

 8956341910

ICAR approved

Tested at- Farm machinery and Post Harvest
Machinery & Equipment testing centre, CIAE
Regional Station-Coimbatore, ICAR



RuK^rTTM

SUBJEE COOLER

Storage-cum-Natural Ripening Technology



165 lit capacity



50 kg capacity



100 kg capacity



Mobile Subjee Cooler



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Subjee Cooler for different segments

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SUBJEE COOLER

For Farmers

Available in

Multiple Capacities:
165L | 50kg | 100kg | Mobile Model

Struggling to get higher price for your produce? Can't maintain the freshness, colour & texture of your produce?



BENEFITS

-  Storage + Natural Ripening Chamber
-  7 - layer innovative cooling system
-  No Electricity/Fuel/Solar energy
-  Increases income by 30%-50%
-  Saves 8.3X more CO₂ emissions than Solar
-  Mitigating distress sales

- The "Subjee Cooler" resolves storage issues, maintains freshness, colour, texture, enhancing the quality and market value of farmers' produce.
- Can store fruits and vegetables fresh for 5-6 days without any recurring and maintainance costs.

Struggling with storage hassles, leftovers and low prices
for your produce?

SUBJEE COOLER – For FnV Retailers

Available in –

165L | 50kg | 100kg | Mobile Model



BENEFITS

-  Storage + Natural Ripening Chamber
-  7 - layer innovative cooling system
-  No Electricity/Fuel/Solar energy
-  Increases income by 30%-50%
-  Saves 8.3X more CO₂ emissions than Solar
-  Mitigating distress sales

Organic Mandya outlets, Bengaluru & Hyderabad

“Not only **Subjee Cooler** has solved our space issues, but it has also maintained the **freshness & texture** of our greens exceptionally well. The greens we store in the Subjee Cooler retain their vibrant color & crispness much better than in conventional chillers. This has greatly enhanced the **quality** of our produce, much to the delight of our customers.”

— Organic Mandya

Elevate your FPO Operations with Subjee Cooler!

SUBJEE COOLER – For FnV FPOs

Available in – 165L | 50kg | 100kg | Mobile Model



Sahaja Samruddha Organic Producer Company,
Bengaluru

BENEFITS

-  Storage + Natural Ripening Chamber
-  7 - layer innovative cooling system
-  No Electricity/Fuel/Solar energy
-  Increases income by 30%-50%
-  Saves 8.3X more CO₂ emissions than Solar
-  Mitigating distress sales

- **Subjee Cooler** addresses storage challenges, preserving the quality of our abundant produce for large-scale operations.
- It is a sustainable storage solution which gives better results than any other cold storages and helps in minimizing the losses, and elevate our FPO's reputation for delivering high quality, fresh crops.

— Somesh, CEO, Sahaja Samruddha FPO

Increase your income with Subjee Cooler

SUBJEE COOLER – For Women Farmers

Available in – 165L | 50kg | 100kg | Mobile Model



BENEFITS

-  Storage + Natural Ripening Chamber
-  7 - layer innovative cooling system
-  No Electricity/Fuel/Solar energy
-  Increases income by 30%-50%
-  Saves 8.3X more CO₂ emissions than Solar
-  Mitigating distress sales

- Optimal harvesting based on crop maturity.
- Reduce dependency on labour availability during harvesting.
- Bargaining power due to quality produce.
- Reduced dependency on local transportation system for carrying vegetables to the market.
- Able to increase more area under vegetable and flower cultivation.



SUBJEE COOLER for Baby Corn

This utility-free cooling solution is ideal for maintaining the freshness and crispness of your Baby Corn



BENEFITS

-  Storage + Natural Ripening Chamber
-  7 - layer innovative cooling system
- ➔  No Electricity/Fuel/Solar energy
-  Increases income by 30%-50%
-  Saves 8.3X more CO₂ emissions than Solar
-  Mitigating distress sales

**Storage duration is
4 days**

**Preserves its delicate
texture**



**Preserves its natural
sweetness**

**No shrinking & Color
is maintained**



SUBJEE COOLER for Mushroom

Say goodbye to rapid spoilage. Subjee Cooler's controlled environment combats decay, reducing waste and increasing the shelf life of your mushrooms.



BENEFITS



Storage + Natural Ripening Chamber



7 - layer innovative cooling system



No Electricity/Fuel/Solar energy



Increases income by 30%-50%



Saves 8.3X more CO₂ emissions than Solar



Mitigating distress sales

Storage duration is
48 hours

No shrinking



No blackening

Color & texture are
maintained



SUBJEE COOLER for Paneer

With the Subjee Cooler, keep your Paneer fresh,
maintain taste & texture.



BENEFITS

-  Storage + Natural Ripening Chamber
-  7 - layer innovative cooling system
-  No Electricity/Fuel/Solar energy
-  Increases income by 30%-50%
-  Saves 8.3X more CO₂ emissions than Solar
-  Mitigating distress sales

Storage duration is
48 hours

No shrinking



No blackening

Color & texture are
maintained



SUBJEE COOLER FOR BANANA



Natural &
Chemical
free ripening

Storage
capacity:
80-100 dozens

Enhances
the
marketability

Ripening
duration:
4 to 6 days

Preserves
Nutritional
value

Subjee Cooler is a valuable tool for **Banana ripening**, ensuring that consumers enjoy **high-quality**, naturally ripened Bananas while also benefiting the environment..!

SUBJEE COOLER for CUSTARD APPLE



Natural & Chemical
free ripening

Extended shelf
life

Enhances the
marketability

Ripening duration:
3-5 days

Preserves
Nutritional value

Experience the sweetness of **Custard Apples** like never before
with **Subjee Cooler** – where every bite is a burst of natural
goodness.



SUBJEE COOLER

for Dragon Fruit

"Bharat's Dragon fruit has made a shift from **supplying to Vendors** at Rs. 100 - 110 to **D2C** business in range of **Rs. 180 - 200** (Anantapur, AP)."

An innovative 7-layer cooling system

Proper storage & preservation

Recurring & Maintenance cost-free



No electricity/fuel /solar energy

Maintains freshness & tenacity

Improved market value & profitability

Join us as we explore the world of **Dragon fruit** and how **Subjee Cooler** is revolutionizing the way they are stored and enjoyed..!

SUBJEE COOLER for MANGO

Embrace a healthier choice for your Mangoes!



Natural & Chemical
free ripening

Storage duration:
5-7 days

Enhances the
marketability

Ripening duration:
4-6 days

Preserves
Nutritional value

Subjee Cooler facilitates natural ripening without the need for **harmful chemicals**. Offer consumers mangoes that are not just delicious but also free from artificial agents.



SUBJEE COOLER for Marigold

Store Marigold Flowers Fresh for days with Subjee Cooler –
trusted by farmers in Andhra Pradesh and Maharashtra!

BENEFITS



Storage + Natural Ripening Chamber



7 - layer innovative cooling system



No Electricity/Fuel/Solar energy



Increases income by 30%-50%



Saves 8.3X more CO₂ emissions than Solar



Mitigating distress sales

Storage duration for 7-8
days

Maintains texture, color
& fragrance



Keeps flowers fresh &
vibrant

Reduces daily harvesting
pressure

Cuts down spoilage, increases profits



SUBJEE COOLER for ROSE

Say goodbye to premature wilting & petal loss.
Subjee Cooler is the secret to an extended life for your rose blooms, minimizing post-harvest petal wastage. Keep your roses looking fresh & appealing, maximizing their visual & commercial value.

BENEFITS

-  Storage + Natural Ripening Chamber
-  7 - layer innovative cooling system
-  No Electricity/Fuel/Solar energy
-  Increases income by 30%-50%
-  Saves 8.3X more CO₂ emissions than Solar
-  Mitigating distress sales



Storage duration for 3 days

Colour is retained along
with shine or lust



Same as freshly harvested

Texture is maintained
(firmness of petals)

Petals remain intact



SUBJEE COOLER for TUBEROSE

Subjee Cooler provides the ideal environment to preserve the freshness, aroma & texture of delicate Tuberose (Sampangi) flowers.

BENEFITS



Storage + Natural Ripening Chamber



7 - layer innovative cooling system



No Electricity/Fuel/Solar energy



Increases income by 30%-50%



Saves 8.3X more CO₂ emissions than Solar



Mitigating distress sales



Storage duration for 3 days

Colour, Moisture & Aroma
is retained

Prevents wilting



Same as freshly harvested

Texture is maintained
(firmness of petals)

Petals remain intact

SUBJEE COOLER for Bitter Gourd



Say goodbye to wilted bitter gourd. Subjee Cooler helps in preserving the freshness and nutritional goodness of bitter gourd.



BENEFITS

- ➔  Storage + Natural Ripening Chamber
-  7 - layer innovative cooling system
- ➔  No Electricity/Fuel/Solar energy
-  Increases income by 30%-50%
-  Saves 8.3X more CO₂ emissions than Solar
-  Mitigating distress sales

No Thermal Shock

Storage 4-6 days

Tenacity is retained

Customer Chopped after keeping 2 Days in room conditions.
Before that, the Retailer had stored for 3 Days in Subjee Cooler.



Shine is retained

Taste is retained

Texture is maintained

SUBJEE COOLER for Brinjal



Discover the secret to keeping brinjals farm-fresh and flavorful with Subjee Cooler!



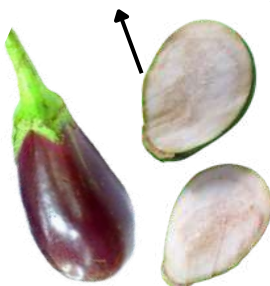
BENEFITS

-  Storage + Natural Ripening Chamber
-  7 - layer innovative cooling system
-  No Electricity/Fuel/Solar energy
-  Increases income by 30%-50%
-  Saves 8.3X more CO₂ emissions than Solar
-  Mitigating distress sales

Customer Chopped after keeping 2 Days in room conditions.
Before that, the Retailer had stored for 3 Days in Subjee Cooler.

Storage 4-6 days

Color & texture are maintained



No Thermal Shock

Taste, shine & tenacity are retained

The green color of the calyx is retained

SUBJEE COOLER for CHILLI



Subjee Cooler creates the perfect conditions for optimal chili storage, extending their freshness and minimizing post-harvest losses. Keep your chillies vibrant and market-ready for longer.



BENEFITS

-  Storage + Natural Ripening Chamber
-  7 - layer innovative cooling system
-  No Electricity/Fuel/Solar energy
-  Increases income by 30%-50%
-  Saves 8.3X more CO₂ emissions than Solar
-  Mitigating distress sales



Difference between the Chilli which is kept in Subjee Cooler and the Chilli which is kept outside for 3 days

Firmness is maintained



Taste is retained

Cap is intact & not turned brown/ black/become loose

Retains the aroma of Chilli along with good taste

Texture of the Chillies retained along with shine



SUBJEE COOLER for Leafy Vegetables

Say goodbye to wilted green leafy vegetables now!



BENEFITS

-  Storage + Natural Ripening Chamber
-  7 - layer innovative cooling system
- ➔  No Electricity/Fuel/Solar energy
-  Increases income by 30%-50%
-  Saves 8.3X more CO₂ emissions than Solar
-  Mitigating distress sales

Maintains color

Storage duration is
3 to 4 days

No chilling injuries



Maintains texture

Remains fresh - same
as first day of harvest

No impact injuries



SUBJEE COOLER for LEMON



**Natural & Chemical
free ripening**

**Storage duration:
8-10 days**

**Enhances the
marketability**

**Ripening duration:
4-6 days**

**Preserves
Nutritional value**

Choose **Subjee Cooler** for a **Lemon** experience that goes beyond ripening, ensuring that every lemon you enjoy is as fresh and exceptional as the day it was picked from the tree.

SUBJEE COOLER for OKRA



With Subjee Cooler, diversify your market reach. Supply fresh okra to local vendors & explore opportunities in distant markets. Increase your market presence and profitability by providing consistently high-quality okra.



BENEFITS

-  Storage + Natural Ripening Chamber
-  7 - layer innovative cooling system
-  No Electricity/Fuel/Solar energy
-  Increases income by 30%-50%
-  Saves 8.3X more CO₂ emissions than Solar
-  Mitigating distress sales



Stored in Subjee Cooler (6 Days)
Chopped after keeping 4 hours outside
(No thermal shock)

Storage 4-6 days

No impact injuries



Stored in Refrigerator (6 Days)
Chopped after keeping 4 hours outside
(Produce effected with thermal shock)

No chilling injuries

Maintains shine or lust

Maintains the color, texture & freshness of the produce
even 48 hours after taking out from Subjee Cooler

SUBJEE COOLER for POTATO



Ready to redefine your potato farming journey?

Subjee Cooler is your partner in achieving superior quality, reducing losses, and expanding your market reach. Embrace excellence with every potato harvest.



BENEFITS

-  Storage + Natural Ripening Chamber
-  7 - layer innovative cooling system
-  No Electricity/Fuel/Solar energy
-  Increases income by 30%-50%
-  Saves 8.3X more CO₂ emissions than Solar
-  Mitigating distress sales



No sprouting

Maintains the texture



No shrinking

Maintains color & taste

Storage duration 30-45 days

SUBJEE COOLER for TOMATO



Tomato farmers, get ready to elevate your harvest! Subjee Cooler is here to redefine the way you store and sell tomatoes.



BENEFITS

-  Storage + Natural Ripening Chamber
-  7 - layer innovative cooling system
-  No Electricity/Fuel/Solar energy
-  Increases income by 30%-50%
-  Saves 8.3X more CO₂ emissions than Solar
-  Mitigating distress sales

Color is maintained



Firmness is of great quality

Shine is maintained

Taste is maintained



State Bank of India
THE BANKER TO EVERY INDIAN



SBI, your trusted partner in progress, is now offering loans to purchase Subjee Coolers

Farmers



Non-Farmers



Subjee Cooler

For Vegetables, Fruits & Flowers

Agri Term Loan Scheme

A farmer who cultivates vegetables &/ fruits &/ flowers

12.40% per year

Both 100kg and 50kg units

25% beneficiary contribution

18 to 60 months

Eligibility criteria

Interest rate

Available for

Down payment

Loan duration

Mudra Loan Scheme

Entrepreneurs/Retailers/Start-ups/NGOs/FPOs/SHGs

12.10% per year

Both 100kg and 50kg units

No beneficiary contribution required

18 to 60 months



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+91 8956341910



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