

CELTRICH™

The Bio-Organic Soil Enricher



Celrich™ is a unique bio organic soil enricher made from biodegradable organic substances, mainly of plant origin, through controlled accelerated microbial composting process. It is a dark brownish, free flowing powder having earthy smell. It is free from viable weed seeds, insect eggs and plant pathogens

Celrich™ is a rich source of humus and plant nutrients which increase the fertility of tropical soils. The concept of integrated nutrient supply involving organic and inorganic fertilizers is being widely practiced to meet the growing nutrient needs of high yielding varieties of crop under intensive agriculture conditions in a sustainable way.

Celrich™ contains well-matured organic matter and growth promoting substances of biological origin. It contains biologically chelated major and minor nutrients. Free living nitrogen fixing bacteria and phosphate solubilising micro organisms are found in plenty. Use of **Celrich™** improves the soil's structural properties like porosity, bulk density, aggregation, aeration and water holding capacity. **Celrich™** improves the availability of fertilizer nutrients by its absorption, storage and slow release.

Crops

- Fruit crops** : Grapes, Guava, Sapota, Citrus, Mango, Pomegranate, Custard apple, Banana, Apple, Coconut etc.
- Field crops** : Cotton, Paddy, Sorghum, Sunflower, Groundnut, Potato, Mustard, Cumin,
- Vegetables crops** : Tomato, Chilly, Brinjal, Onion, Lady's finger etc.,
- Plantation crops** : Cardamom, Tea, Coffee, Floriculture, Home Gardening, Medicinal plants etc.

Enriched with PSB and Azotobacter



EXCEL INDUSTRIES LTD.

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Application

Normally, it should be applied at the time of soil / land preparation, however inter-row application can also be done. In case of perennials (like fruit trees), June July (after monsoon rains) is the best time to apply **Celrich™**. **Celrich™** creates the right kind of conditions for faster germination and establishment of the root system. The plants grow healthy with natural resistance to pest and diseases. Hence the application of **Celrich™** done prior to seed sowing or raising of seedlings / transplanting will have remarkably good results. Ideally **Celrich™** should be applied every year. It is an organic input for enrichment and rejuvenation of the soil. A healthy soil alone can produce a healthy crop.

Composition

C : N	< 15 : 1	Bulk ensity	0.7 to 0.9
Moisture content	< 25%	pH	6.5 to 7.5
Organic Matter	< 15 : 1	TBC	10 ⁹ to 10 ¹⁰
Nitrogen	0.5 to 1.0%	Fungi	10 ⁴ to 10 ⁶
Phosphorus	0.5 to 1.0%	Actinomycetes	10 ⁴ to 10 ⁶
Potassium	0.5 to 1.0%	Azotobacter	10 ⁴ to 10 ⁶
Natural Inerts	35 to 40%		

Dose

Use 500 to 1000Kg. of **Celrich™** per acre per year. Dosage may be increased to 3 tons per acre per year in soil with low organic matter or problematic soil.

Storage

Store in dry and cool place. Avoid direct sunlight

Packing

Available in 1kg, 5kg & 50kg pack size



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