



**Your Connection to**  
**Sustainable Success**

**GROWGROUP Chemicals India Private Limited**

[A Subsidiary of GROWGROUP Israel Limited, Israel]

## About Us

GROWGROUP Israel is a global company of accomplished experts with 30+ years of experience in the field of fertilizers, agriculture technologies & sustainability. Our expertise stretches from mining and production of fertilizers, with special emphasis on the Phosphorous chain, through logistics and infrastructure for sales and distribution and upto strategy and branding. We have strong global network that spreads over Africa, India, China & Europe. We are passionate about sustainability and circular economy solutions and are committed to incorporate them in as many projects as possible.

## Vision & Mission

"Your Connection to Sustainable Success".

## Our Team



**Mr. Dror Tevet**  
CEO & Founder

Graduate in BA Economics & Post graduate in MBA. Skilled VP Strategy, Biz. Dev., Sales & Marketing in the Chemicals industry (Specialty Fertilizers) in a global company. Having 25+ years of experience in Water Soluble fertilizers, Bio-stimulants, controlled release Fertilizers, Phosphate, Potash and Phosphoric acid. Proficient in HSE, Sustainability & Circular Economy projects and deep understanding of global markets with strong business connections in Europe, Africa, Middle East and India

**Mr. Uri Yasur**  
Partner CEO



Post graduate in MSc. Geology and Mineralogy. Skilled VP of Ecology, Infrastructure and Mines rehabilitation in a global company. Having 30+ years of experience in mining, geological surveys, and raw materials management, including promotion of master plans for the company. Proficient in Sustainability and Circular Economy projects. Good knowledge and connections with government officials. Highly skilled in mine rehabilitation from all aspects.



**Mrs. Merav Nir**  
Executive Consultant in Sustainability & Circular Economy

Professional marketer and business developer with 15 years of experience in the field of Sustainability and Environment. Served in senior managerial positions both in profit and non-profit organizations and collaborated with different managerial levels and stakeholders. A creative leader, embracing work in a fast-changing and entrepreneurial environment. Passionate about promoting game changing solutions in the Circular Economy.

**Ms. Moran Orshlomi**  
Head Of Business UAE & Gulf Countries



Oriented professional project & operation manager with strong business relationships with corporations, financial institutions and security sectors. Gained good experiences in business development activities, many of them in UAE and other Gulf countries.

## Our Services

### Smart Fertilizers & Agri Inputs



**Supplying** highly efficient specialty Fertilizers, Plant protection products, Bio stimulants and more by utilizing our wide business networking.

**Consulting** on marketing & sales array based on our profound knowledge in global markets.

**Representing** specialty fertilizers brands & Agri inputs companies.

### Agriculture Technologies



**Connecting** Agri-tech companies with relevant customers and open efficient distribution channels.

**Building** suitable go-to-market approach and brand strategy for young agri-tech startups.

**Linking** Agri and Food tech companies with relevant investors.

### Sustainability & Circular Economy



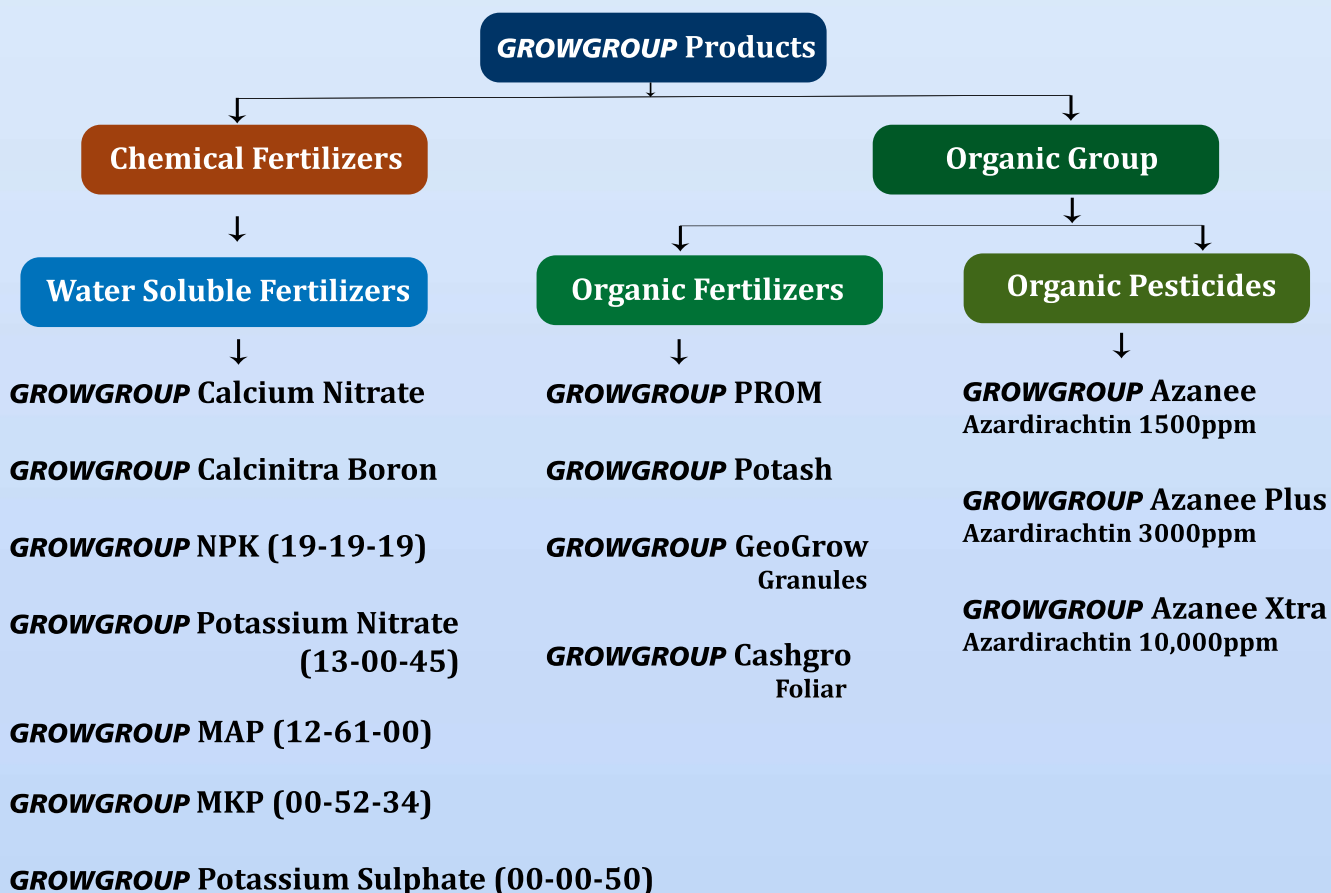
**Closing** the loop - converting waste streams and byproducts into valuable commercial products.

**Finding** the optimal technology and terms for converting waste into products.

**Marching** between supplier of waste stream to potential buyers.

## Our Products

The products of Growgroup is categorized into Chemical group and Organic group. In chemicals group we offering high quality water soluble fertilizers from the best selective sources. In Organic group category we offering best quality Organic Fertilizers and Organic pesticides.





## CHEMICAL FERTILIZERS

### WATER SOLUBLE FERTILIZERS

#### **GROWGROUP Calcium Nitrate**

##### **Specification:**

1. Total nitrogen (Ammonical and Nitrate form)  
per cent by weight Minimum 15.50%
2. Nitrate Nitrogen as N percent by weight Minimum 14.40%
3. Water soluble Calcium as per cent by weight Minimum 18.80%
4. Matter Insolubles in water per cent by weight Maximum 1.50%



#### **GROWGROUP Calcinitra Boron**

##### **Specification:**

1. Total nitrogen (Ammonia and Nitrate form)  
per cent by weight Minimum 14.50%
2. Nitrate Nitrogen as N percent by weight Minimum 13.50%
3. Water soluble Calcium as per cent by weight Minimum 17.00%
4. Boron (as B) per cent by weight Minimum 0.2-0.3%



#### **GROWGROUP NPK (19-19-19)**

##### **Specification:**

1. Total Nitrogen per cent by weight Minimum 19.00%
2. Nitrate Nitrogen, per cent by weight Maximum 4.00%
3. Ammoniacal Nitrogen per cent by weight Minimum 4.50%
4. Urea nitrogen, percent by weight Maximum 10.50%
5. Water soluble phosphate (as P2O5) per cent by weight Minimum 19.00%
6. Water soluble potash (as K2O) per cent by weight Minimum 19.00%
7. Sodium as NaCl per cent by weight on dry basis Maximum 0.50%
8. Matter insoluble in water per cent by weight Maximum 0.50%
9. Moisture per cent by weight Maximum 0.50%



#### **GROWGROUP Potassium Nitrate (13-00-45)**

##### **Specification:**

1. Moisture per cent by weight Maximum 0.50%
2. Total nitrogen (all in Nitrate form) per cent by weight Minimum 13.00%
3. Water soluble potash (as K2O) per cent by weight Minimum 45.00%
4. Sodium (as Na) (On dry basis) per cent by weight Maximum 1.00%
5. Total Chloride (as Cl) (On dry basis) per cent by weight Maximum 1.50%
6. Matter insoluble in water, per cent by weight Maximum 0.05%



## **GROWGROUP Mono Ammonium Phosphate (12-61-00)**

### **Specification:**

1. Moisture per cent by weight Maximum 0.50%
2. Ammoniacal nitrogen per cent by weight Minimum 12.00%
3. Water soluble phosphate (as P<sub>2</sub>O<sub>5</sub>) per cent by weight Minimum 61.00%
4. Sodium as NaCl, per cent by weight Maximum 0.50%
5. Matter insoluble in water per cent by weight Maximum 0.50%



## **GROWGROUP Mono Potassium Phosphate (00-52-34)**

### **Specification:**

1. Moisture per cent by weight Maximum 0.50%
2. Water soluble phosphates (as P<sub>2</sub>O<sub>5</sub>) per cent by weight Minimum 52.00%
3. Water soluble potash (as K<sub>2</sub>O) per cent by weight Minimum 34.00%
4. Sodium (as NaCl) per cent by weight (on dry basis) Maximum 0.03%



## **GROWGROUP Potassium Sulphate (00-00-50)**

### **Specification:**

1. Moisture per cent by weight Maximum 1.50%
2. Potash content (as K<sub>2</sub>O) per cent by weight, Minimum 50.00%
3. Total chlorides (as Cl) per cent by weight, (on dry basis) Maximum 2.50%
4. Sodium as NaCl per cent by weight, (on dry basis) Maximum 2.00%
5. Sulphur (as S), per cent by weight Minimum 17.50%



## ORGANIC PRODUCTS

### ORGANIC FERTILIZERS

#### **GROWGROUP PROM** (Phosphorus Rich Organic Manure)

GROWGROUP PROM is the best alternate fertilizer for DAP (Di Ammonium phosphate) and it is an important source of nutrients for Organic farming. It contains 10.42% to 12% of Phosphorus. This product is made of organic residue, rock phosphate, amino acid, plant growth factors and beneficial micro bacteria. The GROWGROUP PROM can be used for all types of crops like paddy, maize, wheat, sugarcane, potato, soya, groundnut, peanut, onion, menthe, and various vegetables, pulses, fruit, flowers and medicinal plants.



#### **Benefits:**

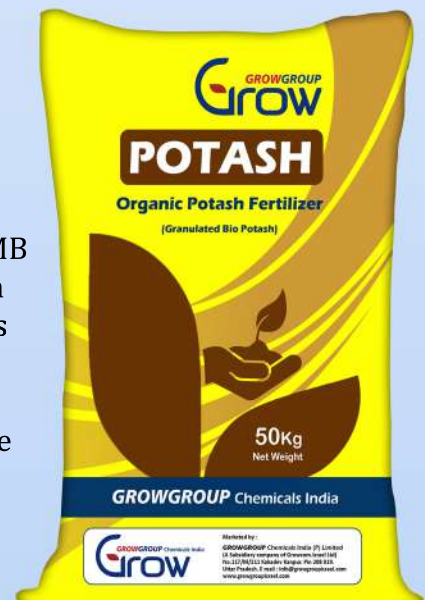
- \* Slow release of Phosphate which helps to maintain constant level of phosphorus nutrient in Soil.
- \* Silica is one of the important nutrients required by the many crops. Availability of Silica helps to increase the disease and pest resistant power of the crop. PROM contains about 4% to 6% Silica in available form.
- \* For production of PROM the basic raw material used is mineral Rock Phosphate. Phosphate in rock phosphate is in the form of molecules of calcium and phosphate. PROM contains about 6% to 8% available calcium along with phosphate. Calcium is the basic requirement of the crop.
- \* PROM as an alternative to DAP. It also contains Nitrogen fixing culture, which minimizes the requirement of the Nitrogen of the crop.
- \* PROM is Phosphorous rich fertilizer. It also takes care of the root and shoots development of the crop.
- \* Cost is less then chemical fertilizer and productivity is high
- \* PROM contains carbon and nitrogen in the ratio 12:1 which maintains soil structure.
- \* PROM increases availability and activity of useful bacteria available in the soil.

#### **Dosage:**

Use 50-100 kg of GROWGROUP PROM per acre with proper moisture content in the Soil.

#### **GROWGROUP POTASH** (Organic Potash Fertilizer)

Bio potash granules consists of selective natural products & active KMB (Potash Mobilizing Bacteria) and its activity i.e. organic acid secretion contribute to the changes of potassium mobility from the soil towards plant roots. A rate of non-exchangeable K release and its mechanism are controlled by nature and amount of clay minerals, besides this exploring the role of microbes present in the soil. The cells of mobilize potash from the elementary or mixture of potassium, which can be easily absorbed by the plants.





**Benefits:**

Potash mobilizing Bacteria(KMB) produces certain substances, Growth hormones & Organic acids which further stimulates plant growth resulting in more crop production. Enhances early root development, leading to increase in plant growth and subsequently greater yield. Increases the efficiency of applied potassium containing fertilizers as well as water use in plants. Increases quality of the produce. Promotes root hair development and branching. Elicits rapid cell development in plants.

**Dosage:**

Use 25-50 kg of GROWGROUP POTASH per acre with proper moisture content in the Soil.

**GROWGROUP GeoGrow Granules**

GEOGROW Granules is a unique formula consists of nutrients and active growth supplements extracted from nutrient rich marine plant formulations that deliver superb yield and prime quality of vegetables, fruits, flowers, spices, plantations & other cash crops. It is scientifically impregnated into user friendly soil- degradable granular formulation for better inoculation in the field. This process which is unique and mastered by GROWGROUP. GEOGROW Granules is eco-friendly, hazardless and compatible with granular pesticides except which are of alkaline in nature. These granules when applied to soil release nutrients in plant rhizosphere thus stimulate growth of beneficial micro organisms and provide nutritional support to plant at critical stages of growth. The application of GEOGROW Granules thus, becomes trouble-free and can be applied as basal dressing and top dressing in the standing crops.

**CONTENT**

Organic Matter	: 10.00%
Soil Protein as source: of Nitrogen	: 4.80%
Seaweed Extracts	: 1.85%
Fulvic Acid	: 2.82%
Amino Acid	: 1.84%
Sulphur	: 4.00%
Micro Nutrients	: 100 ppm

**Benefits:**

Early germination.  
Vigorous seedling growth.  
Profuse primary and secondary root development.  
Increased soil microbial activity.  
Higher nutrient uptake.  
Better branching/tillering and increased foliage.  
Reduction in the fruit and flower drop.  
Better development of grains/fruits.  
Increase in the size and weight of the grains/fruits.  
Higher yield and better quality of the produce.

**Target Crops:** All Crops.**Method of Application:**

GEOGROW Granules should be applied @ 10 - 16 Kg for one acre i.e. 25 - 40 Kg per hectare for each application in the field crops. This should be uniformly broadcasted all over the field. For orchards GEOGROW Granules should be applied @ 1 - 2 Kg for plants less than 3 years and 2 - 4 Kg for plants more than 3 years age.

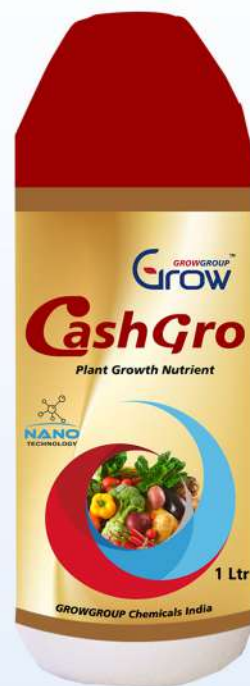


## **GROWGROUP Cashgro**

Cashgro is an Advanced Technology Formula developed for all crops to get more yield and income to farmers. It contains nutrients and active growth supplements derived from nutrient rich marine plant formulations that deliver superb yield and prime quality of flowers, vegetables and fruits. Cashgro has customized colour liquid with selective extraction of phytonutrients to ensure growth promoting power to crop yield. It slowly releases nutrients for longer period and it is formulated with Quick Wide Flow formula which ensures that the nutrients rushes at very high speed to vital plant parts for comprehensive nutrition to give MAXIMUM yield and supreme quality of flowers, Vegetables and fruits.

### **Product Composition:**

Seaweed Extract	:	30.00%
Organic Matter	:	10.00%
Humic Acid/Fulvic	:	28.00%
Organic NPK	:	1.00%
Amino Acid	:	30.00%
Carboxylic Acid Brassinoids DA-6	}	: 10,000ppm
Micro Nutrients		
(Fe, Zn, Mn, Cu, B, Mg, Ca Chelated Form)		: 1.00%



### **Benefits:**

- ✿ Provides dense white roots, thicker stalks & more lateral growth which augments healthy and deep green appearance of plants.
- ✿ Provides well balanced nutritional diet for all types of crops.
- ✿ Maintains balance between photosynthesis & photorespiration in vegetable and fruit crops which results in enhanced growth and increases dry matter by 15 - 30 %.
- ✿ Increases nutrient uptake.
- ✿ Provides nutritional support to alleviate vegetable plant after each picking.
- ✿ Extends shelf life of export oriented vegetables, fruits and flowers.
- ✿ Special formulation: 100% water soluble enriched with natural boosters and a unique formulation of seaweed, Humic acid and sufficient requirements of macro and micro nutrients.
- ✿ Balanced Nutrition: Offers Balanced Nutrition at all crop growth stages, specially at initial vegetative and branching stages.
- ✿ Stress Management: Increases white roots development and helps plant to overcome stress and recover faster. Builds up immunity against environmental stress.
- ✿ High Yield: Delivers freshness and improves stomatal activity resulting in high performance. Boosts blossom and provides extra petiole strength to enhance fruit setting.

### **Dosage and Dilution:**

According to field trials under differential soil and climatic condition have proved that GROWGROUP Cashgro enhances quality and marketable yield upto 15 - 20 % when applied at 2 - 3 ml per litre of water at following critical stages of vegetable crops Seeding stage, Vegetative stage, Pre flowering stage, Fruiting stage and after each picking.



## ORGANIC PESTICIDES

**GROWGROUP Azanee (Azadirachtin 1500 ppm)**

**GROWGROUP Azanee Plus (Azadirachtin 3000 ppm)**

**GROWGROUP Azanee Xtra (Azadirachtin 10,000 ppm)**



Azadirachtin is a chemically extracted from neem seeds. Azadirachtin belonging to the limonoids. Azadirachtin have insecticidal activity in many insects by acting mainly as an antifeedant and growth disruptor. Azadirachtin is a wonderful natural insecticide which is biodegradable and shows negligible or no toxicity to mammals.

### Mode of Action:

A very wide spectrum of phytophagous insect-pests is affected by this Neem formulation. It controls the pest population through a triple action method acting as a feeding deterrent, oviposition inhibitor and insect growth regulator. The neem based bio-chemicals act as contact and in a systemic manner.

### Salient Features:

- \* Azanee is non-toxic to beneficial and non-target organisms.
- \* It is generally compatible with chemical pesticides (unless highly acidic or highly alkaline) so as to provide complementary activity in integrated pest management programmes.
- \* It leaves no residue in the soil, crop or the environment and is highly bio degradable.
- \* An excellent alternative to hazardous chemical fungicides.
- \* It is extracted using the Cold Press Extraction process & therefore, retains nutrients & active ingredients.
- \* It is truly an environment friendly product.

### Target Pest

Mealy bug, Beet armyworm, Aphids, Thrips, Whiteflies, Mites, Leaf miners, Caterpillars, nematodes.

**Target Crops :** All Vegetable, Horticulture, Cereals, Oilseeds etc.,

**Dosage :** Azanee : 4-5 ml per lit of water.  
Azanee Plus : 3-4 ml per lit of water.  
Azanee Xtra : 2-3 ml per lit of water.

# GROWGROUP Services in Agricultural Technologies

## Green House



Model G-1 : A tailor-made greenhouse projects, mainly hydroponic, most of them on a turnkey basis. Company performs the construction, all-in equipment supplies & installation, agronomical support after project, and more. Company usually perform medium to large projects globally, but also offer small family kits.

## City Farming



Model C-1 : The company is offering Urban farming solution in the type of vertical growing of fresh produce inside a container. Usually the container is located next to a supermarket, selling the produce packed directly to the supermarket shelves. Main business model of the company is offtake agreement with the supermarket, that is buying the fresh produce on constant basis all year round in agreed price model. The company is also very strong and professional in green decorative "Living walls" on buildings and other urban areas.

## Pest Control & Pollination



Model P-2 : The GROWGROUP is one of the leading international companies in the field of Biologically Pest Control, Natural Pollination, and Medfly Control. The method is based on the use of beneficial insects against harmful insects ("good" insects are supplied to "eat" the "bad" insects). The products are sold worldwide, in over 50 countries. One of company main strengths is extensive knowledge and experience of its Field Service personnel, who support the implementation process at our customer's sites.



## Irrigation Technology



Model i-1 : Company offers "From Idea to Crop" concept. The company is executing a complete functioning agriculture projects, based on customers' needs. Company executives has over 30 years involvement with irrigation, water and filtration projects all over the world. The company vast experience in various irrigation technologies all over the world enable to offer a tailored solution.

### **Services of the company:**

A complete (A to Z) Project management.

Initial survey of the area and feasibility study.

Irrigation and system water supply design.

Filtration stations projects (from water analysis to execution).

Supervision and technical support for growers.

## Clean-Tech / Nutrients recycling

Model CT-1 : The company recovers valuable nutrients from where they shouldn't be in water and transforms them into high-performing sustainable fertilizers, proven to increase yields while reducing runoff. Main customers are municipalities water treatment facilities. The Company is installing a production unit inside the water treatment plant, taking the residuals of phosphorous and nitrogen in the water, adding Magnesium and produce high quality slow-release fertilizers. Company usually buying the fertilizer from the water treatment plant in agreed prices, and later on sell the fertilizer to local market farming.



## Clean-Tech / Waste streams treatment

Model CT-2 : The Clean-Tech company offers a unique and patented process of Ammonia and Urea removal from waste streams of chemicals plants. Ammonia is the toxic byproduct of virtually every major industrial and agricultural process, and one of the most ubiquitous and costly wastewater pollutant worldwide. Ammonia discharge regulation in most countries is increasingly aggressive, and many billions of dollars are spent annually on its removal. By contrast, the company breakthrough electrochemical solution for ammonia is uniquely reliable, controllable, efficient, low cost, fast, automated, and scalable. It generates zero sludge or other by products and is implemented in-line, within your production process. Commercially available units: Treatment of ammonia and Urea in Fertilizers, chemicals, and energy waste streams, in Israel, Italy and Indonesia. Future processes to come on stream: treatment of TOC, Methanol, Nitrate and Heavy metals.





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