



NANO TECHNOLOGY

PCRT

PLANT CELL REGENERATION TECHNOLOGY

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ICAPL

FERTILISER ACTIVATOR TECHNOLOGY

**A scientific innovation by
INTERCONTINENTAL ANNADATA PVT. LTD.**



Customer Care for Distributors/Retailers "+91 7038448078"

**DID
YOU
KNOW?**

✗ 1. More than 50% of Fertilisers Are Wasted. Every Season.

☁️ "Half your fertiliser washes away before your crop absorbs it."

📖 Source: ICAR Research Bulletin, FAO Fertiliser Efficiency Report



✗ 2. Dead Roots = Dead Investment

🌱 "Dead roots can't feed your crops."

- In over 65% of Indian fields, roots stop absorbing fertiliser within 10-12 days of application.
- Older roots are dormant, and new ones fail to develop due to poor soil conditions.

📖 Source: Journal of Plant Nutrition & Soil Science, ICAR NRRI Root Health Bulletin



✗ 3. Only 7-10 Days of Real Nutrient Absorption

🕒 "Your plant is hungry for days, but your fertiliser worked for hours."

📖 Source: International Journal of Agronomy, Indian Journal of Soil Science



✗ 4. Fertiliser Efficiency Is Dropping Every Year

📊 "More bags. Less response. No profit."

- Fertiliser Response Ratio (FRR) in India has declined from 13:1 in 1970s to just 3:1 or lower today.
- This means farmers are using more inputs for less output — a broken equation.

📖 Source: International Journal of Agronomy, Indian Journal of Soil Science



✗ 5. Soil Health Is Declining Rapidly

🧬 "Your soil is not sick. It's starving and suffocating."

- Over 55% of Indian soils are low in organic matter and have poor microbial activity due to fertiliser overload.
- Repeated applications without root uptake = nutrient residue = hard soils, low porosity, low fertility.

📖 Source: ICAR-IISS (Indian Institute of Soil Science), State Soil Health Cards Data



✗ 6. Climate Is Stealing Your Fertiliser

☀️ "Rains take it away. Heat burns it off. Nothing remains for your crop."

- Urea volatilisation increases by 25-40% in high temperature & dry winds.
- Heavy rainfall after application causes deep leaching of nitrogen & potassium beyond the root zone.
- End result: No control, no return.

📖 Source: CRIDA Hyderabad, FAO Fertiliser Use Efficiency Bulletin



✗ ₹1 Lakh Crore Wasted Every Year in India — Silently

Every season, India loses fertilisers worth more than ₹1,00,000 crore due to:

- ✗ Leaching
- ✗ Evaporation
- ✗ Poor root uptake

💧 Over 60% of nutrients never reach the crop — they vanish into water, air, or soil where plants can't reach them.

📖 Source: FAO, ICAR-IISS, Fertiliser Association of India



This Is Not Agriculture. This Is a Slow Economic Collapse.

💥 **And it's happening in every field. Every state. Every day.**

"You're Using Fertilisers... But Your Crops Are Still Hungry. Why?"

Every season, you spend thousands on fertilisers. But have you ever asked yourself –

"Are my crops really getting what I'm paying for?"

⚠ Here's the Bitter Truth:

- More than 50% of fertilisers are wasted – they either wash away with rain, evaporate into the air, or get stuck in the soil.
- Roots can't absorb what isn't available, and weak roots don't take in much anyway.
- Soil health is getting worse every year due to overuse of fertilisers and poor nutrient use.

💡 This Means:

1. You are losing ₹15,000-₹30,000 and more per acre – every season.
2. Your crop growth suffers, flowering becomes weak, fruits are small, and the yield is not what it should be.
3. You add more and more fertiliser – but the result doesn't improve. In fact, your soil gets tired and stops responding.

Many farmers don't even realise this loss – until it's too late. They keep applying more fertiliser, hoping for results... but the results don't come.

✗ You Are Not Just Losing Fertiliser...

You're losing your hard-earned money, your land's future, and your family's hope for a better yield.

🌍 The Hidden Damage:

- Nutrient leaching pollutes water sources.
- Volatilisation leads to toxic greenhouse gases (like N_2O) that harm the climate.
- Over time, your land – your most precious asset – turns chemically tired, biologically dead, and financially unrewarding.

🛑 Stop Wasting. Start Activating.

There's no **time to lose**. You need a solution that stops the loss, feeds the roots, and protects your land.



The Science-Backed Solution – Fertiliser Activator

What Is It?

Fertiliser Activator is a next-generation biochemical innovation designed to make every gram of fertiliser work harder and smarter. It transforms how your soil holds nutrients, how your plant absorbs them, and how long the crop stays in an active feeding state – all with one simple addition to your fertiliser.

Who Created It?

Developed by Dr. Hanumant Bhosale, Ph.D. (Agrochemicals), one of India's most accomplished scientists with 100+ CIB-registered agri products, this product brings cutting-edge research to your farm.

⌚ The 45-Day Nutrient Hunger Window – What Makes It Different?

Fertiliser Activator is the only product that keeps your crop in an active nutrient-absorbing state for up to 45 days.

How?

- It regulates osmotic pressure in root cells, ensuring nutrients and moisture keep flowing into the plant.
- It wakes up dormant root zones and grows new root hairs, expanding the nutrient-absorbing area.
- It holds nutrients in the root zone through adsorption, preventing loss from leaching or evaporation.

⌚ The result:

Your crop stays in a “hungry and active” mode for 45 days, absorbing more from each fertiliser application – even under dry, wet, or difficult soil conditions.



The Science-Backed Solution – Fertiliser Activator

How It Works – Layer by Layer

1 Dual-Action Nutrient Management:

Adsorption + Absorption

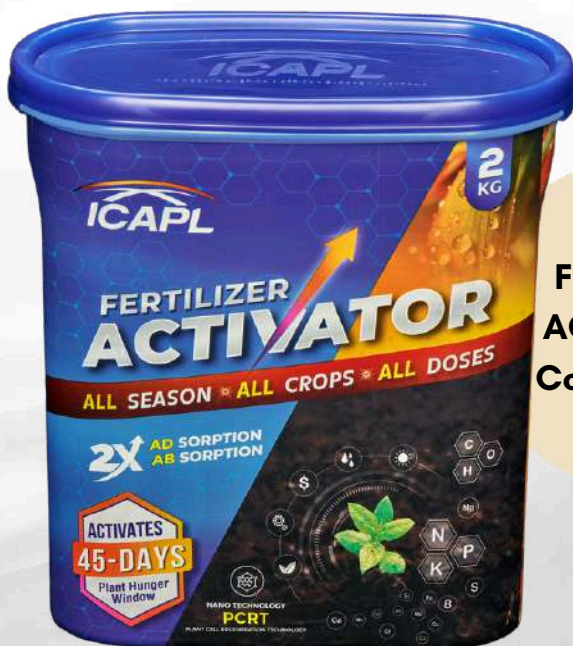
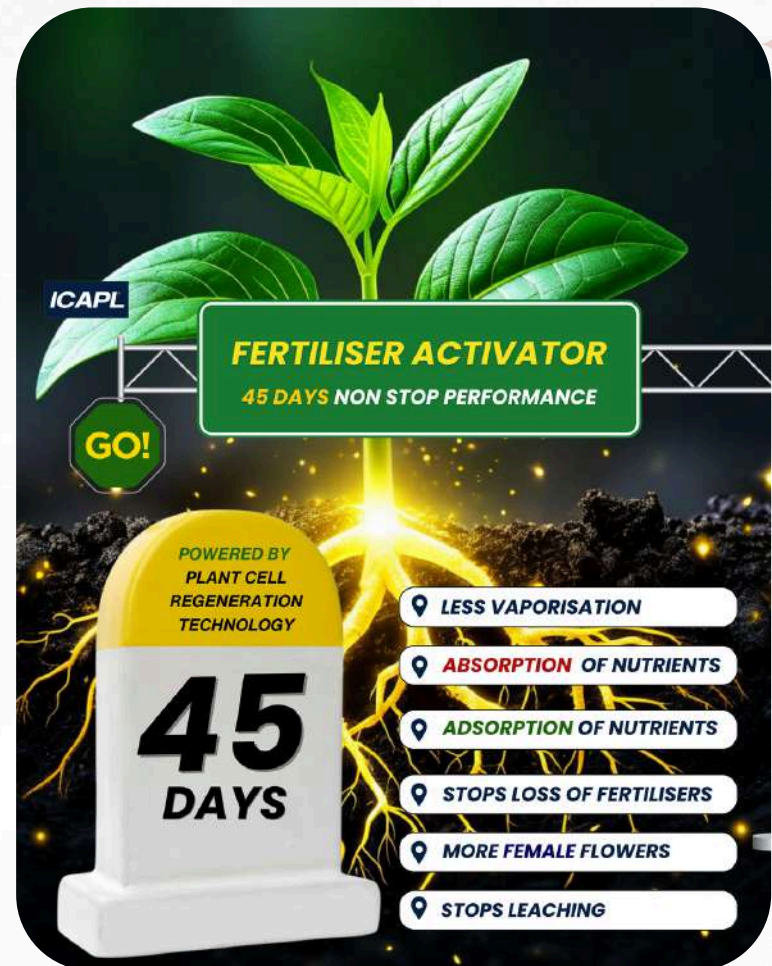
- Adsorption: Nutrients stick to soil particles instead of leaching out.
- Absorption: Activated roots absorb nutrients faster and more efficiently.

2 Osmotic Balance at Root Level

- Balances osmotic pressure across the root membrane.
- Keeps root cells open and actively pulling in water and nutrients.
- Enables extended absorption period with no fertiliser wastage.

2 Enzymatic Catalysis for Bioavailability

- Breaks down complex nutrient compounds.
- Converts unavailable nutrients into usable forms using serratiopeptidase and polyphenol enzyme complexes.
- Boosts microbial activity and soil fertility



FERTILISER ACTIVATOR Composition

Pyridoxal 5-Phosphate

Serratiopeptidase


Resveratrol & Enzymatic Proposed Molecules

Highly Active Polyphenols


Precipitated Silica

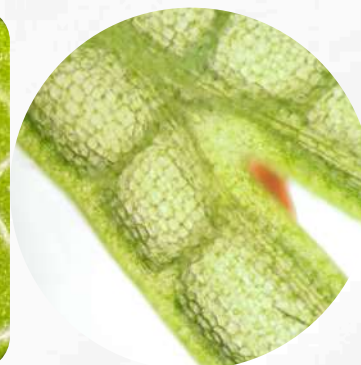
Key Benefits – Backed by Science, Built for Performance

1. Up to 90% Reduction in Fertiliser Wastage


 Backed by: Nano-structured Adsorbents, Soil Chelates, Organic Binding Agents

- Nutrients like nitrogen and phosphorus are chemically and electrostatically bound to soil colloids using adsorption agents.
- Prevents leaching during rain/irrigation and volatilisation (especially ammonia loss) from urea and nitrogen-rich fertilisers.
- It increase soil's nutrient-holding capacity (CEC), reducing runoff.


 **Outcome: Fertilisers stay in the root zone longer, available when the crop needs them most.**



2. 2X Increase in Nutrient Absorption & Adsorption

 Backed by: PCRT (Plant Cell Regeneration Technology) + Cation Exchange Enhancers


- Rejuvenated roots + new root hairs = larger absorptive surface area.
- Enhanced Cation Exchange Capacity (CEC) helps soil retain more calcium, magnesium, potassium, and ammonium.
- Enzymatic catalyst system (serratiopeptidase, polyphenol complex) converts complex nutrients into soluble forms.

 **Outcome: Plants absorb nutrients more efficiently while soil holds them longer – a true dual-action system.**




Key Benefits – Backed by Science, Built for Performance

3. Yield Increase of Up to 50%


 Backed by: Enzymatic Biocatalysts, Hormonal Balancing, Osmotic Regulators

- Enzymes break down locked nutrients, improving uptake of phosphorus and micronutrients.
- Auxin, gibberellin, cytokinin stimulation (via PCRT) improves vegetative and reproductive growth.
- Osmotic pressure balancers maintain ideal nutrient flow inside plant roots for up to 45 days.

 **Outcome: Improved root biomass, stronger flowering, better fruit/grain filling – even under stress.**

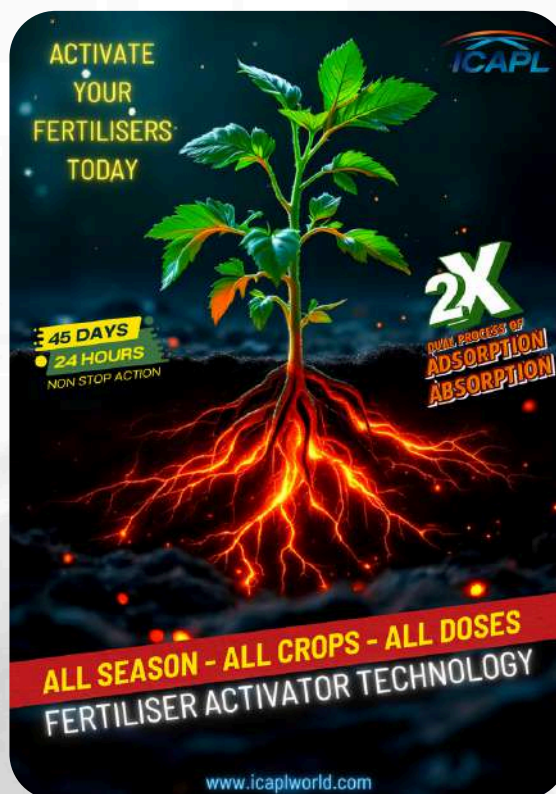


4. Works with All Crops, All Soils, All Fertilisers and meant for All Doses..

 Backed by: Neutral pH Formulation, Non-reactive Biocompatible Chemistry

- Compatible with both organic and inorganic fertilisers (NPK, DAP, composts, manures).
- No chemical reaction with urea or other salts — works as an additive, not a competitor.
- Suitable for acidic, alkaline, and neutral soils across India.

 **Outcome: A universal solution for every farmer, every season, every agro-climatic zone.**



// Testimonial – Sugarcane Farmer from Kolhapur, Maharashtra

SUCCESS STORIES

"I've been growing sugarcane for years, but using Fertiliser Activator this season has completely changed my view on fertiliser efficiency.

- I applied it just once, mixed with my basal fertiliser dose.
- Within 20–25 days, I noticed remarkable changes – the field looked visibly greener and healthier.
- The internodal length increased, and canes grew taller, thicker, and heavier than usual.
- The brix (sugar content) reading was up by 2.5 points – even the mill supervisor was surprised.
- Most importantly, where I normally apply fertiliser 4 times, I managed with just 2 doses – a clear reduction in fertiliser use and cost.

"Less input, more output – this is the kind of technology farmers truly need. I now recommend Fertiliser Activator to every serious sugarcane grower. It's not just a product, it's a revolution in root and nutrient management." //

– Mr. Ramesh Chougule, Sugarcane Farmer, Kolhapur

// Testimonial 2 – From a Vegetable Grower, Karnal, Haryana

SUCCESS STORIES

"I applied Fertiliser Activator along with my usual dose of DAP and compost in cauliflower and tomato. The results honestly surprised me. Earlier, I used to see uneven fruit size and yellowing of leaves by mid-season. But this time, the plants stayed lush green, and the fruit set improved by nearly 40%.


What amazed me even more was that I used almost 30% less fertiliser during the entire crop cycle – no need for extra top-ups. The soil felt softer while weeding, and the plants looked healthier from root to leaf. I used to believe that more fertiliser meant more yield. Now I've seen with my own eyes – smart use with the right activator gives better results with less input." //

– Mr. Jagbir Singh, Vegetable Farmer, Karnal

How to Use Fertiliser Activator

✓ **For Soil Application:**

- Mix 2 kg of Fertiliser Activator per acre with your regular soil-applied fertiliser dose (e.g., DAP, NPK, urea, compost, or organic manure).
- Blend thoroughly before broadcasting or placing in furrows.
- Use during basal dose or any major fertiliser application stage.

 *Tip: The product enhances whatever fertiliser you are already using – activating roots, holding nutrients in soil, and improving plant uptake for up to 45 days.*

🎁 Bonus USP: Valuable Reusable Container – Worth ₹200!

Fertiliser Activator comes in a high-quality, food-grade container with a capacity of 2 litres

- **✓ Reusable & Durable** – Perfect for storing grains, seeds, jaggery, or farm inputs
- **✓ Certified Food-Grade Plastic** – Safe for long-term household or farm use
- **✓ True Bonus Value** – Local market price for similar containers is approx. ₹200



☞ With every purchase, the farmer not only boosts yield — but also takes home a practical, reusable container that lasts beyond the season.

“A product that works in the field — and stays useful in the home!”



**Pure
Science,
Nothing
Else...**

Fertiliser Activator
Proven Formula
Guaranteed Results



Pyridoxal 5-Phosphate

Serratiopeptidase

Highly Active Polyphenols

Resveratrol

Precipitated Silica + AlH₂E

Enzymatic Proposed
Molecules

FERTILISER ACTIVATOR

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Welcome to ICAPL

Intercontinental Annadata Private Limited (ICAPL) is a forward-thinking agricultural solutions company dedicated to revolutionizing global farming practices. Founded by four visionaries with diverse expertise, ICAPL is rooted in the belief that farmers are the heroes of global food security. We focus on empowering them with sustainable, innovative, and accessible solutions that address the most critical challenges in modern agriculture


Our Vision


To redefine global agriculture by restoring the vitality of soils, pioneering cutting-edge innovations, and unlocking the transformative potential of carbon credits. We envision a future where every farmer, empowered with sustainable solutions, ensures food security, drives prosperity, nourishes the planet, and builds a legacy of abundance for generations to come.


Our Mission


To develop and supply innovative fertilizers and sustainable agro-solutions that restore soil health, enhance productivity, and lower farming costs. Through global collaborations, cutting-edge technologies, and carbon credit integration, we aim to empower farmers, ensure food security, and promote environmentally responsible agriculture.


Contact Us:-


 India - Manufacturing Address - 1 :- P O Box : 59119 Belgaum, GMC Industrial Estate ,
Tadalsur, Karnataka, India


 India Admin Office - 904, Waldrof, Hiranandani Estate, Thane, Mumbai

 India Admin Office - 103, Nirvana Bldg, Behind Bliss Hotel, Kolhapur

 India - Manufacturing Address - 2 :- P O Box : 416013, Gat No. 123, Danoli, Kolhapur

 International Admin Office - Dubai P O Box : 48288, HFZA, Sharjah, UAE

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DANGER

DANGER

DANGER

BEWARE OF DUPLICATE/FRAUD PLAYERS



DO NOT BUY

IF THE SEAL OF TRUST IS MISSING ON CONTAINER



ON THE CAP

SEAL OF TRUST



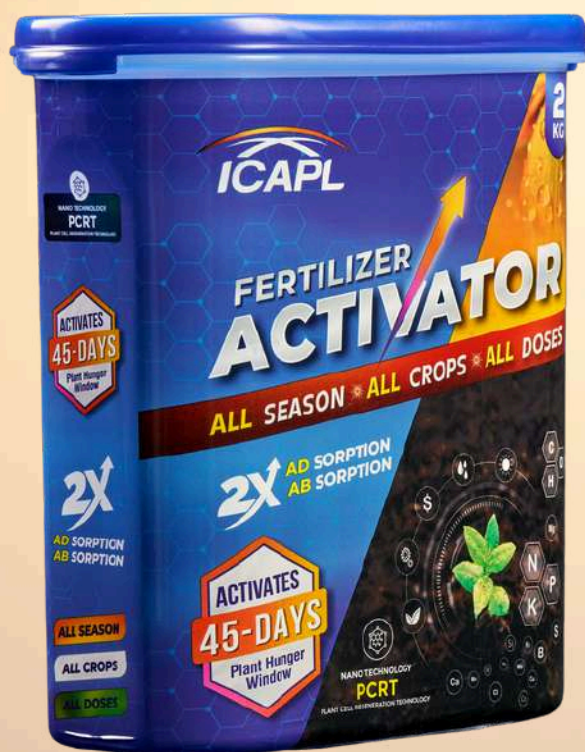
**BOTTOM OF
CONTAINER**

SEAL OF TRUST

FERTILISER ACTIVATOR

ALL SEASON - ALL CROPS - ALL DOSES

FRONT VIEW



SIDE VIEW



SIDE VIEW



BACK SIDE - LABEL CLAIM

ICAPL

**FERTILISER
ACTIVATOR
KE SAATH,
HAR KISAN
"SUPERSTAR"**



Fertile Soils, Abundant Harvests, Food Security for All.....

Intercontinental Annadata Pvt. Ltd.



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