



## Products

The Company is a manufacturer and marketer of Granulated Mixed NPK fertilisers having registration for carrying out the said business in the State of Bihar only at present and below is the list of our products with brands, their objectives & design:

- CONSAM Mahashaktishaali Khad:
  - This is the Company's newly launched brand which is capable of ensuring that a farmer gets best result in high fertiliser consuming crops like Maize, Wheat etc. due to manufacturing of special grades such as 18:24:12, 14:28:14 etc under this brand name.
  - Our objective for this brand is that we make it available for farmers through retailers of fertilisers by putting high efforts on training retailers how they'd be benefited tangibly and intangibly by promoting high nutrient - fertilisers such as CONSAM Mahashaktishaali Khad.
  
- HARA SONA DHANVARSHA:
  - This is the Company's premium brand highly accepted by the farmers of the District of Araria, Kishanganj, Suppaul and Purnea.
  - In most part of the above districts of Bihar, farmer's prefer fertilisers under this brand name more than any other vintage brands of phosphoric fertilisers.
  - Our objective for this brand is that we manufacture special NPK grades as licensed by the State Govt. and sell the same in the area of our operation involving such corporate sales policy that this brand is made available to the consumers, i.e. farmers at most competitive rate. Involvement of corporate sales policies here means:
    - Open dealership policy for dealers in order to ensure competitiveness in rates.
    - Efforts on purchase of direct-fertilizers (raw-materials) involving high efforts in anticipation of world fertilizer prices in order to ensure competitiveness in cost of production.
    - Efforts on productive assessment of sub-standard fertilizer and sourcing them at most competitive prices to ensure usage of same in order to ensure even better competitiveness in selling-rates.
  
- CONSAM Budget Fertiliser:
  - This is the Company's budget brand that was launched for the farmers in January, 2012 & since its launch the same has been selling with great demand due to competitive price & good result in the farmer's fields.
  - Our objective for this brand is that we manufacture the highest nutrient (phosphate) containing general licensed NPK grades such as 18:18:6 & 18:18:10 etc and sell the same in the area of our operation at most competitive rates by adhering to corporate sales and manufacturing policies. Involvement of Corporate sales & manufacturing policies here means:
    - Open dealership policy for dealers in order to ensure competitiveness in rates.
    - Efforts on purchase of direct-fertilizers (raw-materials) involving high efforts in anticipation of world fertilizer prices in order to ensure competitiveness in cost of production.
    - Efforts on productive assessment of sub-standard fertilizer and sourcing them at most competitive prices to ensure usage of same in order to ensure even better competitiveness in selling-rates.



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- CONSAM Kam Daam Achha Khad:
    - This is the Company's newly launched brand for farmers tending to purchase lowest - cost fertilisers due to either weak means of finance or use in low - nutrient requiring crops.
    - Our objective for this brand is that we help the farmers avoid being cheated by looking for low - cost fertilisers that are generally sub - standard. We intent to do so by manufacturing general grades of NPK fertilisers such as 12:12:12, 15:15:7.5, 18:18:6 as licensed by the State Govt. at most competitive rates by adhering to corporate sales and manufacturing policies. Involvement of Corporate sales & manufacturing policies here means :
      - Open dealership policy for dealers in order to ensure competitiveness in rates.
      - Efforts on purchase of direct-fertilizers (raw-materials) involving high efforts in anticipation of world fertilizer prices in order to ensure competitiveness in cost of production.
      - Efforts on productive assessment of sub-standard fertilizer and sourcing them at most competitive prices to ensure usage of same in order to ensure even better competitiveness in selling-rates.