in yield, save water and reduce fertilisers.

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