



JIVAGRO™

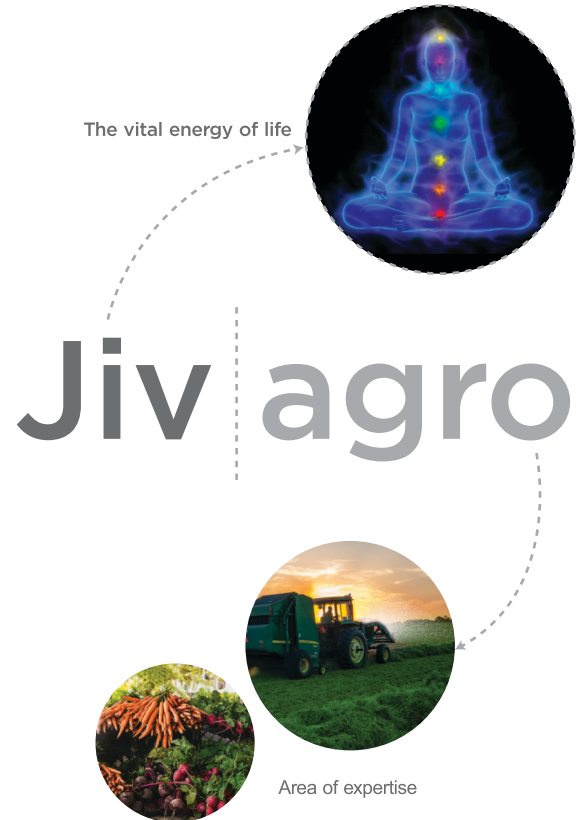
HORTICARE SPECIALIST



Product Booklet

The Name

The name “Jivagro” was coined by fusing “Jiva” which means the vital energy with “agro” that represents the brand’s area of expertise



Brand Identity

JIVAGRO



Holding device



Holding the world of horticulture



Bringing you the goodness of fruits and vegetables



By nurturing and protecting the plants



Jivagro brings home the goodness

Brandmark

The JIVAGRO brandmark represents a goodness bowl that encapsulates fresh and nutritious horticulture produce.

The **blue dots** at the top is the **Jivagro's line of defence** that upholds the nutrition and goodness of horticulture produce

The **six colors** in its primary palette convey the freshness of fruits and vegetables.



Our Purpose

Reimagining a healthier planet!



Vision

To lead with science, technology, & human ingenuity to create transformative solutions in life sciences

Values

Courageous

- Think and act boldly
- Act with integrity
- Be accountable

Curious

- Question conventional wisdom
- Be open-minded
- Develop intellectual curiosity

Creative

- Connect unseen dots to differentiate
- Collaborate and experiment
- Create an environment to execute ideas with speed and excellence for skills

Caring

- Be transparent
- Trust each other
- Bring the best out of people
- Embrace sustainability

Category Identification



— Color

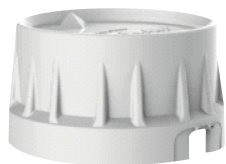


— Icon

Packaging Features

TAMPERPROOF PATENTED CAP

Jivagro is conscious of superior product quality. All products are packed with a unique tamperproof sealing mechanism.



Cap with Jivagro embossing



Tamper evident visual ring



Tamper evident (breakable)



Induction seal

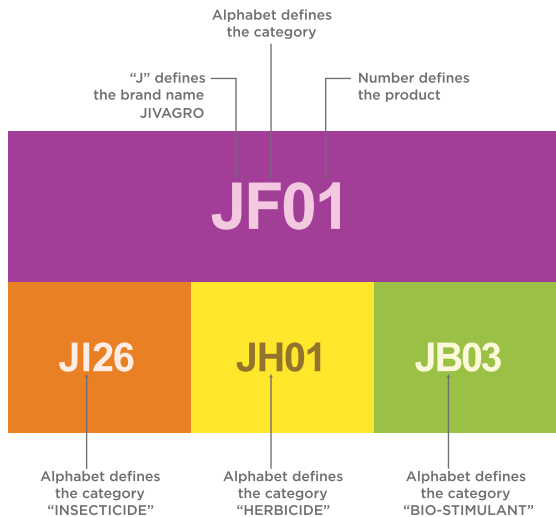


Jivagro logo printed on induction wad

Packaging Features

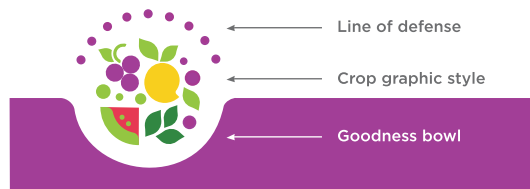
JIVAGRO PRODUCT CODE

To assist farmers with an easy recall of Jivagro products, a unique coding system has been designed for each product.



SECURING GOODNESS

Jivagro brings joy to horticulture by being the line of defense and securing and nurturing goodness of fruits and vegetables.



Packaging Features

RIGHT USAGE PANEL

Dosage: Displays the ideal range for application of the product.

Application: Indicative of the process of application of a product.

Target: Refers to the problem the product helps in solving.

Action: Showcase the nature of action of a product.

Dosage



Application



Broadcast



Spray

Target



Fungicide



Bio-Stimulant



Insecticide



Herbicide

Action



Preventive



Curative



Pre-Emergence

Bringing it alive!



Portfolio

PLANT HEALTH



- RAPIGRO GRANULES
- RAPIGRO LIQUID
- SIAPTON
- ECOLIGHT
- RINGMASTER

NEW LAUNCH

- SRI SAMUDRA BLOOMER
- JEEVASOL



INSECTICIDES

- ULTIMARE
- CAMPANA
- COTANCE
- POCKET
- MITIGATE
- WARRANT
- TORPEDO
- ACADEMY
- WARLOAD
- ECOCHAMP PLUS
- DEUCE POWER
- CICIAL
- FAVOR
- FENVAL
- FENVAL DUST
- FORWARD
- HIGHLIGHT

- ISACARB
- ISAGOR
- MACARIO
- PERMIT
- PRECEDE
- RADAR
- TERROR RL
- TERROR SUPER
- VOLTAGE

NEW LAUNCH

- EVALVE
- VACHAN
- ABATIS
- TROBAN

Our Horticare Solutions

Our wide range of end to end Horticare Solutions – Insecticides, Fungicides, Herbicides and Plant Health Products help achieve the complete potential of Indian Farms.

Portfolio

FUNGICIDES



- ARMATURA
- FANTIC M
- ROUT
- DOMARK
- POLERO
- DEBARR
- PROFORCE
- RAZE
- TOUCHSTONE
- LURIT

HERBICIDES



- LIFEGOLD

Our Horticare Solutions

Our wide range of end to end Horticare Solutions – Insecticides, Fungicides, Herbicides and Plant Health Products help achieve the complete potential of Indian Farms.



PLANT GROWTH NUTRIENTS



ECOLIGHT

Humic acid+ Fulvic acid

A unique Biostimulant which helps improve carbon content in soil and promotes root development

Target Crops:

- All Crops

Dose

- Drip/Drenching- 1 litre/acre

Time of application

- Seedling establishment (Nursery stage) & 5-10 days after transplanting.

Benefits

- Adds readymade organic content on soil, which helps soil micro-organisms to flourish
- Triggers profuse root development
- Help in seedling establishment
- Its unique acidic pH help in soil conditioning, especially in alkaline and saline soil





JEEVASOL

Mycorrhizal Biofertilizer

Unique solution to improve soil health.

Target Crops:

- All Crops

Dose

- 100gm/acre

Time of application

- To be applied via drip/ drenching at 10-15 days after sowing or transplantation

Benefits

- Powered by innovative IROC technology
- Helps improve soil health and structure
- Improves beneficial microbes count in soil
- Helps improving nutrient availability and makes locked phosphorous in soil available to crop
- Vigorous root development and visible plant vigor





RAPIGRO GRANULES

Protein Hydrolysate in granule formulation

A Biostimulant with protein hydrolysate and peptides, which help accelerate root growth and seedling establishment, by providing quick food for plant & all round stress relief for crop

Target Crops:

- All Crops

Dose

- 4-8kg/acre

Time of application

- Early vegetative stage & with first bulk fertilizer application

Benefits

- Provides ready made food for plant roots
- Help enhance crop metabolism, hence, improve uptake in micronutrients present in soil
- Higher number of tillers
- Helps in root development, hence improve plant stand.





RAPIGRO LIQUID

Protein Hydrolysate

A Biostimulant with protein hydrolysate and peptides, which help accelerate plant growth and vigor, while providing an all round stress relief for crop.

Target Crops:

- All Crops

Dose

- 400-500ml/acre

Time of application

- 15-25 Days after sowing/transplantation and repeat sprays after 10-15 days after first spray.

Benefits

- Increase in lateral branching.
- Enhanced crop vigor, leaf surface area & chlorophyll content. Hence, it helps improve plant photosynthesis and secondary metabolic process
- All round anti stress action by upregulating antioxidant production in plant
- Quick and easy uptake by plants resulting in quick mode of action





RINGMASTER

Non Ionic Silicon Based Adjuvant

New generation silicon (Trisiloxane Ethoxylate) based spreader & adjuvant, which helps improve efficacy of Agrochemical and Biostimulant when it is mixed with them.

Target Crops:

- All Crops

Dose

- 5ml / 15 litre water

Time of application

- To be sprayed in tank mix with regular pesticide spray.

Benefits

- Improves spray coverage
- Helps in rapid penetration into leaf by stomatal infiltration
- Helps in wetting of hard to wet leaves and insects
- Promotes rapid uptake of agrochemicals into target site





SIAPTON

Amino acids and Peptides mixture

Siapton is a unique Biostimulant containing essential amino acids and peptides that help increase flowering and fruiting and ensure higher and better-quality yield.

Target Crops:

- All Crops

Dose

- 400-500ml/acre

Time of application

- 40-45 Days after sowing/transplantation and repeat sprays after 10-15 days after first spray.

Benefits

- Helps improve flowering and fruiting
- Helps improve flower and fruit retention by reducing dropping
- Enhances the harvested product quality and increases productivity per unit area
- Better uptake & utilization of applied fertilizers, thus leading to a healthy crop





SRI SAMUDRA BLOOMER

Seaweed extract (with min 1% alginic acid)

A unique product with high alginic acid, organic carbon and micronutrient content. It helps in higher flower to fruit conversion by ensuring holistic crop nutrition and reduced impact of environmental stress

Target Crops:

- All Crops

Dose

- 400-500ml/acre

Time of application

- Pre-Flowering phase & repeat spray 10-15 days after first spray.

Benefits

- Higher Flower to Fruit conversion, resulting as a consequence of upregulated flowering & fruiting pathways, Reduced flower and fruit dropping.
- Enhanced stress tolerance, and rapid recovery post stressful conditions
- High nutritional profile which helps provide adequate nutrients for fruit and flower development





INSECTICIDES



ABATIS

Cyclaniliprole 10.0% w/v DC

Advance diamide insecticide which provides excellent protection against lepidopteran insects.

Target Pest:

- **Paddy** : Stem Borer & Leaf Folder

Dose

- 160ml/acre

Benefits

- Effective against all stages on larva.
- Immediate feeding cessation to avoid further damage.
- Excellent phytotonic effect.



CAMPANA

Dinotefuran 70% WG

Campana is a 3rd Generation Neonicotinoid, and it is used for the effective control of sucking pests in Brinjal, Cotton and Paddy

Target Pest:

- **Brinjal** : Jassids, Aphids, Whitefly
- **Cotton** : Aphids, Whitefly, Leaf hopper
- **Paddy** : BPH, WBPH, GLH

Dose

- 34.8gm/acre

Benefits

- Excellent efficacy on target insects through its systemic and translaminar activity.
- Quick and long duration control of the insects.
- Promotes healthy crop vigor and greenishness, facilitating early establishment and enhancing overall crop vitality.
- Excellent rain fastness effect and gets absorbed within 2-4 hrs. in plant system.





COTANCE

Fluopyrum 34.48% SC

Novel Nematicide that offers long lasting protection against nematodes.

Target Pest:

- **Tomato** : Root knot nematode (*Meloidogyne incognita*)

Dose

- 500ml/acre

Benefits

- Fast, effective, and long duration control of Root knot nematodes.
- Safety profile for the operator and the environment.
- Low application rate and high flexibility in application.
- Profitable and sustainable farm management



EVALVE

Tebufenpyrad 20% WP

Innovative miticide with better thermo stability to provide excellent efficacy even in warmer conditions.

Target Pest:

- **Tea & Tomato** : Red Spider Mite

Dose

- 200gm/acre

Benefits

- Quick knock down & effective long duration control.
- Effective on all stages of mites (egg, larva, nymph, adults)
- Translaminar action to control mites hidden underneath leaves.
- Safe for crop & protects new leaves.





MITIGATE

Fenpyroximate 5% EC

Mitigate is an acaricide which belongs to the phenoxy pyrazole group.

Target Pest:

- **Chilli** : Yellow Mite - 120-240ml/acre
- **Tea** : Red spider Mite, Pink Mite, Purple Mite - 120-240ml/acre
- **Cotton** : Jassids, Mites - 300ml/acre

Benefits

- A broad-spectrum acaricide having an ovicidal action
- Effective against all kinds of mites at all stages
- Strong contact action and gives excellent knockdown of target pest within one day after treatment.
- Safe to natural enemies, no adverse effect on honey bees and beneficial predacious mites and is a suitable IPM product.





POCKET

Emamectin Benzoate 5% SG

Pocket is a multi- purpose and modern insecticide of Avermectin group.

Target Pest:

- **Cotton** : Boll worms - 76-88gm/acre
- **Okra (Bhindi)** : Fruit & Shoot Borer - 54-68gm/acre
- **Cabbage** : Diamond back moth - 60-80gm/acre
- **Chilli** : Fruit borer, Thrips, Mites - 80gm/acre
- **Brinjal** : Fruit and Shoot borer - 80gm/acre
- **Red gram (Arhar/Tur) & Chickpea** : Pod borer - 88gm/acre
- **Grapes** : Thrips - 88gm/acre
- **Tea** : Tea looper - 80gm/acre

Benefits

- Rapid impact and starts showing its result within 2 hrs. of application.
- Well-suited for IPM systems as it provides a sustainable solution for pest control.
- Translaminar action which causes insect control on the lower leaf surface and hence prevents crop damage.
- Safer formulation and reduced risk of body contamination for the user.





TORPEDO

Tolfenpyrad 15% EC

Torpedo is a broad spectrum contact insecticide belonging to the pyrazole group highly effective against sucking, chewing & biting pests.

Target Pest:

- **Cabbage** : Diamond back moth, Aphids
- **Okra (Bhindi) & Cotton** : Aphids, Jassids, Thrips, Whitefly
- **Cumin & Chilli** : Aphids, Thrips
- **Mango** : Hoppers, Thrips
- **Onion** : Thrips

Dose

- 400ml/acre

Benefits

- One shot solution for more than one target pests and hence reduces the cost of crop protection.
- Effective tool for IRM due to it's different mode of action.
- Anti-feedent action which prevents target pests to stop feeding immediately after coming in contact with it.
- Active on different developmental stages i.e eggs, larvae/ nymphs & adults of target pests.





ULTIMARE

Broflanilide 20% SC

Ultimare is a Novel broad-spectrum insecticide under IRAC group 30 for management of Leps & sucking pests with a unique mode of action..

Target Pest:

- **Brinjal** : Shoot and fruit borer, Thrips & Jassids
- **Cabbage** : Diamond back moth & Tobacco caterpillar
- **Chilli** : Fruit borer, Tobacco caterpillar, Thrips and Jassids
- **Okra** : Fruit borer, Thrips and Jassids

Dose

- 50ml/acre

Benefits

- Novel Mode of Action.
- Rapid action & quick elimination of pests, ensuring shorter duration to kill.
- Extended duration of control which provides prolonged protection against pests.
- 1 day PHI and hence is safe to be consumed 1 day after application.
- Shows excellent Phyto-tonic effects which Improves crop health and vigor leading to increased yields.





VACHAN

Thiocyclam Hydrogen Oxalate 50% SP

Vachan is unique tool for breaking insecticide resistance & provides excellent resistance management (IRM) for lepidopteran insects.

Target Pest:

- **Paddy :** Stem Borer and Leaf folder

Dose

- 400gm/acre

Benefits

- Effective on all stages of leps.
- Provides quick knockdown & long duration control.
- Complete protection via contact, systemic & translaminar action.
- Compatible with most insecticides & fungicides.



WARRANT

Metaldehyde 2.5% DP

Warrant is an excellent and renowned molluscicide which is a sure death to snails and slugs that are harmful to many agricultural and horticultural crops and in storage cellars, green houses, mushroom beds etc.

Target Pest:

- **Citrus, Rubber, Rice, Tea and Vegetables**

Dose

- Available in ready to use 2.5% Dust

Feature

- Warrant is target specific

Benefit

- Safe for other animals and does not harm the environment





TROBAN

Dinotefuran 5 % + Ethion 50 % EC

Troban is a combination product with dual MoA and it's a one-shot solution for complex sucking pest management.

Target Pest:

- **Paddy** : BPH, WBPH, GLH & Leaf Folder

Dose

- 400ml/acre

Benefits

- It's 3 Way mode of entry gives increased efficacy
- Dual mode of action helps in effective control of tolerant sucking pests
- Quick Action prevents further damage by the sucking pest
- Early establishment of healthy & green crop





FUNGICIDES



ARMATURA

Polyoxin D Zinc Salt 5% SC

Polyoxin, derived from *Streptomyces cacaoi* ver. *Asoensis* fermentation, is a xylem-mobile antifungal compound absorbed readily by plants, facilitating translocation to target action sites for effective control of fungal infections

Target Pest:

- **Grape** : Powdery Mildew
- **Rice** : Sheath Blight
- **Chilli** : Powdery Mildew

Dose

- 240ml/acre

Benefits

- **Only fungicide in FRAC-19** & offers a unique mode of action for effective control of fungal diseases with minimal risk of resistance development.
- Holds **MRL exemption** in key export-oriented countries, including the USA, Mexico, Canada, New Zealand, South Korea, Taiwan, Chile, Japan, Australia & India
- **Zero pre-harvest interval** (PHI).
- **Registered for Postharvest application** in United states against Gray Mold or Botrytis fruit rot, Alternaria rot
- Safe for beneficial species such as Honeybees and Earthworms
- **Zero pre-harvest interval** (PHI).





DEBARR

Boscalid 25.2% + Pyraclostrobin 12.8% WG

It is a combination of 2 broad spectrum systemic fungicide with unique plant health benefits.

Target Pest:

- **Grape** : Downy Mildew & Powdery Mildew - 240gm/acre
- **Chilli** : Powdery Mildew - 240gm/acre
- **Apple** : Powdery Mildew - 40gm/100litre water
- **Onion** : Purple Blotch - 240gm/acre
- **Tomato** : Early Blight - 240gm/acre

Benefits

- Dual attack on the fungus, with excellent crop protection & safety.
- Extends vitality to the crop by keeping the crop stronger & leaves greener.
- Active on all fungal growth stages of the fungal spores.
- Locally systemic and has a translaminar action





DOMARK

Tetraconazole 3.8% EW

Domark is a systemic based broad-spectrum fungicide registered for use on a wide variety of agricultural crops used for preventative and curative control of fungal diseases

Target Pest:

- **Grape** : Powdery Mildew - 250-300ml/acre
- **Mango** : Powdery Mildew - 500ml/acre
- **Watermelon** : Powdery Mildew - 400ml/acre
- **Tea** : Blister Blight - 200ml/acre

Benefits

- Excellent preventative and good curative activity due to its unique profile and excellent plant stability
- Highly systemic product offering quick penetration and absorption in plant parts
- Offers even distribution into plant tissues
- Safe chemistry





FANTIC M

Benalaxyl M 4% + Mancozeb 65% WP

Fantic M is a dual action systemic and contact fungicide with protective, curative & eradicant action based on Kiralaxyl (Benalaxyl M) against oomycetes in combination with multi-site action of Mancozeb.

Target Pest:

- **Grape** : Downy mildew

Dose

- 550gm for 200 litres of water

Benefit

- **Acropetal systemicity** - protects the new growth from disease incidence.
- Has **multi-site** action and hence is an optimal solution for resistance management
- **High rain fastness**
- Has **long persistency**





POLERO

Azoxystrobin 18.2% + Difenoconazole 11.4% w/w SC

Polero is a dual systemic broad-spectrum combination fungicide with protective and curative action which not only provides disease control but also improves crop health, quality and yield of the plant.

Target Pest:

- **Chilli** : Anthracnose & Powdery Mildew
- **Tomato** : Early Blight & Late Blight
- **Paddy (Rice)** : Blast & Sheath Blight
- **Wheat** : Rust & Powdery mildew
- **Cotton** : Leaf spot and Grey Mildew
- **Onion** : Purple Blotch, Stemphylium Blight & Downy Mildew
- **Ground nut** : Tikka leaf spot & Rust

Dose

- 200-500ml/acre

Benefit

- Translaminar and acropetal movement help in quicker and even dispersion in plant system
- Have multi-site action
- Longer duration control





PROFORCE

Metiram 55% + Pyraclostrobin 5% WG

Proforce is a contact & protective combination fungicide including a strobilurin group which prevents germination of spores & interferes the development of the germ tubes.

Target Pest:

- **Tomato** : Early Blight
- **Grape** : Downy Mildew - 400ml/acre
- **Potato** : Late Blight
- **Chilli** : Anthracnose
- **Onion** : Purple Blotch
- **Cotton** : Alternaria leaf spot
- **Apple** : Premature leaf fall & Alternaria leaf spot & blight - 1g/1L of water
- **Pomegranate** : Fruit Spot
- **Cumin** : Alternaria Blight & Powdery Mildew
- **Banana** : Sigatoka leaf spot disease
- **Cucumber & Bitter gourd** : Downy Mildew disease

Dose

- 600gm/acre

Benefits

- Extraordinary broad-spectrum molecule
- Translaminar action
- Fast & longer duration protection with lesser sprays.
- Positive physiological effects
- Safe to Environment: Green chemistry





ROUT

Iprobenphos 48% EC

Rout is a broad-spectrum systemic fungicide, offering highly effective curative and protective action against a wide range of fungi causing diseases on fruits, vegetables, and field crops.

Target Pest:

- **Rice (Paddy)** : Blast, Sheath blight
- **Chilli** : Fruit rot / Die - back
- **Tomato & Potato** : Early blight
- **Onion** : Purple blotch
- **Pomegranate & Grape** : Anthracnose

Dose

- 200ml/acre

Benefit

- Single solution for a wide range of pathogens in large no. of crops
- Absorbed and translocated through roots, sheath, and leaves and has long lasting effect.
- Phytotonic effect on the plants.
- Low toxicity to mammals and fish.





OTHER INSECTICIDES

Products	Technical
ACADEMY	Fipronil 40% + Imidacloprid 40% WG
FAVOR	Flubendiamide 20% WG
FENVAL	Fenvalerate 20% EC
FENVAL DUST	Fenvalerate 0.4% DP
FORWARD	Alphamethrin 10% EC
HIGHLIGHT	Bifenthrin 10% EC
ISACARB	Indoxacarb 14.5% SC
ISAGOR	Dimethoate 30% EC
JUDGEMENT	Lambdacyhalothrin 5% EC
MACARIO	Hexythiazox 5.45% EC
PERMIT	Acetamprid 20% SP
POCKET	Emamectin Benzoate 5% SG
PRECEDE	Ethion 50% EC
RADAR	Chlorpyrifos 20% EC
TERROR RL	Chlorpyrifos 50% + Cypermethrin 5% EC
TERROR SUPER	Profenofos 40% + Cypermethrin 4% EC
VOLTAGE	Spiromesifen 22.9%SC



OTHER FUNGICIDES

Products	Technical
LURIT	Dimethomorph 50% WP
RAZE	Copper oxychloride 50% WP
TOUCH STONE	Mancozeb 63% + Carbendazim 12 % WP

HERBICIDE

Product	Technical
LIFEGOLD	Oxyflourfen 23.5% EC



JIVAGROTM

HORTICARE SPECIALIST

Jivagro Limited

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    **JivagroHorticare**