



I am  
100%  
Natural

AMETHYST  
ORGANICS

**Chromogreen<sup>TM</sup>**  
100% Biodegradable Products

Corporate Presentation for Sustainable  
**100%** Biodegradable Products

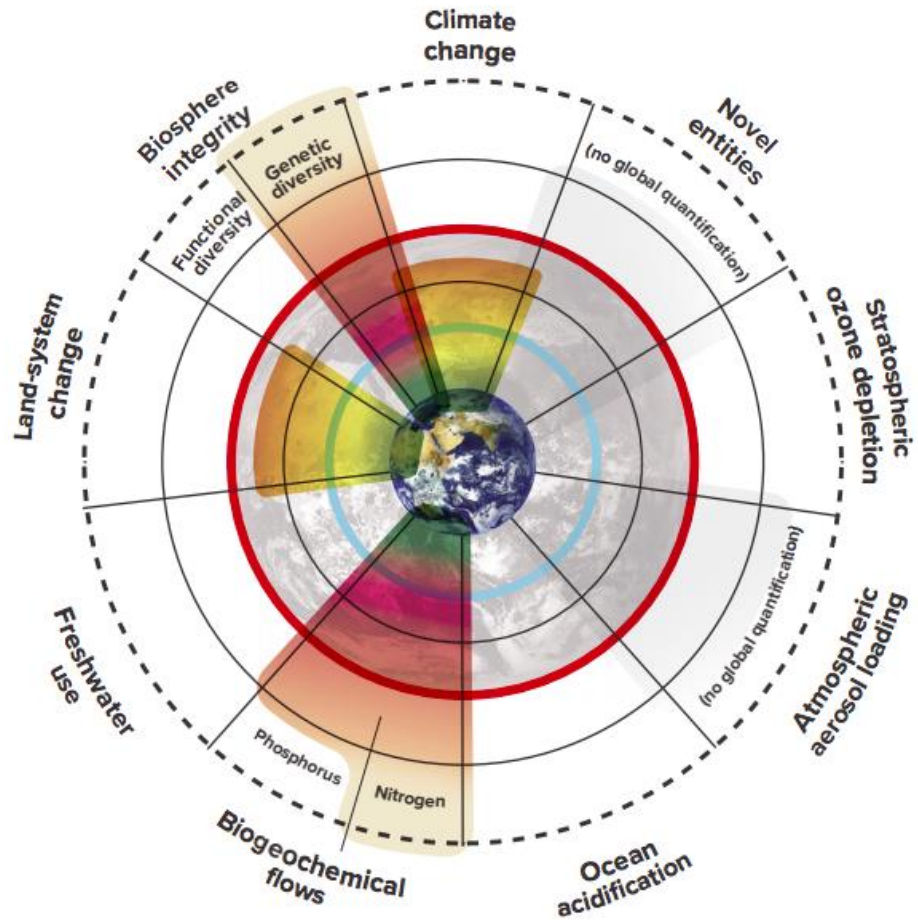
# Index

- 1.Executive Summary
- 2.Company Summary
- 3.Company Details
- 4.Profile of promoters
- 5.The Plastic Menace
- 6.Bioplastics and Oxodegradeble plastics Single use plastic
- 7.Impacts of mismanaged single use plastics A Step in the Right Direction
- 8.Chromogreen Zero Plastic Biodegradable Products Features
- 9.The Manufacturing Process
- 10.The Implementation Plan
- 11.The Partners Model
- 12.Product range for immediate production Industry Segments
- 13.SWOT (Strength, Weakness, Opportunity and Threat) Analysis
- 14.Market Differentiation and Positioning Strategy (the Green Marketing Mix)
- 15.Market Trends and Analysis
- 16.Government Regulations Green Marketing
- 17.Green Awareness
- 18.Barriers to Entry for competitors
- 19.Marketing, Promotional Activities and Tools
- 20.Setting Up a Unit.
- 21.Manpower Requirement ROI

## Executive Summary

### Sustainability

It is our ambition to become a leader in sustainable business practices and help other business also become the same by accepting and adopting our Sustainable 100% biodegradable products as a packing solution.



This means we have to first acknowledge that as a society we are pushing the planet's systems and capabilities to an unmanageable level and that growth, as we have been accustomed to, cannot continue indefinitely.

The time has come when business leaders need to decide whether their enterprises are fit for future purpose and if not, either make them capable of withstanding the constraints that they will be working under, or accept their demise.

In order to be resilient to these external changes, it will inevitably require us to do things such as: alter our energy matrix for a reduced carbon footprint, manage and protect biodiversity and find sufficient secure water supplies while coping with the **Plastic Menace**.

**Plastic is used in virtually every industry** possible worldwide. Plastic production have been on the rampage and Plastindia Foundation—a body of major associations, organizations and institutions connected with plastics, estimates that in 2019 -20 alone, India consumed 26.5 million tons of plastic.

## Executive Summary

The problem is that there is no effective and environmental friendly way to dispose of the used plastic. Only a small percent is recycled. The others are sent to Land fills, burnt or lie clogging sewers.

According to the industry body FICCI, 43 per cent of India's plastics are used in packaging and are single-use plastic. It is not just the accumulation of plastics that harms the environment - it is also the fragments and toxins released during photo-decomposition that pollute our soil and water. Clogs up sewers and drainage systems causing severe cases of malaria and dengue due to the increased population of Mosquitoes that breed on these flooded sewers.

There is a wide impact on human health, other living organisms, environment and economy.

Biodegradable Products have been proposed earlier as a visible "solution" for the single use plastic in use.

They are designed to degrade quickly and while they may become less noticeable, they are still present in the environment. The fragments and toxins still pollutes the water and soil.

For example, in rivers and ocean environments, plastic fragments are taken in by filter-feeding organisms. When any tiny plankton ingests plastic, animals up the food chain will accumulate larger quantities of the plastic.

**Chromogreen** manufactures and trades in Sustainable 100% biodegradable products made of 100% natural substances like tapioca, vegetable waste and vegetable oil derivatives, bamboos, bagasse, paddy residue called "parali" that can be used as an alternative for plastic in a competent price range. They degrade naturally with no special condition requirement.





## Executive Summary

The company proposes a franchise partner model, wherein the machines and the pellets used as raw materials for the manufacturing of the product are supplied to the partners. The company would be present in the market under the brand "Chromogreen".

We will appointing dealers and distributors and manufacturing partners across the country



We would be also consulting existing plastic manufacturing companies to buy technical know how, raw materials and plant and machineries to join hand in replacing single use plastic products. We have already appointed more than 600 dealers across India and aim to appoint min 6000 by the end of 2021.

The market for biodegradable products are given a boost by the various laws brought in by the government, the green marketing policies adopted by various corporates and the ever growing green conscious people.

The government has proactively taken measures to reduce the usage of plastic and have given commitments on global summits to make India plastic free by 2022. "Multi-layered plastic which is non-recyclable or non-energy recoverable or with no alternate use" has been completely banned since March 2018..

The product can be easily differentiated and positioned in the market using the unique characteristics of the product. All the partner companies and their brands would be displayed on the Chromogreen website its franchise partners, through its business structure aims to capture the green market segment under the selected product ranges and create a revolution in the industry.

## Company Summary

Chromogreen is one of the Brand owned by Chromozome Network Private Limited (U72900KA2011PTC058878) is a Private Limited Company incorporated on 31.05.2011.

The company was formed with an object to promote, establish and take on the business of managing the events and other marketing activities to raise funds for NGO's. We got a vision I 2017 to become become a leader in sustainable business practices and help other business also become the same by accepting and adopting our Sustainable 100% biodegradable products as a packing solution as a better replacement for single use plastics.

## Company Details

Registered address of the company is No Leven 14,15 U B city Vittal Malay Road Road, Bangalore - 560091.

Authorized capital of the company is Rs.5,00,000/- and the same has been fully subscribed and paid up by the promoters.

Company has been issued **PAN of AAACC4228R.**

Company has obtained GST registration with

**No. 29AODPK5470K1ZK**

Company has also been registered under Karnataka Shops & Establishment Act, 1961, on 15.08.2020

**No :15/84/CE/0155/2020**

and the same is valid up to 31.12.2024.

Company is issued MSME certificate No. **UDYAM-KR-03-0039734** by Ministry of Micro, Small and Medium Enterprises. Unit is classified as Small Manufacturing Enterprise.

## Company Details

### Profile of the Promoter

**Sri. Raj Kumar DIN: 02032175)**  
aged 38 Our Founder Raj Sinha is a visionary, professional with determination.

He is a serial Entrepreneur, Marketing Consultant and Founder Director of Chromogreen.com . Raj is an official **TedX Speaker** and has been awarded a number of times in entrepreneur's groups for his exceptional business skills helping young business to grow.



A MBA Graduate from IFMR with his Rich Banking and Marketing Skills looking for an opportunity to create jobs with safe environment. His Experience spans various marketing and technology solutions focusing of future proofing business operations through digital transformation and Make In India Belief.

After successfully running the said business for the past few decades, it has been transferred to his family members and he has entered into the proposed venture of manufacturing biodegradable bags. In view of this past experience, he will be looking after day to day management / operations of the company.

With the backdrop of existing successful business lines and the knowledge gained in the rich experience, the promoters foresee viable and profitable business opportunity and also rendering social responsibility by venturing into the eco-friendly business category.



## The Plastic Menace

### The Plastic Menace

Plastic is the cheapest and the most durable form of bags available worldwide and is used in virtually every industry possible. As of 2018, about 380 million tons of plastic is produced worldwide each year. From the 1950s up to 2018, an estimated 6.3 billion tons of plastic has been produced worldwide.

The plastic product takes a period of 400 -1000 years to disappear from the environment. It is not just the accumulation of plastics that harms the environment - it is also the fragments and toxins released during photo-decomposition that pollute our soil and water. The pervasive dominance of plastics means that it is now embedded in, quite literally, every habitat in the world. One example is the Great Pacific Garbage Patch—a 600-sq km floating island of plastic waste in the North Pacific Ocean. Less spoken about are the hundreds of thousands of landfills, drains and rivers choked with plastic waste, especially in the developing world.



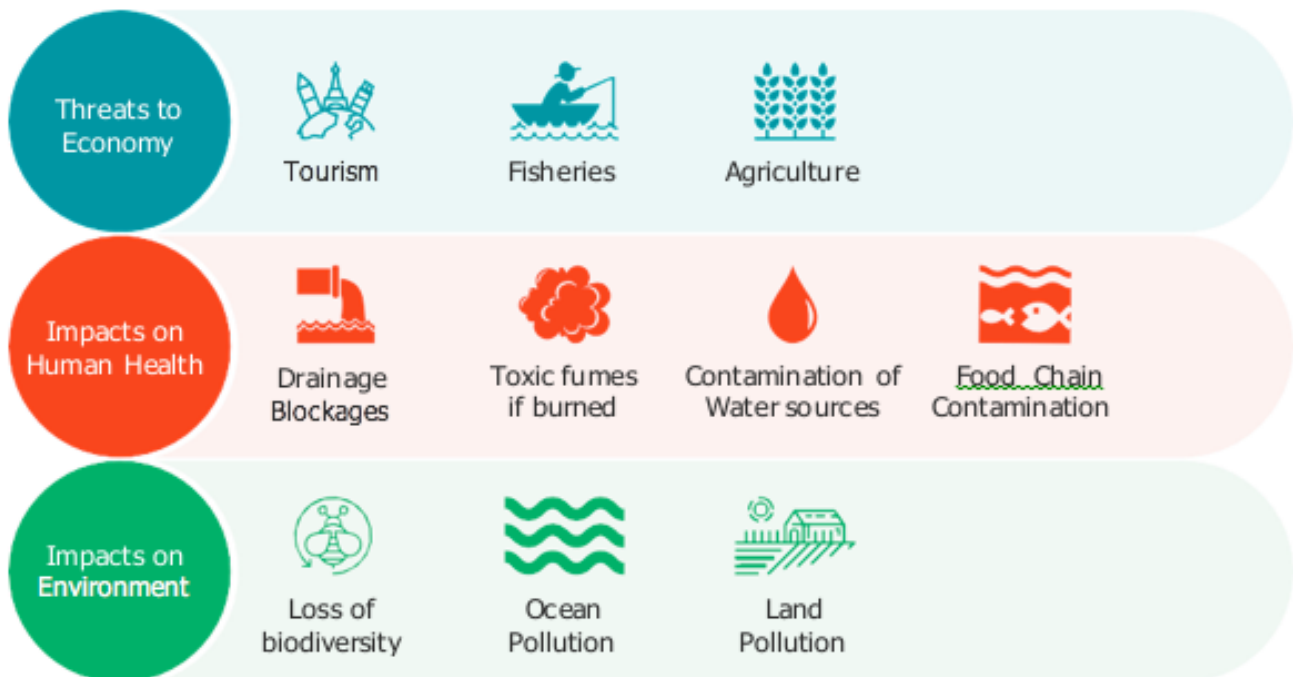


# The Plastic Menace

30 kg of plastic has been found in the guts of cows in the country and 20 cows die per day as a result of ingesting plastic bags and having their digestive systems clogged by them. One million seabirds and 100,000 marine mammals are killed annually from plastic in our oceans around the world.

Plastindia Foundation—a body of major associations, organizations and institutions connected with plastics, estimates that in 2017-18 alone, India consumed 16.5 million tonnes of plastic. According to industry body FICCI, 43 per cent of India's plastics are used in packaging and are single-use plastic. Consumption has clearly outstripped India's capacity to recycle.

## Impacts of Mismanaged single-use plastics



## A Step in the Right Direction

Earlier this year, while signing the agreement to host the UN-led World Environment Day, India's Environment Minister Harsh Vardhan declared: "It is the beginning of the end of plastic menace" and announced that India will, by 2022, "eliminate all single use plastics from our beautiful country."

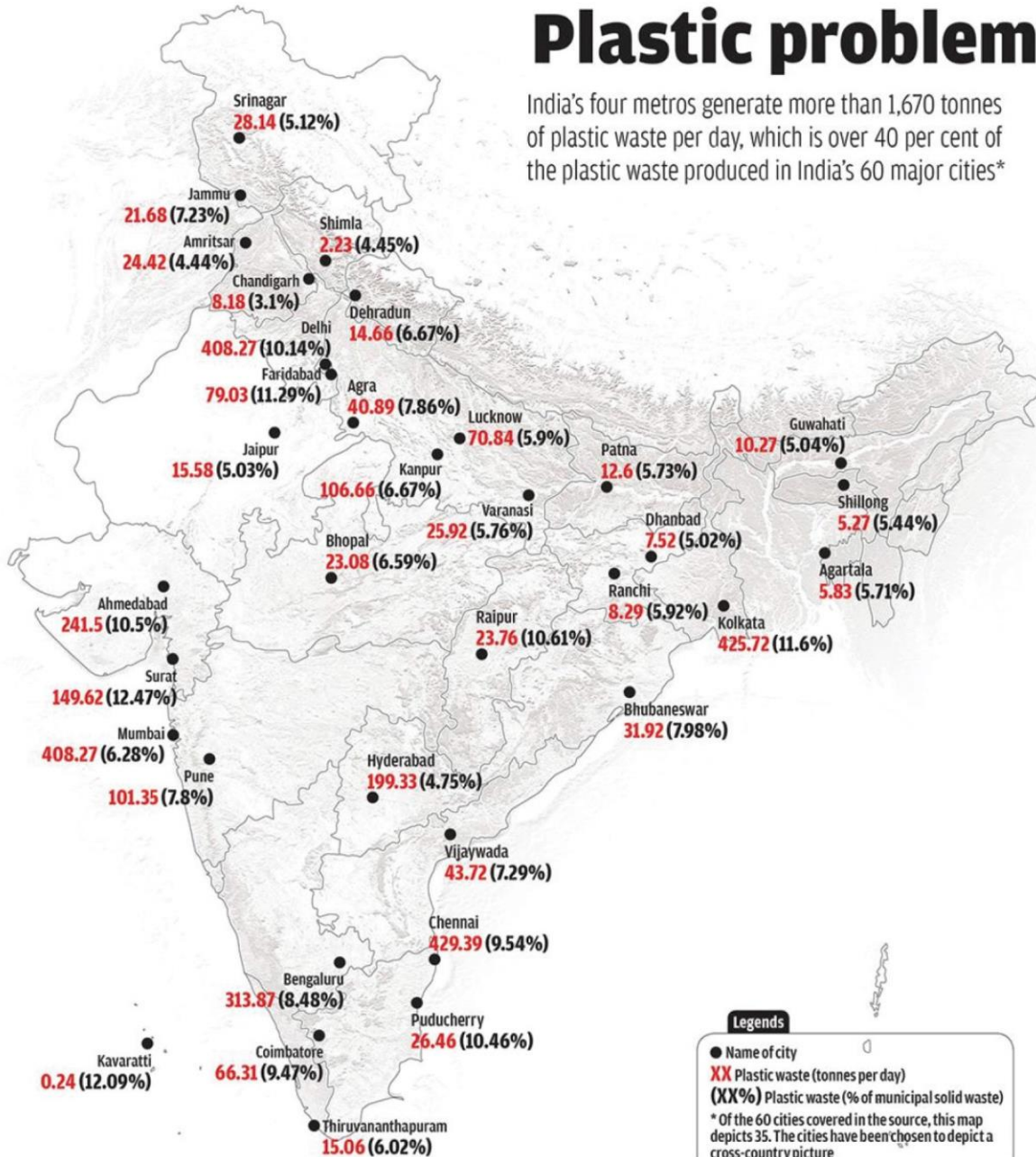
# The Plastic Menace



WORLD ENVIRONMENT DAY SPECIAL

## Plastic problem

India's four metros generate more than 1,670 tonnes of plastic waste per day, which is over 40 per cent of the plastic waste produced in India's 60 major cities\*



Average plastic waste generation in India (tonnes per day)

**4,059.18**

Average plastic waste share in municipal solid waste in India

**6.92%**

### Legends

- Name of city
- XX Plastic waste (tonnes per day)
- (XX%) Plastic waste (% of municipal solid waste)
- \* Of the 60 cities covered in the source, this map depicts 35. The cities have been chosen to depict a cross-country picture



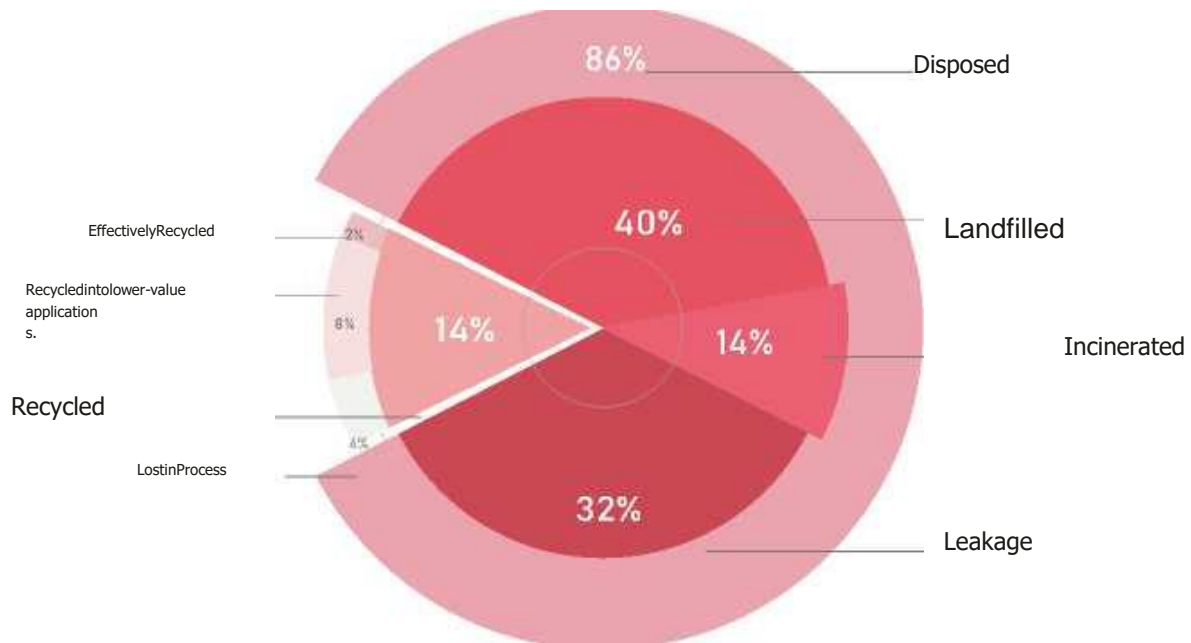
Prepared by DTE/CSE Data Centre  
Infographics: Raj Kumar Singh  
Analysis: Snigdha Das  
Source: Consolidated Guidelines for Segregation, Collection and Disposal of Plastic Waste, CPCB, September 2017  
For more such infographics visit: [www.downtoearth.org.in/infographics](http://www.downtoearth.org.in/infographics)

(Fig : Average plastic waste generation by Indian cities and Average plastic waste share in share in municipal solid waste in India)

# The Plastic Menace

## Bioplastics and Oxo-degradable Plastics

Some plastics such as Oxo-Degradable plastics are designed to degrade quickly and while they may become less noticeable, they are still present in the environment. The fragments and toxins still pollute the water and soil. For example, in ocean environments, plastic fragments are taken in by filter-feeding organisms. When any tiny plankton ingests plastic, animals up the food chain will accumulate larger quantities of the plastic.



(Fig : Classification of Recycled, disposed and incinerated plastic)

## Single Use Plastics

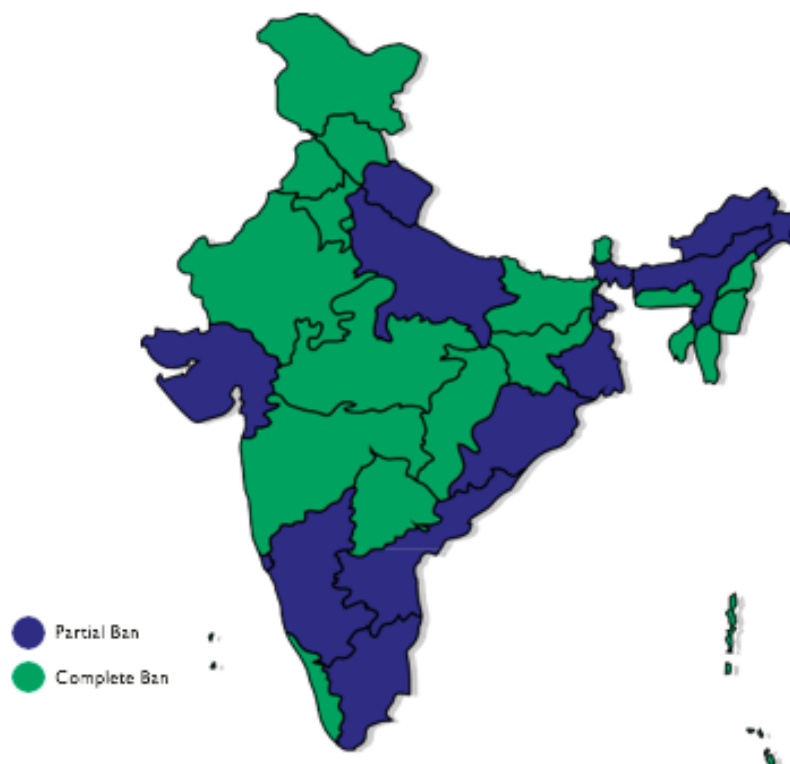
Single use plastics are designed for a single use and is generally discarded after use. They hamper the recycling process of plastic and clogs up sewers and drainage systems causing severe cases of malaria and dengue due to the increased population of mosquitoes that breed on these flooded sewers.



## The Plastic Menace

Over the past two decades, 25 of the 29 states and several Union Territories have tried to regulate the use of plastics. India's first attempt at tackling the menace of plastic waste came in 2011 when the government notified the Plastic Waste (Management and Handling) Rules, 2011. The policy sought to disincentivise the use of poly bags by setting up a pricing mechanism for them and also to establish rules for recycling by local authorities. The Rules were replaced with a stronger Plastic Waste Management Rules, 2016. The new rules gave emphasis on a complete ban on plastics below 50 microns, phasing out use of multi-layered packaging and introducing extended producer responsibility (EPR) for producers, importers and brand owners to ensure environmentally sound management of plastic products until the end of their lives.

"Multi-layered plastic which is non-recyclable or non-energy recoverable or with no alternate use" has been completely banned since March 2018. The government has also committed to shut down all small and illegal plastic producing plants.



(Fig : Partial and complete ban of plastics in Indian states)

## Our Products Categories

### Types of Biodegradable Products



100 % Biodegradable  
Hot Water Soluble

[Shop Now →](#)



100% Biodegradable  
Non - Water Soluble

[Shop Now →](#)



100% Oxy-  
Biodegradable

[Shop Now →](#)



Plant Fiber Products

[Shop Now →](#)



Paper Products

[Shop Now →](#)



Bamboo Products

[Shop Now →](#)



### Industry Segments

Retail

Household  
Applications

Medical  
Industry

Packaging  
Industry

Industrial  
Applications

Hotel  
Industry

Agriculture

## Our Special Exclusive Product ( 100 % Hot Water Soluble )

Made from natural starches & vegetable oil derivatives.

Non-toxic to the environment, animals & plants.

Contains no conventional plastic

Has an electrical dissipative feature

Has anti static feature as dust repellent

Good oxygen bearer & corrosion prevention

Good oil and grease resistant



Dissolves in hot water at 80 degrees Celsius

Softens at water at room temperature

Biodegradable test can be done at desk anytime by anyone.

Use of alcohol free and heavy metal free inks

Can go to landfills and would decompose naturally in 60-180 days

Would turn to ashes when burnt

“The product can be tested anywhere at any time at table for results. Can be tested by common man with a common procedure (hot water & lighter). It dissolves instantly in water above 80 degrees and burns like paper. We can proudly say that it is the first such product in India that can be tested in this manner without any lab assistance”



## Our Special Exclusive Product

### 1. GRIPHOLE BAG



### 2. GROCERY BAG



### 3. GARBAGE BAG



### 4. WRAPPING FILM



## Our Carry Bags Price as compared to the other options available

<div>  <div> <b>Protect our World from Plastic</b>  100% Plastic Free Products </div> </div>							
Material Type	Not good for Nature / Banned		Very Costly	Our 100% Bio Degradable Products			
	Plastic Bags	Non-woven Bags	Cloth Bags	OXO Biodegradable	Compostable Biodegradable	Compostable Hot Water Soluble	Paper Bags
Micron / Gsm	51	50	50	51	30	30	50
Price / Kg (Rs.)	150/-	180/-	300/-	200/-	320/-	395/-	200/-
Price / Bag (Rs.)	1.05/-	1.44/-	3/-	1.39/-	1.34/-	1.65/-	2.7/-
Price / Bag (Rs.) (20x16 In Capacity)	4.18/-	4/-	8/-	5.57/-	5.35/-	6.61/-	6/-

[www.chromogreen.com](http://www.chromogreen.com)

## Other Products





Other Products





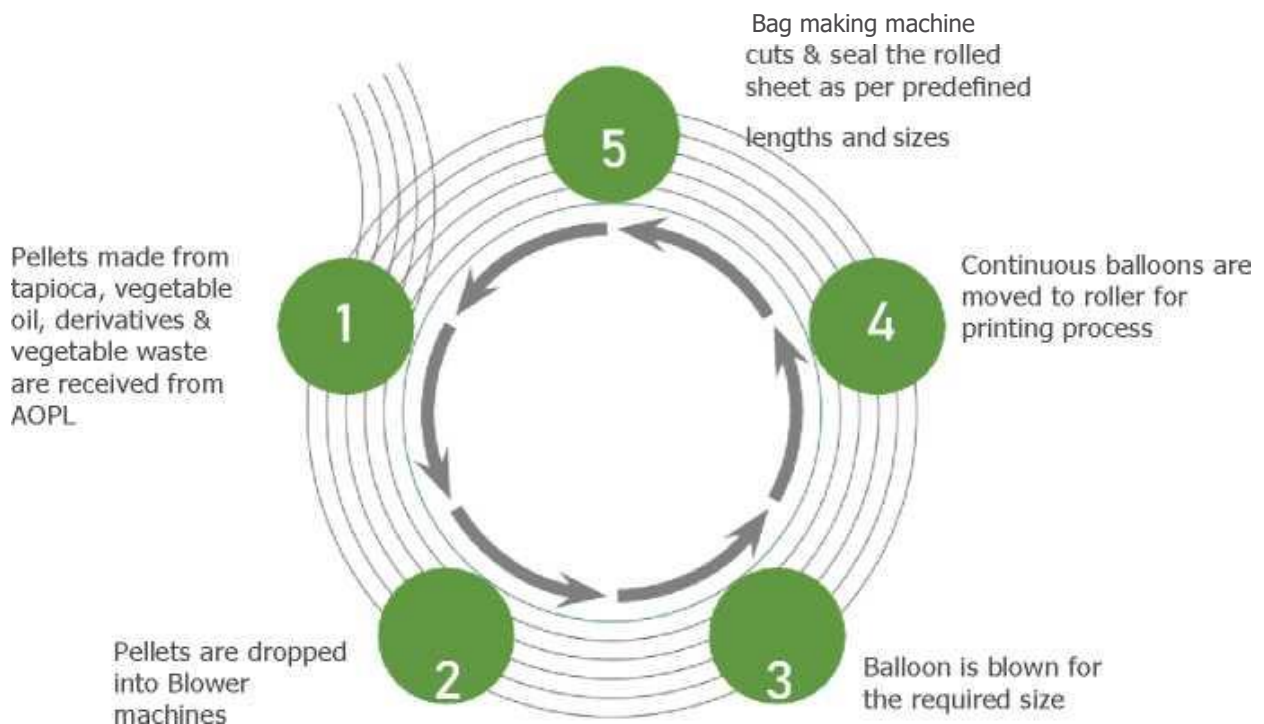
## Chromogreen Zero Plastic Biodegradable Products



**Chromogreen** is the trademarked brand name under which CNPL would sell its range of biodegradable/compostable /Oxy and Other Biodegradable Products. It comprises of products manufactured by CNPL and the products purchased by CNPL under the buyback scheme from its franchise partners.

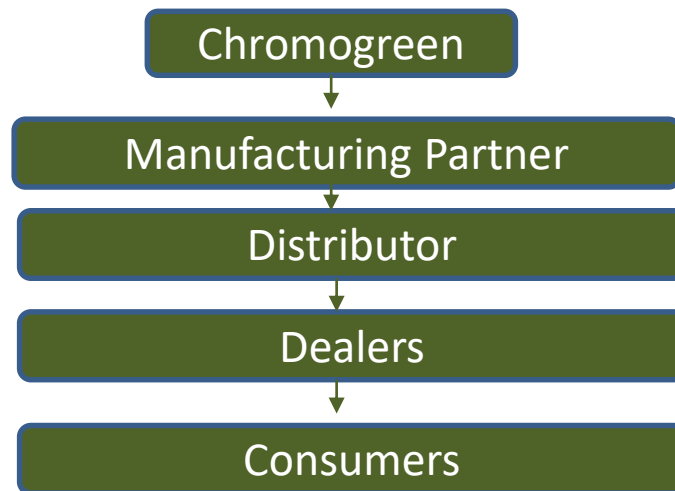
### The Bags Manufacturing Process

The process involved in the foam extrusion process is as follows



## The Implementation Plan

### The Dealer / Distributor / Manufacturing Partner Model



CNPL plans to initially award Dealership to 6000 units located strategically throughout India, taking into account the demand for the products in the area. We have already allocated 600+ dealers till Dec 31<sup>st</sup> 2020. The Distributors would be selected based on the relevance of the company to the industry and the Socio-economic synergies. There will be multiple dealer in a city mapped to exclusive 1 dealer in that city authorized to sell all Chromogreen Products.

#### **Zero hassle machine and raw material supply**

The machines would be manufactured by CNPL and supplied to the franchisees. The pellets made from the raw materials will also be supplied by CNPL. Inventory for 6 months would be held by CNPL at all times to ensure that production is never affected.

#### **Buyback guarantee**

CNPL provides a buyback guarantee of 2 years for the products, if opted by the Manufacturing Partners, which can be extended to 3 more years after the initial contract period if needed.

#### **Publicity**

All the Partners company names and brand would be mentioned by CNPL on Chromogreen.com website. The marketing would be done by the Partners themselves as they deem fit. The brand names for the products will be "CHROMOGREEN" and manufacturers name can be of their own.

## **SWOT(Strength, Weakness, Opportunity and Threat) Analysis**

### **Strengths**

Our products are 100% natural and biodegradable and do not have any plastic, Out Tapioca Based carry bags dissolves in water above 80 degrees instantly and leave no toxic emissions, even when they are burnt they turn to ashes. It can also be accidentally eaten by animals causing no harm to them but rather a source of energy. Water based ink is used and the product is truly green in all aspects.

Our product can be used to drive up the brand value of our client companies due to the enormous environmental benefits making them more Sustainable and increasing their Sustainability Score.

The marketing of our unique product which is safe and cause minimal harm to the environment would be complemented by efforts made by those organizations to associate themselves with their various green campaigns to build on their brand image.

Very experienced management who are used to handling manufacturing units with experience and knowledge gained over the course of time.

Chromogreen would be the first company in India to be in the market all the Sustainable product under one platform. We aim to be India's first Sustainability 100% Biodegradable Products Manufacturing and Marketing B2B Platform.

### **Weakness**

It is a one-time use product and the shelf life of the product is not long as it is designed to degrade over time and as a single-use plastic alternative. The cost is 30% higher compared to plastic but the slight premium is justified totally by the environmental and societal benefits.

### **Opportunities**

New market avenues have as the government become more and more stricter towards adopting cleaner alternatives to single-use plastic and on June 5, India made one of the more ambitious commitments by any country to tackle the problem. Environment Minister Harsh Vardhan used World Environment Day to announce that India will, by 2022, "eliminate all single use plastics from our beautiful country."

## SWOT(Strength, Weakness, Opportunity and Threat) Analysis

Over time, consumers and organizations are becoming more environmentally aware and concerned and are demanding products that conform to these new attitudes. This will definitely create more market for an already booming industry.

Fossil fuel resources are getting depleted day-by-day and the the need for biodegradable packaging is on the rise.

### Threat

Research and Development works are being undergone throughout the world to find better alternatives to the single use plastics. While a new product entry can be perceived as a threat, the technology used by Chromogreen is proven in other parts of the Globe and extremely cost effective. The barriers to entry is more, which is explained in detail below.

## Market Differentiation and Positioning Strategy

### Two key parameters are established in this

- > Differentiating our product from the current ones in the market and establishing the unique characteristics of our product and the company that produces it
- > The conformance to the societal criteria of various customers in their purchase decisions

A large segment of the market are becoming more environmentally aware and concerned about the effects of plastics. The consumers of this segment are demanding products that address these concerns and provide a solution to the current problem of use of plastics and also products that would support their environment-friendly attitude.

The increase in today's consumers socially-conscious behavior gives us an advantage over competitors who are failing to address this issue. Plastic pollution has been a global concern for quite some time now and is forcing the developing countries as well as to



## Market Differentiation and Positioning Strate

regulate or completely ban the use of plastics. Marketing would be done to the segment which are becoming more environmentally aware and concerned. These consumers are demanding products that conform to these new attitudes.

Organizations perceive green marketing to be a competitive advantage, relative to the competitors. Firms, therefore, strive to improve upon their societal awareness. This complements the increase in consumers' socially conscious behavior and will therefore gives us an advantage over competitors who do not address these issues. The marketing of our unique product which is safe and cause minimal harm to the environment would be complemented by efforts made by those organizations to associate themselves with their various green campaigns to build on their brand image.

Following the positioning process, it is necessary to differentiate this technology and product from others. This is implemented through the product, price, promotion and positioning for the applications of such technology viz. **the Green Marketing Mix**

### Green Product

The technology used for production is environment and user friendly. Our bags offer a higher value since they are non-toxic, made of 100% biodegradable natural substances like tapioca, vegetable waste and vegetable oil derivatives. They are designed in such a way that they dissolve in water above 80 degrees and do not have any toxic emissions

### Green Price

The common misconception about environmental friendly goods is that they are less affordable compared to normal goods. The reason is that much research and development before having to be environmental friendly. However, our bags cost only 30% to 50% higher than the other alternatives available in the market and the small

## Market Differentiation and Positioning Strategy

premium which the consumers would be paying would be justified solely by the benefits for the environment and life due to the use of this product over the alternatives.

### Green Place

With the combination of all the factors, the medium for distribution is also very important. For this technology, intensive distribution could be practical. Retail and online stores would be suitable for households to obtain our products and it would be readily available to offer great quality and convenience to its users.

### Green Promotion

Marketing of the product would focus on the convenience, uniqueness and green properties of the product. Consumers should also be informed of the firm's contribution to the community and the food industry in a subtle manner. The 100% biodegradable composition, non-toxic and dissolvable properties should be introduced and demonstrated to stakeholders as something very exclusive. With the rising usage of the societal marketing concept in today's business marketing strategy, this technology can easily find its place amongst business within the bag industry. Furthermore, when a company considers the adoption of this technology, in the long term they would be serving the well-being of the society in a much greater way than could ever be imagined.

## Market Trends and Analysis

### Government Regulations

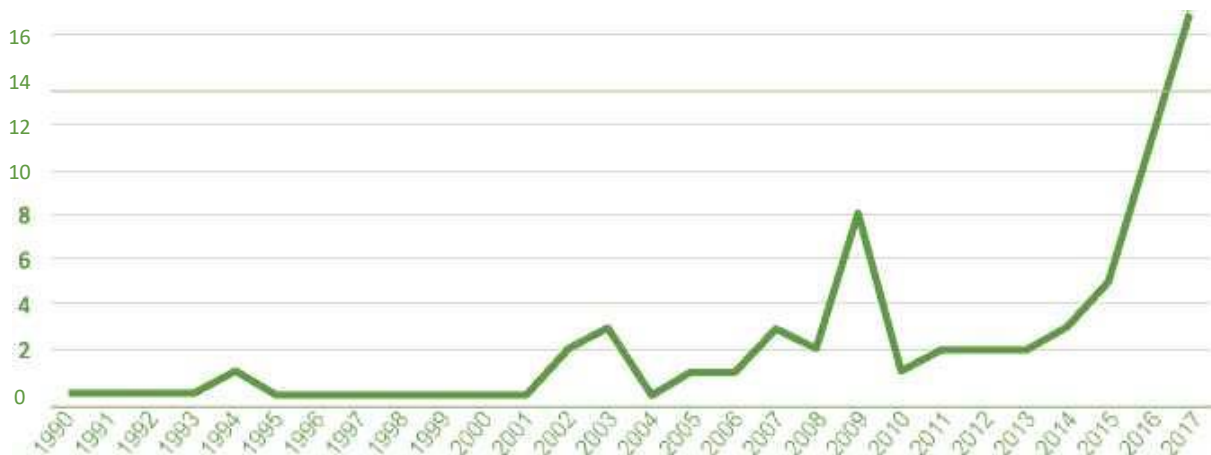
India's plastic ban across more than half of its states has businesses scrambling for cost effective responses. Businesses in food, drink, retail, and e-commerce industries are set to be the most affected by changes in legislation regarding single-use plastics due to their heavy use in packaging. In e-commerce, for instance,

## Market Trends and Analysis

Packaging charges comprise about two to three percent of fulfilment costs - the price of delivery, shipping, and compensating sellers for discounts. Switching to other alternatives means investing in new machinery and pushing these costs higher.

To minimize the impact of the ban on businesses, most states in India currently offer exemptions. However, exemptions vary by state, and as more states in the country are likely to adopt plastic ban, companies need to prepare for a regulatory environment that will likely entail tighter legislation and enforcement, impacting production, packaging, and supply chains in the future.

### Estimated number of new regulations on single-use plastics entering into force at the national level worldwide



### Green Marketing

The bags are completely eco-friendly and can be accessorised by companies to drive up both the value of itself and its other products/services using one of the latest trends in marketing : Green Marketing.

Increasing mindfulness on the different ecological issues has driven a movement in the way customers approach their life. There has been an adjustment in customer demeanors towards a green way of



## Market Trends and Analysis

life. Individuals are effectively attempting to decrease their effect on nature. Be that as it may, this is not far reaching is as yet developing. Associations and business, however, have seen this adjustment in shopper mentalities and are attempting to pick up an edge in the aggressive business sector by using the potential in the green business sector industry.

In the advanced time of globalization, it has turned into a test to keep the buyers in fold and even guard our indigenous habitat and that is the greatest need of the time.

Green advertising is a wonder which has created specific significance in the present day showcase and has risen as a critical idea in India as in different parts of the developed and developing world and is seen as an essential procedure of encouraging practical advancement has turned into a test to keep the buyers in fold and even guard our indigenous habitat and that is the greatest need of the time.

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### **Green Awareness and Sustainability**

More and more people are becoming aware of the ecological damage created to the planet and the health hazards to all living organisms created by the use of plastics. A truly natural and biodegradable product would serve as an apt replacement for the plastics in use. Such a product would be readily accepted by the fast growing green conscious segment.

## Barriers to Entry for competitors

### Technology

Intensive R&D is required for any alternate product to enter the market. The technology used by Chromogreen is new to India but a proven one abroad. The patent has also been filed. If a new firm wants to start a similar product made with natural sources and wants to enter the market, the presence of Chromogreen and its associates as a company with a proven model and quality backed by proven technology would act as a huge deterrent.

### Economies of scale and Capital Requirements

These are declines in the unit costs of a product as the absolute volume per period increases. The price of Chromogreen products are currently only 30 to 50 % higher than the plastic ones in use. These force the entrant to either come in at a large scale (higher risk) or a small scale (forcing a cost disadvantage). The financial resources required for infrastructure, machinery, R&D and advertising are also huge thus creating another barrier.

### Product differentiation

Chromogreen will have brand identification and customer loyalties, once the partner-company is established in the market. This forces entrants to spend heavily to overcome these loyalties. Startups may bring a different product to market, but its benefits must be clearly communicated to the target customer. Startups must find an effective positioning, which often requires marketing resources beyond their means.

### Switching costs

These are physical and logical one-time cost and time the buyer faces when switching an existing supplier's product to a new entrant (for example branding changes etc), which would further push the cause of Chromogreen.

## Barriers to Entry for competitors

### Access to distribution channels

This can be a barrier if logical distribution channels have been locked up or a firm route is established by Chromogreen.

### Cost disadvantages independent of scale

Chromogreen may have cost advantages that cannot be replicated by a potential entrant. Factors include the learning or experience curve, product technology, access to raw materials, favorable locations etc.

## Marketing. Promotion Activities and Tools

Advertising, public relations, personal selling, consumer and trade promotion, social media, digital marketing, and mobile marketing are all marketing promotion tools that Chromogreen and its Partners can consider and evaluate based on the conversion/impressions obtained and the marketing overheads incurred. A mix of promotion vehicles could be selected to most effectively and efficiently reach the target market and consistently apply the branding and messaging to maximize awareness.

### Advertising

Advertisement of Chromogreen products featuring will focus on the uniqueness and green properties of the product. The firm's contribution to the community, industry and the environment will be portrayed to the consumers.. The 100% natural composition, durability and dissolvable properties for biodegradable products would be introduced and demonstrated to stakeholders as something very exclusive. With the rising use of societal marketing concept in today's business marketing strategy, this product can easily find its place amongst business within the green bag industry. Furthermore an impression (a true one) would be created when a company or consumer considers replacing the conventional plastic bags with biodegradable bags, that in the long term they



## Marketing, Promotion Activities and Tools

would be serving environment and humanity in a much greater way than could ever be imagined.

### **Public relations**

It is about influencing, informing, and persuading the consumer and is often not a medium that is directly paid for, such as paying to take out ads in the newspaper, on the radio, or on television.

Instead, you earn stories and coverage, which is called the "earned media." We will earn media by press releases, press conferences, fact sheets, letters to the editor, guest columns, radio and television talk show appearances, blogs, white paper publishing, speaker engagements, trade shows and endorsements. These endorsement will help establish the brand image and credibility..

### **Personal selling**

The long standing business operations held by the promoters and the other franchise partners, the respect commanded by them in the industry, will also help to engage in one-on-one selling, word of mouth, sales meetings, product presentations, and demonstrations.

### **Social media**

Sites such as Facebook, Instagram, Twitter, YouTube etc among others to help generate awareness about our products and get consumers engaged in a relationship with us to promote and publicize about our products, mainly because of the environmental and societal benefits.

### **Trade shows and other events**

The proven conversion rates for trade shows and other events makes sure that no stone is left unturned in our brand building process. The target would be to engage prospective consumers, build awareness, and market the biodegradable products.

## Marketing and Promotion Activities and Tools

### Digital marketing

Web-based marketing tools including the website, search engine optimization (SEO), pay-per-click, retargeting, e-mail, RSS, blogging and video streams would be used to build on the brand image. Both "push" and "pull" techniques would be used by the company. Digital marketing will be used to "push" a message to the target market via email, IM, RSS, or voice broadcast, and it can also be used to "pull" information and generate awareness via banner ads and pay-per-click search terms. All the franchisee company names and brands will be mentioned in the Chromogreen website.

### Video Marketing

Videos are a very important tool to generate awareness about the product and to generate traction among the billions of people in our country. The companies can aim to put out explainer, awareness and promotional videos of our products, the environmental benefits its offers etc. These videos can be easily shared and accessed by people on their own mobile devices using the various social media platforms.

## Setting Up aUnit

### Manpower Requirement

The manpower requirement could be broadly classification into following categories

- Management and General Administration
- Accounts and marketing
- Factory Supervision
- Maintenance and Quality control
- Shop-floor labor

All the services are interlinked and sustained efforts of the people

## Setting Up a Unit

involved are required to bring out the best of an organization.

The manpower requirement given is approximate 10 tons manufacturing with a sets of machines for two shifts and may vary

<b>Designation</b>	<b>Proposed number</b>
Operators Blowing & Bag making machines	06
Accountant	01
Supervisors	02
Semi Skilled Workers	06
Unskilled Workers	06

The production is not labor intensive and is more automated in nature. Company proposes to operate in 2 shifts. Shift 1 from 9am to 9 pm and shift 2 from 9 pm to 9 am. The above proposition is for 2 shifts put together.

The operation is not water intensive. However, it would be better for the company to be located in Industrial Areas so that availability of labor/manpower is abundant and electricity and water supplies are not a problem.

### **Investment**

Plant & Machineries - 70 Lacs

Raw material – 35 Lacs

Consultancy – 5 Lacs.

Total 1.10 Cr.



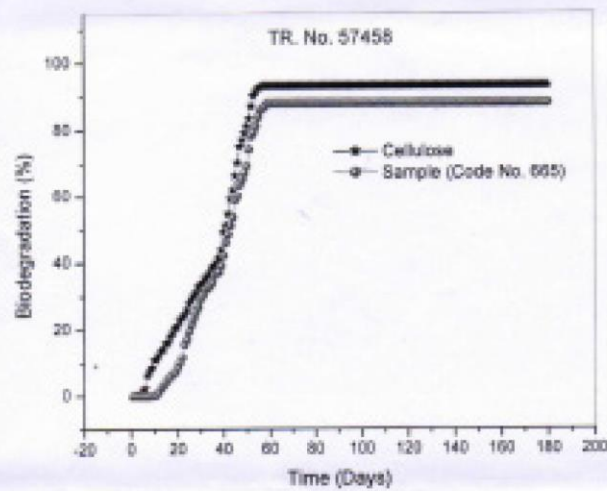
Chromogreen.com	
1	<p>What is the minimum time frame required to start the unit after signing the contract?</p> <p>* 60 days to 90 days Maximum</p>
2	<p>Is there any scope for expansions ?</p> <p>* YES- Additional machines</p>
3	<p>What is the minimum required investment ?</p> <p>* 1.1Crore (15 Metric tons per month)</p>
4	<p>How many Labours are required ?</p> <p><b>WORKERS</b></p> <p>* Unskilled - 6</p> <p>* Skilled -6 (2 Supervisors, 12 Experienced in plastic industries)</p>
5	<p>How much Electricity is needed for the production purpose ?</p> <p>* 80 KW(80 Kilo Watt)</p>
6	<p>How much space is required for the establishment of the factory ?</p> <p>* 2000 Sq.Ft</p>
7	<p>Who is going to bear the expenses related to Transportation?</p> <p>* Manufacturing Partner(Both Raw materials and Bags)</p>
8	<p>Who will manage the packing expenses ?</p> <p>* Manufacturing Partner</p>
9	<p>What are the basic requirements to put up a manufacturing Unit ?</p> <p>* 1 Leased or owned Industrial Building(2000 Sq.Ft Industrial Building)</p> <p>* CCTV Cameras</p> <p>* Storage facilities</p> <p>* Industrial Shed at the Height of 30 Feet</p>

# CERTIFICATIONS / LICENCES

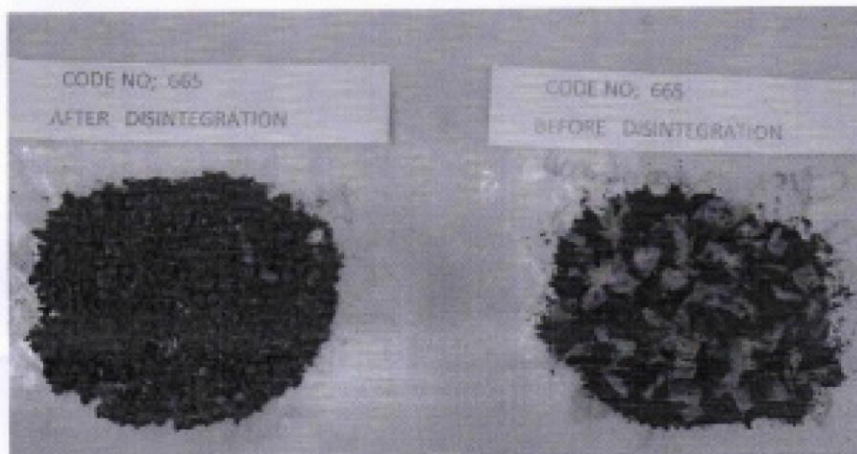
## CIPET REPORT



**Result:** Percentage biodegradation relative to positive reference  
 Sample (Mean of 3 replicates) : 94.4%  
 Positive reference cellulose : - 100 %



**Disintegration- After 12 weeks**



# CERTIFICATIONS / LICENCES

## CIPET REPORT



### Visual Observation

Description	Week 1	Week 2	Week 3	Week 4/5	Week 6/7
Structure	Fine Particles	Fine Particles	Fine Particles	Fine Particles	Fine Particles
Moisture	Adequate moisture Level	Adequate moisture Level	Adequate moisture Level	Adequate moisture Level	Adequate moisture Level
Colour	Dark brown	Dark brown	Dark brown	Dark brown	Dark brown
Fungal Development	Nil	Nil	Nil	Nil	Nil
Smell	Organic/dirt like	Organic/dirt like	Organic/dirt like	Organic/dirt like	Organic/dirt like

Description	Week 8/9	Week 10/11	Week 12/13
Structure	Fine Particles	Fine Particles	Fine Particles
Moisture	Adequate moisture Level	Adequate moisture Level	Adequate moisture Level
Colour	Dark brown	Dark brown	Dark brown
Fungal Development	Nil	Nil	Nil
Smell	Organic/dirt like	Organic/dirt like	Organic/dirt like

Description	Week 8/9	Week 10/11	Week 12/13	Week 14/15
Structure	Fine Particles	Fine Particles	Fine Particles	Fine Particles
Moisture	Adequate moisture Level	Adequate moisture Level	Adequate moisture Level	Adequate moisture Level
Colour	Dark brown	Dark brown	Dark brown	Dark brown
Fungal Development	Nil	Nil	Nil	Nil
Smell	Organic/dirt like	Organic/dirt like	Organic/dirt like	Organic/dirt like

Description	Week 16/17	Week 18/19	Week 20/21	Week 22/23
Structure	Fine Particles	Fine Particles	Fine Particles	Fine Particles
Moisture	Adequate moisture Level	Adequate moisture Level	Adequate moisture Level	Adequate moisture Level
Colour	Dark brown	Dark brown	Dark brown	Dark brown
Fungal Development	Nil	Nil	Nil	Nil
Smell	Organic/dirt like	Organic/dirt like	Organic/dirt like	Organic/dirt like





# CERTIFICATIONS / LICENCES

## CIPET REPORT



Description	Week 24/25
Structure	Fine Particles
Moisture	Adequate moisture Level
Colour	Dark brown
Fungal Development	Nil
Smell	Organic/dirt like

### 6. Plant Growth Study

Paddy growth in sample degraded compost



Paddy growth in control compost



Tomato growth in sample degraded compost



Tomato growth in control compost



*[Signature]*  
Authorized Signatory







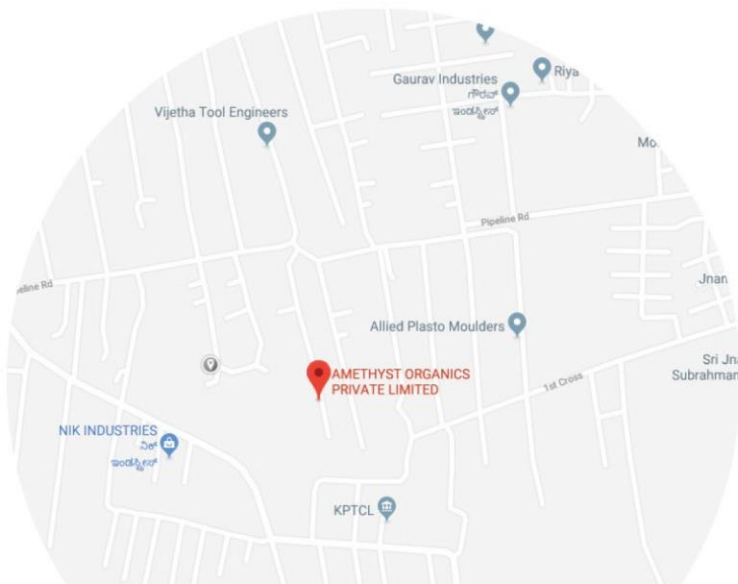
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