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# ZENITH AI

MONTHLY NEWS LETTER OF ZENITH AI



INTRODUCING

# THE

# PATENT MAN

7 PATENT  
GRANTED  
RESEARCHER

THE FINEST SCIENTIST IN INDIAN AGRICULTURE "DR BASAVRAJ GIRENNAVAR"

#PAGE 3

SOIL CONSERVATION AT THE CORE. PRECISION  
MARKETING AT SCALE.

A NEW OPERATING SYSTEM FOR AGRI BRANDS.

AI POWERED BRAND STORY #ZENITHAI

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## DR. BASAVARAJ GIRENNAVAR

P.h.D. - Texas A&M University

*Managing Director - BioBrahma Technologies Pvt Ltd*

Dr. Basavaraj Girennavar is a Ph.D. from Texas A&M University and an internationally respected scientist with several patents. He has 25+ years of **experience** in formulations, manufacturing, and scale-up. His simple belief: healthy soil makes happy crops. He builds products to suit local soils and water, follows Indian laws like the **FCO** for labels and testing, and designs formulations that fit **INM** (Integrated Nutrient Management) and **IPM** (Integrated Pest Management). He prefers organic and soil-friendly inputs and ensures every batch has a clear **Certificate of Analysis (COA)** and records. For brand owners, this means steady quality, fewer complaints, and easier repeat sales.



His **north star** is simple: make the soil healthier, keep the crop happier, and ensure the label stands up to law. In practice, that means three disciplines:

- **Geography-wise customisation:** India's soils swing from alkaline to **acidic**; water hardness varies by district; crops demand different release profiles. Dr. Girennavar's teams adjust carriers, chelation strategies, stabilisers, and wetting/dispersion systems so products "fit" local conditions—not just the spreadsheet.
- **FCO-first compliance:** Specifications, documentation, COAs, and retains are designed into the process. Labels and claims are cleared against the Fertiliser (Control) Order (where relevant) before a single box ships.
- **INM & IPM by design:** Integrated Nutrient Management and Integrated Pest Management are built into formulation logic—organic fertilisers, bio-stimulants, balanced nutrient tools, and compatibility across packages of practice.

### What toll manufacturing gains from "The Patent Man"

Toll manufacturing means you use another company's factory and technical team to make your product to your exact recipe and quality standard. You don't build a plant or hire a big team, you share your formula and requirements, they produce the batches with proper testing and paperwork, and you sell under your own brand. **It saves time and money, keeps quality steady, and helps you enter the market faster while meeting all legal rules.**

#### Why brands trust his lab

- Customisation by district/soil/water so products **"fit the field."**
- **FCO** aligned labels, tests, and documents from day one.
- **COA** and retains for every lot, easy to audit and defend.
- Portfolio that supports soil **health**, root growth, and **crop** resilience.





## TOLL MANUFACTURING PORTFOLIO : BIO BRAHMA TECHNOLOGIES PVT LTD

Bio Brahma manufactures agri-inputs that are compliant, soil-sensible, and easy to scale. Each SKU below can be produced as-is or customised (pack size, chelation system, carrier, language on label) to meet local soil and crop needs while remaining aligned to FCO and internal COA standards. Zenith AI then provides the 30/60/90 route-to-market so placements turn into sell-out and repeats.

### A. Micronutrient Blends (balanced correction for multiple deficiencies)

- **Power-10 Micronutrients, Grade-2** — Foliar (1000 ml / 500 ml) - Fast, uniform spray for visible deficiency correction; tuned for vegetative and early reproductive stages. Codes: FG00001, FG00002.
- **Brahma-10 Micronutrients, Grade-1** — Soil / WSF (10 kg) - Two formats for broad use: Soil application for base correction and WSF for fertigation/foliar programs. Codes: FG00003 (Soil), FG00004 (WSF).
- **Micro-Power Micronutrients Combi** — 25 kg / 50 kg Bags - Bulk packs for plots and retailer programs; easy to include in POP kits. Codes: FG00005, FG00006.

**Typical customisation:** EDTA/EDDHA/amino chelation options, sulphate vs chelated mix, pH and solubility tuning, crop-stage label variants.

### B. Single-Nutrient Salts (targeted correction with clear assays)

- **Boron sources** — 20% (1 kg) / 10.5% (1 kg). Codes: FG00007, FG00008. - For flowering and fruit set support where boron is limiting.
- **Ferrous Sulphate** 19% (5 kg). Code: FG00009. - For iron chlorosis in calcareous/alkaline soils.
- **Zinc Sulphate Monohydrate** 33% (5 kg). Code: FG00010. - For tillering, rooting, and enzyme activity; widely deficient across Indian soils.
- **Manganese Sulphate 30.5%**. Code: FG00011. - For photosynthesis and drought-stress tolerance.
- **Copper Sulphate 24%** (1 kg). Code: FG00012. - For lignification and disease-resilience programs (as per label).
- **Molybdenum 1000 ppm powder** (250 g; program add-on). Code: FG00013. - Micro-dose element for nitrogen metabolism.
- **Magnesium Sulphate** — 10 kg / 25 kg. Codes: FG00014, FG00015. - Central to chlorophyll synthesis; foliar or soil as per POP.

### C. Organic Manure & Biostimulants (soil health and nutrient efficiency)

- **Organic Manure (25 kg)**. Code: FG00016. - Base organic matter to improve structure and microbial life.
- **Bramha-Zyme (biostimulant)** - Liquid: 1000 ml (FG00017), 500 ml (FG00018), Bulk: 4 kg bucket (FG00023), 10 kg bucket (FG00024). Enzyme-rich formulation designed to support root activity and recovery.
- **Amino-Power (biostimulant) Liquid:** 1000 ml (FG00019), 500 ml (FG00020). Bulk: 4 kg bucket (FG00025), 10 kg bucket (FG00026). Powder: 1 kg pouch (FG00032). Readily available amino acids for stress periods and quick greening.
- **Humate Power (biostimulant) Liquid:** 1000 ml (FG00021), 500 ml (FG00022). Bulk: 4 kg bucket (FG00027), 10 kg bucket (FG00028). Powder: 1 kg pouch (FG00033). Humic/fulvic actives to aid nutrient availability and root zone conditioning.

Typical customisation: concentration, solvent system (for liquids), granule/powder feel (for bulk), fragrance/colour markers, pack language (EN/HI/MR/KN/other).

### D. Biological Consortia (root-zone biology for nutrient cycling)

- **Rhizo-Power NPK Consortia** — Liquid (1000 ml). Code: FG00029. -- Mixed cultures designed to support nitrogen fixation, phosphate solubilisation, and potash mobilisation (as per label and local regulations).
- **Rhizo-Power N, P, K Culture** — 3-litre KIT BOX (3 × 1000 ml). Code: FG00030. -- Separate cultures packed for sequence dosing in POP programs.
- **Rhizo-Power NPK Consortia** — Powder (3 kg bucket). Code: FG00031. -- Dry format for easier storage and transport; drip/soil application as per SOP.

Compliance note: Biological claims and application rates follow label, state approvals, and FCO/organic norms where applicable.



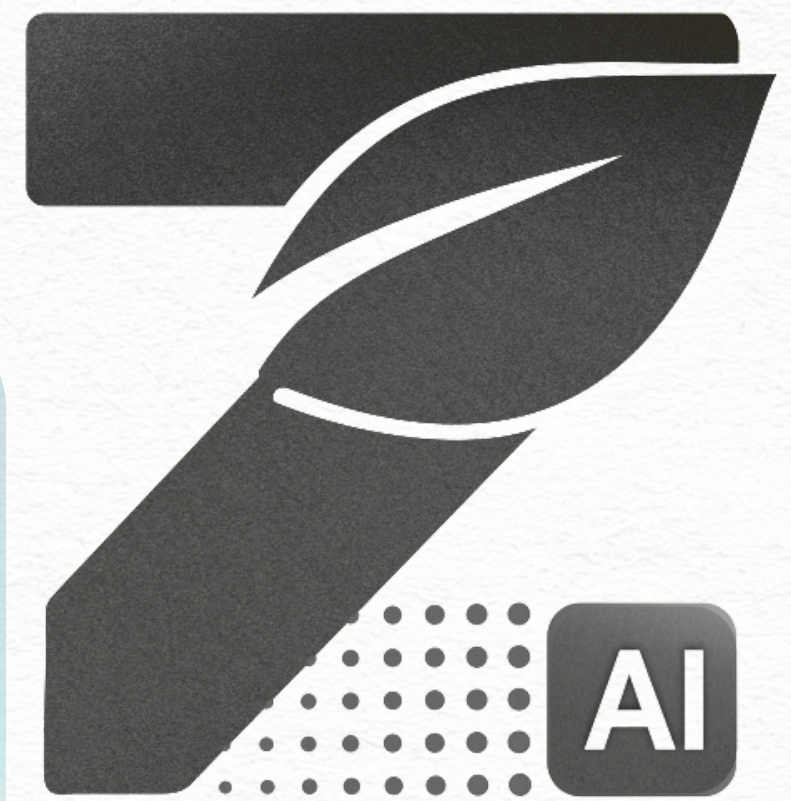


# THE PLATFORM

## Zenith AI — Not an Agency. Your GTM Operating System.

Great science needs a precise route to market. Zenith AI, a Strategic Business Unit of Bio Brahma Technologies Pvt. Ltd., is that route—an AI-native commercial engine founded and operated by Amit Nalawade, a socio-tech entrepreneur with 20+ years across finance and agriculture.

Zenith AI(**Toll Manufacturer Edition**), links **batch** → **brand story** → **placement** → **sell-out** → **repeat orders** with compliance and traceability built in. For toll-manufactured brands, the **30/60/90 DAY PROGRAM** builds buzz, secures placement, reduces days-on-shelf, and lifts repeat orders—so cash cycles shorten and profits compound.



### What Exactly Is Zenith AI?

Zenith AI is a software-plus-services platform designed for India's agri channels. It uses proprietary data models and lightweight automation to decide where to place stock, what to say each week, and which actions will unlock sell-out and repeats—without heavy field headcount.

#### Three promises:

1. Make the brand buyable (clear, compliant story and packs).
2. Place with pull (demand created where stock sits).
3. Liquidate and repeat (crop-stage nudges and ROI-based optimisation).

### Leadership & Operating Model

#### Amit Nalawade — President, Zenith AI (SBU, Bio Brahma Technologies)

A socio-tech entrepreneur with 20+ years across finance and agriculture, Amit leads Zenith AI as a low-touch, data-driven GTM system for toll-made brands. Under his leadership:

- **Routine manual work is reduced by up to ~90%** (lead scoring, pincode priority, creative rotation, nudges, risk alerts, budget shifts, weekly reporting).
- **Partners save significant overhead at scale by avoiding layers of coordinators, while gaining faster, more consistent execution.**
- Decisions follow market signal, not habit: real sell-out data, repeat cohorts, complaint TAT, and CAC/retailer drive next-best actions, weekly.

People need management; algorithms need data. Zenith AI supplies the data, decides the action, and triggers it—on time.

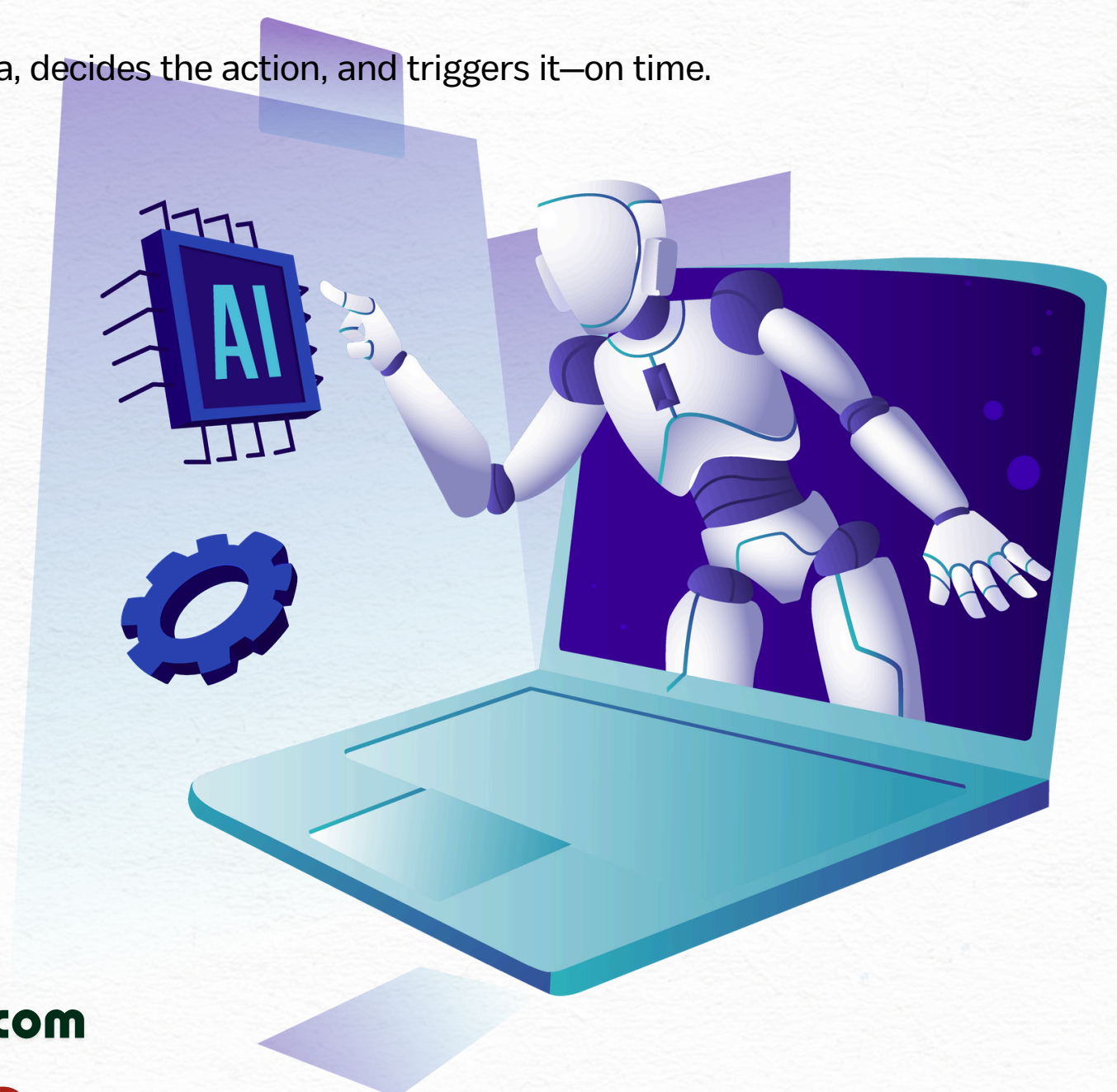
### How the Platform Works #ZENITH AI

#### 1) Data Layer — Field Graphs

Pincode-level agronomy, crop calendars, seasonality, retailer cohorts, past orders, and local events form a living map of where demand is most likely to convert.

#### 2) Decision Layer — AI Scores

- Pincode Priority Score (PPS): where to spend first.
- Shelf-Risk Index (SRI): which counters may get stuck.
- Repeat Likelihood (RL): who will reorder, and when.





### 3) Execution Layer — Autopilot

Campaigns, catalogs, and crop-stage nudges (WhatsApp/SMS/email/ads) trigger automatically. Message, timing, and channel are tuned to phenology and local cues.

### 4) Compliance Layer — Guardrails

Claims and labels remain FCO-aligned; lot/COA data can be linked via optional QR serialisation for recall and audit readiness.

### 5) Measurement Layer — Field-to-Ledger

Dashboards show sell-out velocity, repeat cohorts, CAC per retailer, complaint TAT, and working-capital turns. Budgets auto-shift toward what's working.

## The 30 / 60 / 90 Day Impact Map (Toll Manufacturer Edition)

### Days 0–30 — Make the brand buyable

- Positioning and pack lines written in simple, compliant language.
- Retailer FAQs and farmer explainers in multi-language.
- PPS map selects start pincodes; pre-launch education begins.

### Days 31–60 — Place with pull

- Distributor onboarding, trade math and schemes finalised.
- Geo-precise Google/Meta campaigns and retailer toolkits go live.
- SRI-based nudges reduce early shelf days; first repeats appear.

### Days 61–90 — Liquidate and repeat

- Crop-stage creatives and RL-driven reminders lift sell-out.
- Budgets reallocate automatically to winning pincodes/SKUs.
- Under-performers get fixed or paused; reporting stays weekly.



## What We Do vs. What You Do

### Zenith AI does:

Brand story and pack language → Compliance checks → Pincode targeting → Campaigns and catalogs → Crop-stage nudges → Weekly optimisation and reporting.

### You do (The Brand):

Confirm target geographies → Align trade math and credit norms → Keep stock ready → Respond to warm retailer leads and admit supply-side constraints early.

## Why This Complements Toll Manufacturing

Tolling gives business partners (The Brand) compliant, consistent product without CAPEX. Zenith AI adds a distributor-first, data-driven route-to-market that moves inventory from placement to sell-out to repeat—with traceability and weekly course-correction built in.

***“Science in the plant (Bio Brahma). Demand in the market (Zenith AI). Together: predictable movement and cleaner cashflows.”***

## Closing Note

Zenith AI is built for partners who scale by discipline. If toll manufacturing gives you quality without CAPEX, Zenith AI gives you sell-through without overhead bloat—using data, not guesswork; routines, not heroics.

You bring the channel and vision. We bring the system.





INDIA'S MOST ADVANCED

# ORGANIC MANURE

POWERED BY ZENITH AI

