

reThink

A Vision for a Better World

reThink Jaggery · Khuba Soil Conditioner · reThink Water
From soil to shelf, from drop to drain — nothing wasted, nothing lost.

The real measure of a civilisation is not what it builds for itself, but what it leaves intact for those who come after.

An Invitation to Build Something That Matters

The world does not lack sweeteners. It does not lack water heaters or tap fittings. What it sometimes lacks is the resolve to make things the right way — to ask whether the soil we hand to our children will be richer or poorer than the one we received, whether the water we send to the sea carried poison or carried purpose, whether the food on the table nourishes or merely fills.

Every farmer who chooses to heal the soil rather than exploit it is making a gift to someone they will never meet. Every family that installs a grey water reuse system or switches to clean jaggery is quietly voting for the kind of world they want to leave behind. These are small acts, but they are the acts that compound.

reThink Jaggery, Khuba Soil Conditioner, and reThink Water together represent exactly this kind of industry — one that begins in the soil, honours the farmer's labour, delivers nutrition that modern science can verify, conserves water our grandchildren will need, and leaves behind no pollution — only prosperity.

The ingenuity that creates a sweetener with a lower glycaemic index and zero chemicals is the same ingenuity that designs a shower that uses one-sixth the water of a conventional one. The integrity that refuses to add lime to jaggery is the same integrity that refuses to let grey water go to waste when it could nourish a garden. These are not unconnected products. They are facets of a single conviction: that the way we make things must serve life, not diminish it.

Real wealth is not what we accumulate. It is what we sustain — healthy soil, clean water, nourished bodies, and a living world that still recognises itself.

Every partner, farmer, consumer, and builder who joins this journey becomes part of a movement that is larger than a product or a plant. It is a commitment to a better way of making things — and to a better kind of world for the people who grow our food, the people who drink our water, the people who eat what we produce, and the generations that will inherit the land and the rivers and the sky we leave behind.

reThink Foods | Khuba Soil Conditioner | reThink Water

From Soil to Shelf — From Drop to Drain

Nothing Added. Nothing Lost. Nothing Wasted.

reThink Foods — reThink Jaggery

Zero-Additive | Low-Temperature | Nutritionally Complete

A Mission-Driven Initiative for Farmer Prosperity, Consumer Health, and a Cleaner World

The Mission the World Needs

The world does not simply need another sweetener. It needs an industry that thinks beyond profit — one that heals the soil it grows in, nourishes the communities that consume it, and sustains the farmers who cultivate it. reThink Foods was built on exactly this conviction.

When farming becomes dignified, food becomes honest, and health becomes accessible — that is progress worth building.



The Farmer at the Centre

India's sugarcane farmers are among the most industrious yet most underserved communities in the agricultural economy. They carry the entire weight of production while receiving little of its value and even less recognition for the health of the soil they tend. reThink is designed to change this equation fundamentally.

Every plant that partners with reThink creates a direct, stable, long-term relationship with the farming community surrounding it. reThink brings technology to the land, knowledge of organic cultivation, fair pricing, and assured offtake. Through the Khuba Soil Conditioner programme, it brings the means to transition the very soil from chemically depleted to biologically thriving — within a single season.

This is not a supply chain arrangement. This is a covenant with the farmer, rooted in mutual prosperity.

The Consumer at the Heart

Hundreds of millions of Indians consume jaggery daily — as a sweetener, a traditional medicine, a post-meal digestive, and an offering in rituals. They have been told for generations that jaggery is the healthy alternative to refined sugar. What they have not been told is that conventional jaggery, as it is made today, strips away the very minerals and vitamins that made it special.

Iron removed. Phosphorus eliminated. Magnesium discarded. Vitamin C destroyed. Polyphenols degraded. Sulphur dioxide added. The product that reaches the consumer is

nutritionally a shadow of what fresh sugarcane juice actually contains. reThink was created to restore that promise — to give the consumer what nature put into the cane, without subtracting a single nutrient and without adding a single chemical.

The Planet as Stakeholder

Conventional jaggery manufacturing is one of the most polluting agro-industrial activities in rural India — burning firewood by the ton, generating dense smoke, producing effluents, and leaving behind no ecological benefit. reThink operates with zero smoke, zero effluents, recovered water returned to irrigation, and bagasse repurposed for fuel pellets or cattle feed. Every element of the process serves a purpose. Nothing is wasted. Nothing is discharged to harm.

This is the kind of industry the world needs more of — one that earns its place in the ecosystem rather than extracting from it.

Technology Advantage

reThink technology represents a complete paradigm shift — replacing batch-based, labour-intensive, thermally aggressive methods with a fully automated, continuous, hygienic, and low-temperature system. The result is a product that is cleaner, safer, more nutritious, and more commercially viable than anything conventional manufacturing can produce.

A. Fully Automated 90-Minute Continuous Process

Once sugarcane is loaded, the complete conversion to finished jaggery is achieved in 90 minutes with zero human intervention. Conventional plants require 360 to 420 minutes across multiple manual stages — open boiling, skimming, inter-pan transfers, and hand moulding. The automation eliminates variability, contamination risks, and dependence on skilled manual labour at every critical step, while delivering consistent quality in every batch.

B. Controlled Low-Temperature Processing — Below 90°C

The entire thermal process is conducted below 90°C in a sealed environment, eliminating sugar burning, unwanted caramelisation, and off-flavours. Unlike conventional open-flame processing where intense heat destroys all volatile aroma compounds, reThink preserves the complete natural flavour, fragrance, and sweetness of freshly extracted sugarcane juice. The result is a natural golden jaggery with a fresh, sweet aroma — qualities that make it distinctively premium in both domestic and export markets.

C. Avoidance of Sugar Inversion

In conventional high-temperature boiling, sucrose breaks down into glucose and fructose through sugar inversion — driven by prolonged heat and residual acidity. This leads to lower jaggery recovery per ton of cane, higher stickiness, reduced shelf life, darker colour, and a higher glycaemic index. reThink's controlled thermal conditions reduce inversion to just 4 to 6% reducing sugars versus 10 to 20% in conventional jaggery. This means more sucrose recovered per ton of cane, an estimated glycaemic index of 45–55 versus 70–84 for conventional jaggery, and a shelf life exceeding two years.

D. High Brix Jaggery — 86 to 92

reThink produces jaggery with a controlled Brix range of 86–92, ensuring complete structural integrity, full resistance to moisture absorption, and zero deformation during storage or monsoon conditions. Conventional jaggery, compromised by high inversion sugar content and inconsistent concentration, routinely absorbs atmospheric moisture, loses shape, and faces market rejection during the rainy season. reThink jaggery is dimensionally stable in all seasons.

E. Zero Chemicals — 100% Clean Label

reThink uses no lime, no vegetative clarificant, no sulphur, no preservatives, and no additive of any kind. The entire process is purely mechanical and thermal. The product is 100% pure concentrated sugarcane juice — a fully traceable, clean-label natural sweetener that meets the requirements of premium domestic markets, organic certification pathways, and international export standards.

F. Drastic Manpower Reduction and Improved Working Conditions

A 50 TCD reThink plant requires only 25 to 30 staff working in comfortable, mechanised, and fatigue-free conditions. A conventional plant of equivalent capacity typically employs 120 to 140 workers exposed to extreme heat, heavy smoke, and physically demanding manual labour. This delivers lower labour costs, reduced attrition, and full compliance with modern occupational safety standards — while giving workers dignity in their workplace.

G. Hygienic Touch-Free Production

Once sugarcane enters the crusher, no human contact occurs until finished jaggery is discharged. This sealed, touch-free process ensures food-grade hygiene and consistent product quality in every cycle. Conventional plants require manual handling at every stage, resulting in total plate counts frequently exceeding 10^6 cfu per gram. reThink is expected to maintain total plate counts below 10^4 cfu per gram — meeting modern food safety standards and export compliance requirements.

H. Flexible Output — Precision Blocks and Powder

reThink can produce precision-weight solid jaggery blocks of any desired size, as well as fully mechanised jaggery powder. This dual-format capability enables simultaneous supply to bulk institutional buyers, branded retail channels, and export customers — all from a single production line.

I. Zero Pollution — Sustainable by Design

reThink operates as a zero-pollution system — no smoke, no effluents, and no environmental liability. Bagasse ash is sold to brick manufacturers. The plant recovers up to 25 tons of clean water per day, which can be used directly for irrigation or further purified as a secondary product. Surplus bagasse can be converted into fuel pellets for industrial boilers or cattle feed during the off-season, generating additional revenue while eliminating waste.

The Science of Nutrient Preservation

Sugarcane juice is naturally rich in minerals, vitamins, polyphenols, proteins, and aromatic compounds. reThink preserves all of it. Conventional jaggery processing destroys most of it — through two simultaneous mechanisms: the chemistry of lime addition and the damage of high-temperature prolonged boiling.

What Lime Does to Jaggery Nutrition

When lime raises the pH of sugarcane juice to 7–8.5, essential nutrients precipitate as insoluble hydroxides and are discarded as scum — permanently and irreversibly removed from the final product.

- Iron — Reacts with hydroxide to form insoluble ferric hydroxide $\text{Fe}(\text{OH})_3$, removed entirely in skimming. Conventional jaggery retains only 5–15 ppm versus 50–70 ppm naturally present in sugarcane juice and fully retained in reThink jaggery.

- Phosphorus — Lime reacts with natural phosphate to form calcium phosphate, an insoluble precipitate removed in clarification. Conventional jaggery retains less than 5 mg per 100g. Without phosphorus, calcium cannot effectively mineralise bone, making conventional jaggery's bone health reputation chemically unfounded.
- Magnesium — At pH above 7, magnesium forms $Mg(OH)_2$ precipitate and is entirely discarded. Conventional jaggery retains only 5–15 mg per 100g versus 40–90 mg naturally present and fully preserved in reThink jaggery.
- Zinc — Precipitates as $Zn(OH)_2$ in alkaline conditions. Only 2–5 ppm remains in conventional jaggery versus 10–14 ppm in reThink jaggery.
- Vitamin C — A double assault of alkaline pH and temperatures of 100–130°C eliminates all ascorbic acid in conventional jaggery. reThink's sub-90°C sealed process at natural acidic pH of 4.8–5.5 preserves an estimated 14–20 mg of Vitamin C per 100g — a nutrient conventional jaggery contains at effectively zero.
- Polyphenols and Flavonoids — Sugarcane naturally contains chlorogenic acid, caffeic acid, tricetin, and apigenin — compounds with documented anti-inflammatory, anticancer, hepatoprotective, and anti-diabetic properties. Alkaline hydrolysis combined with high heat destroys 70–90% of these. Conventional jaggery retains only 40–80 mg GAE per 100g; reThink retains an estimated 200–400 mg GAE per 100g.
- Natural Aroma Compounds — Sugarcane juice contains more than 60 volatile aroma compounds that are entirely vaporised in open-pan boiling. reThink's sealed sub-90°C process preserves the complete aroma profile.

The Calcium Deception in Conventional Jaggery

A significant portion of conventional jaggery's calcium reading comes from the added lime itself — not from the sugarcane plant. This inorganic calcium is poorly bioavailable and, critically, arrives without any phosphorus, which is essential for bone mineralisation. The bone health claim made for conventional jaggery is therefore nutritionally misleading.

reThink provides 95–120 mg per 100g of 100% natural plant-origin calcium, accompanied by 40–70 mg of phosphorus and 40–90 mg of magnesium — the complete Ca:P:Mg triad required for genuine bone health support.

Full Nutritional & Process Comparison

Parameter	Conventional Open-Pan Jaggery	reThink Zero-Additive Jaggery
Moisture	8–14% (variable, mould risk)	3–6% (controlled, stable)
Total Minerals (Ash)	0.6–1.0%	1.8–2.5% (full spectrum retained)
Protein	0.4–0.8% (heat denatured)	1.6–2.0% (preserved)
Sucrose	55–72% (heavy inversion)	83–88% (highest achievable)
Reducing Sugars	10–20%	4–6% (lowest of any jaggery)
Glycaemic Index	70–84 (High)	45–55 (Estimated — Lowest)
Vitamin C	0–2 mg/100g (effectively zero)	14–20 mg/100g (preserved)
Calcium	60–120 mg/100g (partly from lime)	95–120 mg/100g (100% plant-origin)
Iron	5–15 ppm (lime precipitated)	50–70 ppm (full natural content)
Zinc	2–5 ppm	10–14 ppm (2–4x higher)
Manganese	1–3 ppm	6–9 ppm (2–3x higher)
Magnesium	5–15 mg/100g	40–90 mg/100g (6–9x higher)
Phosphorus	<5 mg/100g (virtually none)	40–70 mg/100g (fully preserved)
Potassium	40–80 mg/100g	300–500 mg/100g (heart health)
Polyphenols	40–80 mg GAE/100g	200–400 mg GAE/100g (3–5x higher)
Flavonoids	Destroyed by alkaline hydrolysis	Fully intact (tricin, apigenin)
Sulfur Residue	200–1,000 ppm (asthma trigger)	<50 ppm or Not Detected
pH	6.5–7.5 (alkaline — lime)	4.8–5.5 (natural — gut friendly)
Natural Aroma	Lost — flat burnt-caramel only	60+ volatile compounds intact
Colour	Dark brown to black	Natural golden — no caramelisation
Additives	Lime + clarificant + sulphur	None — 100% clean label
Microbial Load	>10 ⁶ cfu/g (open, manual)	<10 ⁴ cfu/g (sealed, automated)
Shelf Life	3–6 months	>2 years (high Brix, low inversion)
Monsoon Stability	Absorbs moisture, loses shape	Dimensionally stable — Brix 86–92
Processing Temp	100–130°C (direct flame)	<90°C (sealed, controlled)
Processing Duration	360–420 min/batch (manual)	90 min continuous (automated)
Manpower (50 TCD)	120–140 workers	24–30 staff
Pollution	Heavy smoke, ash, effluents	Zero smoke, zero effluents
Output Format	Irregular hand-made blocks only	Precision blocks or powder

Nutrient-by-Nutrient Health Benefits

Iron — 50 to 70 ppm

Iron prevents iron-deficiency anaemia — the most prevalent micronutrient deficiency in India, affecting an estimated 57% of women and large proportions of adolescent girls and children. Iron is essential for haemoglobin synthesis, cognitive development in children, and energy metabolism. reThink retains the full 50–70 ppm naturally present in sugarcane juice, versus 5–15 ppm in conventional jaggery. Crucially, reThink also preserves Vitamin C, which enhances non-haem iron absorption by up to three times — making this combination uniquely effective as a daily anti-anaemia food when used as a regular sweetener.

Vitamin C — 14 to 20 mg per 100g

Vitamin C is essential for immune function, collagen synthesis, wound healing, and antioxidant protection. reThink's sub-90°C sealed process combined with natural acidic pH of 4.8–5.5 preserves ascorbic acid at an estimated 14–20 mg per 100g — seven to ten times higher than conventional jaggery, which contains effectively zero. This makes reThink the only jaggery that can meaningfully contribute to daily Vitamin C intake.

Polyphenols and Antioxidants — 200 to 400 mg GAE per 100g

Sugarcane contains chlorogenic acid, caffeic acid, tricetin, and apigenin — with documented anti-inflammatory, anticancer, hepatoprotective, and anti-diabetic activity in scientific literature. reThink preserves an estimated 200–400 mg GAE per 100g versus 40–80 mg in conventional jaggery. This three to five times advantage in antioxidant content is perhaps the most significant nutritional differentiator of reThink jaggery.

Potassium — 300 to 500 mg per 100g

Potassium is essential for heart rhythm regulation, blood pressure control, and kidney function. A potassium-rich diet counteracts the blood pressure-raising effect of dietary sodium — critical for hypertensive individuals. reThink retains the full natural 300–500 mg per 100g versus 40–80 mg in conventional jaggery — making it a genuinely heart-supportive daily sweetener when consumed in moderation.

Magnesium — 40 to 90 mg per 100g

Magnesium supports over 300 enzymatic reactions including insulin sensitivity, muscle relaxation, sleep regulation, bone density, and nerve function. It is particularly important for individuals with pre-diabetes or metabolic syndrome. Lime removes magnesium entirely in conventional processing, leaving only 5–15 mg per 100g. reThink retains 40–90 mg per 100g — six to nine times higher.

Calcium, Phosphorus, and Magnesium — The Complete Bone Triad

reThink provides 95–120 mg per 100g of 100% natural plant-origin calcium, together with 40–70 mg of phosphorus and 40–90 mg of magnesium. This Ca:P:Mg triad in natural proportions genuinely supports bone mineralisation, dental health, nerve transmission, and muscle function. Conventional jaggery provides calcium without phosphorus — a combination that cannot build bone, regardless of quantity.

Zinc — 10 to 14 ppm

Zinc supports immune function, wound healing, skin health, reproductive health, and taste and smell acuity. Deficiency is widespread in India among children and women. reThink retains 10–14 ppm versus 2–5 ppm in conventional jaggery — two to four times higher, making a meaningful contribution to daily zinc requirements.

Manganese — 6 to 9 ppm

Manganese is a cofactor for superoxide dismutase — the body's primary mitochondrial antioxidant enzyme — and supports bone formation and the metabolism of amino acids and carbohydrates. Conventional jaggery retains only 1–3 ppm through skimming losses. reThink retains 6–9 ppm.

Flavonoids — Tricin and Apigenin

Tricin, a flavonoid unique to the grass family which includes sugarcane, has been studied for its ability to inhibit colon cancer cell lines. Apigenin has documented anti-inflammatory and antiviral properties. Both are destroyed by alkaline hydrolysis in conventional jaggery processing. reThink's natural acidic pH and low temperature preserve these bioactive compounds entirely.

Low Inversion and Gut-Friendly pH

With only 4–6% reducing sugars and an estimated glycaemic index of 45–55, reThink delivers slower glucose absorption, a more gradual insulin response, and reduced triglyceride formation compared to conventional jaggery. Its natural acidic pH of 4.8–5.5 is compatible with the gut's preferred acid environment, unlike the alkaline pH of 6.5–7.5 from lime addition in conventional jaggery which may suppress acid-loving beneficial gut bacteria over time.

Zero Sulfur — Safe for All

Conventional jaggery commonly contains 200–1,000 ppm of sulphur dioxide — a clinically recognised asthma trigger capable of causing bronchospasm in sensitised individuals at concentrations as low as 10 ppm. reThink uses no sulphur at any stage. Sulfur is not used, hence Not Detected — completely safe for children, asthmatics, and sulphite-sensitive individuals.

Health Benefits by Consumer Segment

Consumer Segment	Key Nutritional Benefit	Positioning Statement
Women & Adolescent Girls	50–70 ppm iron + 14–20 mg Vitamin C per 100g. Vitamin C triples iron absorption. Directly addresses anaemia affecting 57% of Indian women.	The Anti-Anaemia Daily Sweetener — Real iron from real cane, with Vitamin C to make it work.
Children (6–15 yrs)	Zero lime, zero sulphur, zero contamination. Full iron, zinc, and calcium. Sealed touch-free production ensures microbial safety.	Safe for Every Child — No lime, no sulphur, no contamination. Nutritionally complete.
Diabetic & Pre-Diabetic	Estimated GI 45–55 vs 70–84. Only 4–6% reducing sugars. Magnesium supports insulin sensitivity. Chlorogenic acid has documented anti-diabetic properties.	The Most Diabetic-Compatible Jaggery — Lowest GI, least glucose spike of any jaggery available.
Heart & Hypertension	300–500 mg potassium/100g counters sodium. 200–400 mg GAE polyphenols protect arterial walls. Zero lime, zero sulphur — safe alongside medications.	Heart-Healthy Natural Sweetener — Potassium-rich, antioxidant-rich, zero chemicals.
Pregnant Women	Complete Ca:P:Mg:Fe + Vitamin C for foetal bone formation, blood development, and muscle function. Conventional jaggery has zero phosphorus and zero Vitamin C.	Complete Mineral Support for Pregnancy — Ca:P:Mg:Fe in natural ratio. No lime-calcium illusion.
Elderly & Bone Health	Full Ca:P:Mg:Zn complement — the only jaggery delivering all minerals needed for bone mineralisation. Conventional processing removes all phosphorus.	The Only Jaggery That Actually Supports Bone — Natural Ca:P:Mg triad vs lime-calcium alone.
Asthma & Allergy	Not Detected Sulfur vs 200–1,000 ppm in conventional. Conventional SO ₂ triggers bronchospasm at as little as 10 ppm.	Safe for Sulphite-Sensitive Individuals — zero SO ₂ . Recommended even for asthmatics.
Athletes & Active	300–500 mg potassium and 40–90 mg magnesium for electrolyte balance and recovery. Natural sucrose 83–88% gives sustained energy without spike and crash.	Clean Performance Energy — Natural electrolytes and sustained-release sucrose in one clean food.
Premium & Export Markets	100% clean label. No lime, sulphur, clarificant, or preservatives. Meets European, North American, and Middle Eastern standards. Organic pathway eligible.	India's Purest Jaggery — 100% clean label. Export-ready. Premium global market positioning.

Khuba Soil Conditioner — The Foundation of Everything

*Healthy soil grows healthy cane.
Healthy cane makes honest jaggery.
Honest jaggery nourishes healthy people.*
This is the complete circle that reThink is building.

What Is Khuba Soil Conditioner?

Khuba Soil Conditioner is an organic, mineral-based fertilizer designed for root delivery — bringing essential macro and micro-nutrients directly to where the plant needs them most. It is the only fertilizer fortified with every essential macro and micro-nutrient a plant requires, combined with live nitrogen-fixing bacteria and a unique ability to collect moisture from the air. Khuba does not merely feed the plant. It rebuilds the ecosystem around the plant's roots, creating a living soil that sustains itself and improves with each passing season.

Complete Nutrient Composition

Component Category	What It Provides
Macro Nutrients	Phosphorus, Potassium, Calcium, Magnesium, Sulfur
Organic Components	Humic Acid, Fulvic Acid, Organic Carbon, Amino Acids
Micro & Trace Elements	Silicon, Boron, Manganese, Iron, Copper, Molybdenum, and various trace elements
Biological Component	Nitrogen-Fixing Bacteria (live culture — enriches soil biology)
Unique Functional Properties	Hygroscopic — collects moisture from air; naturally balances soil & water pH

What Makes Khuba Truly Different

Conventional chemical fertilizers address one or two nutrients in isolation, creating dependency while degrading soil biology over time. Khuba Soil Conditioner is built on a completely different philosophy — it addresses the entire nutritional and biological ecosystem of the soil in one application.

- It is the only fertilizer that provides all essential macro and micro-nutrients in a single formulation. The farmer does not need any other fertilizer.
- Its nitrogen-fixing bacteria colonise the root zone and enrich soil biology with every growing cycle, building fertility naturally rather than depleting it.
- Its hygroscopic properties allow it to collect moisture from ambient air, providing a buffer against water scarcity and high-temperature stress — critical in a changing climate.
- It naturally balances the pH of any soil and water, making it effective across all soil types, water conditions, and climatic zones without pre-treatment or customisation.
- Healthy, well-nourished plants are naturally more resistant to disease and better able to recover from insect pressure, reducing or eliminating the need for pesticide applications and lowering the overall cost of cultivation.
- It establishes a long-lived, self-sustaining microbial environment in the soil — each application builds on the last, compounding the benefit with every season.

The Organic Transition Roadmap

The integration of Khuba Soil Conditioner into the reThink supply chain is not simply an agricultural improvement — it is the pathway to fully certified organic jaggery production, opening access to the highest-value domestic and international markets.

Year One — Commercial launch with conventional cane. In the first year, sugarcane supplied to the reThink plant will be conventionally grown. However, the jaggery manufacturing process itself is already zero-additive and free of all chemical inputs from day one. The product is therefore clean, chemical-free, and nutritionally superior from the very first batch.

Year Two Onwards — Fully organic sugarcane supply. From the second growing season, all farmers connected to the reThink supply network will be supported in transitioning to Khuba Soil Conditioner as their sole fertilizer input. Within a single season of consistent use, the soil biology is restored, input costs fall, plant vigour improves, and the cane qualifies for organic certification. The resulting jaggery — made from certified organic cane through a zero-additive process — becomes eligible for organic labelling in both domestic and export markets, commanding significantly higher price premiums.

Once established, the reThink ecosystem operates as a self-reinforcing organic value chain: Khuba nourishes the soil, healthy soil grows richer cane, richer cane produces more nutritious jaggery, and more nutritious jaggery commands better prices — which in turn fund better livelihoods for farmers and deeper reinvestment in the land. This is not a supply chain. It is a living ecosystem.

Validated Health and Marketing Claims

- Full-Spectrum Mineral Jaggery — Natural iron, calcium, magnesium, potassium, phosphorus, zinc, and manganese all retained in their original plant-derived balance.
- India's Highest Antioxidant Jaggery — Polyphenols estimated at 200–400 mg GAE/100g versus 40–80 mg in conventional. Chlorogenic acid, caffeic acid, triclin, and apigenin all intact.
- The Jaggery Where Vitamin C Survives — Sub-90°C processing with zero additives and natural acidic pH delivers 14–20 mg Vitamin C/100g versus 0–2 mg in conventional jaggery.
- Anti-Anaemia Superfood — 50–70 ppm natural iron combined with Vitamin C enhances iron absorption threefold. Directly addresses India's most prevalent micronutrient deficiency.
- Lowest Glycaemic Index Jaggery — Only 4–6% reducing sugars. Estimated GI of 45–55 versus 70–84 for open-pan jaggery.
- 100% Pure Concentrated Sugarcane — No lime, no sulphur, no vegetative clarificant, no preservatives. Completely clean label from cane to consumer.
- Safe for Asthmatics and Children — Sulfur Not Detected versus 200–1,000 ppm in conventional jaggery. No respiratory allergen risk whatsoever.
- The Only Jaggery with a Real Ca:P:Mg Ratio — Conventional processing removes all phosphorus via lime. reThink delivers bone-health minerals in complete natural synergy.
- Monsoon-Stable and Shelf-Stable — Brix 86–92 with minimal inversion ensures structural integrity in humidity. No deformation, no market rejection.
- Zero-Pollution Agro-Industrial Ecosystem — No smoke, no effluents, water recovery, bagasse value-addition. Fully sustainable with zero environmental liability.
- From Organic Soil to Organic Shelf — Khuba Soil Conditioner enables certified organic sugarcane from Year Two, creating the world's most complete farm-to-consumer organic jaggery.

Disclaimer & Data Certification

The nutritional data and comparative values for reThink jaggery presented in this document are reproduced from pilot plant trials conducted during the development and validation phase of the reThink jaggery manufacturing system. These figures represent results observed under pilot-scale conditions and are indicative of the nutritional superiority achievable through the reThink zero-additive, low-temperature continuous process.

Comprehensive and certified nutritional data from full-scale commercial production will be made available once the full-fledged plant commences operations. All final test reports will be obtained from Government-approved and NABL/FSSAI-accredited laboratories and shall be provided to stakeholders, buyers, and regulatory authorities upon request. Values for conventional open-pan jaggery reflect published ranges from Indian and international food science literature and are presented for comparative reference only.

It is further acknowledged that the natural mineral and nutritional content of sugarcane varies meaningfully across different soils, agro-climatic regions, and cultivation practices. The actual nutrient profile of jaggery produced at any given plant will therefore reflect the specific characteristics of the cane grown in that region. Actual production data from plants operating across various locations will be documented, tested, and made available as reThink plants progressively commence commercial operations — providing a verified, region-specific nutritional record that will further strengthen the transparency and credibility of the reThink product promise.

Contact — reThink Foods / Khuba

www.khuba.in | Mr. Rajendra S Khuba | HP: +91 98866 56013

Khuba Organic Products — Complete Product Range

Khuba products facilitate cost-effective organic farming for any crop or fruit plant, making them suitable for diverse soils and climates. Being inherently organic, over time, all Khuba products transform into fertilizers, leaving no harmful effects on soil, water, or air after use.

1. Khuba Soil Conditioner



Khuba Soil Conditioner is an organic, mineral-based fertilizer designed for root delivery, providing essential macro and micro-nutrients including phosphorus, potassium, calcium, magnesium, humic acid, organic carbon, silicon, boron, manganese, iron, copper, amino acids, fulvic acid, sulfur, molybdenum, and various trace elements.

It stands out as the only fertilizer fortified with all essential macro and micro nutrients. Moreover, it contains nitrogen-fixing bacteria and has the ability to collect moisture from the air, offering support to plants during water scarcity and high temperatures. With a long lifespan, it establishes a favourable environment, fostering the growth of beneficial bacteria. The improvement in soil life enables it to naturally balance the pH of any soil and water.

This versatile conditioner is suitable for any crop or plant, thriving in various soil types, water conditions, and climates.

The farmer does not need any other fertilizer. The primary focus is on nutrient supplementation and soil health, indirectly aiding in insect control by enhancing plant vigour and overall health. Healthy plants, naturally equipped to resist diseases and recover from insect infestations, lead to higher yields and lower the cost of cultivation.

Available in: Powder form (50 kg bag) and Granular form (50 kg bag).

2. Khuba Soil Booster



Khuba Soil Booster is a natural and organic soil amendment product delivered through roots. It is designed for seed treatment, aiming to enhance germination, ensure root safety and growth, promote plant growth, improve soil health, and provide natural pest and disease control.

The product contains a unique blend of Neem (*Azadirachta indica*) — Indian lilac seed and organic carbon, along with bio agents such as Trichoderma, Humic acid, Amino acid, and seaweed extracts. These components work together to increase microbial activity, safeguard seeds, improve germination, protect the roots, enhance root growth, improve nutrient uptake, and increase plant tolerance to environmental hardships.

For seed treatment, the product can be applied by mixing the seeds and gently blending them by hand, ensuring they are in close contact with the seed for at least one to three hours before plowing. Alternatively, the product can be mixed with water to treat the seeds, or both the seeds and product can be kept in close contact for 2 to 3 hours and then plowed at once. Additionally, the product can be used to treat the land at least a week before seeding. For optimal results, it is recommended to mix the product with the soil to be treated and water it at the earliest.

Available in: 5 kg bag.

3. Khuba Growth Promoter



Khuba Growth Promoter enhances flowering and increases fruit yield, supporting plants in cold weather or low sunlight and promoting overall healthy plant growth. It is a water-soluble plant growth-promoting product that can be delivered through both leaves and roots.

The carefully blended combination includes seaweed extract, humic acid, and amino acids such as L-alanine, L-arginine, L-aspartic acid, L-cystine, L-glutamic acid, L-leucine, L-lysine, L-serine, L-threonine, L-tyrosine, L-tryptophan, L-valine, L-histidine, L-isoleucine, L-methionine, L-phenylalanine, L-proline, and L-glycine. Along with amino acids, it contains organic matter, alginic acid, mannitol, phosphorus, potassium, calcium, sulfur, magnesium, copper, iron, and manganese.

The purpose of this growth promoter is to enhance plant growth, improve soil quality, encourage increased flowering, and ultimately enhance both the yield and quality of the produce. Being water-soluble, it can be easily absorbed by plants when applied through irrigation or foliar spray. The growth promoter plays a vital role in supporting plants during periods of low sunlight and cold weather, helping them overcome such situations and ensuring healthy growth even in less favourable conditions.

Available in: 500 g pack.

4. Natural Horticulture Oil



Natural Horticulture Oil provides preventive care to avoid various insects and diseases. Each constituent offers specific protection:

- Azadirachtin — A natural insecticide classified as a limonoid. Acts as an antifeedant, repellent, and growth regulator, inhibiting insect larvae molting.
- Citral — A natural terpenoid with antimicrobial and insecticidal properties.
- Citronellol — A natural terpene alcohol with insecticidal, antifungal, and antimicrobial properties.
- Linalool — A natural terpene alcohol with antimicrobial, insecticidal, and herbicidal properties.
- Geranyl acetate and Linalyl acetate — Natural terpene esters with insecticidal, fungicidal, and herbicidal properties.
- Menthol and Menthone — Terpene alcohol and natural terpene ketone, both with insecticidal, fungicidal, and herbicidal properties.
- Geraniol — A natural terpene alcohol with insecticidal and antimicrobial properties.
- α -Pinene and Limonene — Natural terpenes with insecticidal, antifungal, and herbicidal properties.
- β -Ocimene and Terpenolene — Natural terpenes with insecticidal and antifungal properties.
- α -Terpineol — A natural terpene alcohol with insecticidal and antifungal properties.
- Methyl heptanone — A natural ketone with insecticidal and fungicidal properties.

Overall, these natural oils possess insecticidal, antifungal, and herbicidal properties, making them valuable for pest control and improving crop health. They also serve as a natural fertilizer,

enhancing soil health and reducing the need for additional fertilizers. This preventive care is crucial for organic farmers, offering proactive protection against potential threats, avoiding significant crop losses, reducing the need for aggressive chemical treatments, and maintaining overall plant health and vitality. The oil also acts as a barrier to water evaporation, protecting plants from excess heat.

The use of companion plants alongside the main crop enhances the effectiveness of natural horticulture oil, promoting diversity and soil life, ensuring long-term soil health and fertility. This approach avoids the use of poisonous materials in fields, keeping insects and diseases at bay in a cost-effective manner.

Available in: 1 litre bottle.

Since every crop has different needs, the application dosage of products and companion plants varies depending on the crop and the conditions of your farm. Khuba welcomes direct contact for guidance specific to individual crop requirements.

To enhance soil fertility and diversity, consider planting companion plants simultaneously to rejuvenate the soil and deter diseases and insects. Farmers, aiming to conserve soil and provide the world with healthy food, play a crucial role in ensuring the transfer of productive farming land to the next generation.

Contact — Khuba Organic Products

Khuba Soil Conditioner, Khuba Plots, Kalaburgi – 585 102, Karnataka, India.

Cell: +91 9590000959 / 9886656013 | Email: korvigroup@gmail.com

Web Site: <https://khuba.in/agriculture> | YouTube: <https://www.youtube.com/@khubasoil>

reThink Water — Water is the Basis for All Life

Instant Electric Water Heater

Automatic Grey Water Reuse System

Low Flow Tap Connector

The Challenge We Face

The world today faces the dilemma of water, power, and environment on a daily basis due to urban concentration and climate change.

- Moving water, treating waste, and desalination are capital-intensive. Running costs are high, demographically limited, and ultimately return as taxes.
- Fresh water reserves and dams are diverted to cities, making farmers water-poor. Deep aquifers are reserves of our future; excessive withdrawal leads to land cave-ins happening around the world.
- Rather than providing more water to create more sewage and treating it at a cost, it makes more sense to reduce consumption.
- Total consumption of water for bathing, hand wash, washing machine, and RO rejects are suitable for reuse in flushing and gardening — and can bring down fresh water usage by 252 litres per day per person. Many countries have already made it mandatory to reuse water.
- With innovation from reThink it is possible to be frugal in consumption, yet maintain the highest standards of hygiene. The total effect of reusing grey water for flushing makes it an excellent solution. Input of fresh water and output of sewage are taken care to the highest possible levels — leading to 80% saving in all spheres of application.

Lower Water Usage — City-Wide Benefits

- Leakage of fresh water in delivery systems, which accounts for 10–40% of total fresh water, can be brought down by 80%.
- Spillage of sewage (average 20–40%, accounted) can be reduced by a further 80%.
- One-third of urban energy consumption for filtration of fresh water, pumping, removal of sewage, or treating can be brought down by 80% because of lower quantities handled.

Annual Average Savings — Family of Four

Application	Annual Saving
Tap	55,000 litres
Washing Machine	78,000 litres
Bath	95,000 litres
Flush	70,000 litres
R.O. Rejects	70,000 litres
Power	1,500 Units

1. Instant Electric Water Heater (Electric Tank-less Water Heater)



World's most efficient 2 LPM shower, designed to save fresh water, power, and reduce pollution. State of the art, feather touch, built-in pressure pump, real-time water and power usage calculations, and a host of new features with safety and very long service life. reThink shower uses between 1 to 2.2 litres per minute (LPM) and consumes 8 to 14 litres for an average 8-minute bath. Click: <https://youtu.be/9L4RqquyEX4>

Shower Handle

The 2.2 LPM low-flow shower instant electric water heater is infinitely controllable for water flow, with different modes for pressure cleaning or hydration. Using ceramic disc contact wet parts for long service life:

- Mode 1 — Only 0.9 LPM of water is pressure ejected in concentrated form, useful for removal of soap, dirt, or shampoo with relative ease and reduced bath time.
- Mode 2 — Only 1.6 LPM water is pressure ejected, creating millions of droplets, useful for hydration and leading to better cleaning.
- Mode 3 — Only 2.2 LPM water is used, enabling the user to use it handheld or fix the handle on a wall stand as an overhead unit, allowing cleaning of inaccessible areas.

Built-in Pressure Pump

The unit has an inbuilt pressure pump which dynamically pressurises the water output, helping in better cleaning and reducing bath time. The droplet size and pressure not only hydrates but also cleans the skin effectively, avoiding the need to rub the skin after bathing and thus reducing skin rashes and reddening.

Power Efficiency

An average 75% power saving through a state-of-the-art heating element working silently. Reduction in water usage by 80% leads to lesser cost of heating, transferring, pumping, and storing. Water flows through a stainless steel tube while getting heated, ensuring no deposition or scaling, thus extending heater life. Stainless steel water carrier tube will not corrode or scale even after long usage.

Display & Feather Touch

The reThink shower comes with a large digital display showing voltage and real-time water and power consumption. Feather touch allows users to set temperature or pressure with relative ease.

Safety

Manufactured as per International Electro-Technical Commission (IEC), CE, CB, and GCC standards, rated IPX25. Comes with a host of safety features — auto shut down in the event of dry run (no water), short circuit, or high voltage — keeping both the equipment and the user safe under all conditions.

Cost, Space & Modular Design

Easy to fit. No need for high-cost mixers or extensive plumbing, leading to substantial cost savings. Combined with long service life. Pay back in less than a year compared with existing systems. Suitable for large establishments or retrofit — reThink can work alongside any existing system with relative ease, making substantial savings on water and power.

Water Heater Comparison — Family of Five, Per Year

Feature	5.5 Kw RETHINK Shower	5 Kw Gezer Regular Shower	2 Kw Gezer (Bath with bucket & mug)
Life Span	20 years	8 years	8 years
Water Usage Litres/Year	18,250 KL	109,500 KL	27,370 KL
Water Usage 20 Years	365 KL	2,190 KL	547.5 KL
Power Usage Units/Year	< 216	> 956	> 383
Recurring Cost	Low	High	Medium
Real Time Water Usage Data	Yes	No	No
Real Time Power Usage Data	Yes	No	No
Hot & Cold Water Mixer	N/A	Required	Manual
Ease of Use	Yes	Medium	No
Cleaning Efficiency	Very High	Medium	No
Water Flow Control	Infinite	Medium	No
Size	Compact	Big	Medium
Temperature Control	As Desired	Medium	Variable
Time Required for Heating	Instant	30 Min	30 Min
Cold Water Sandwich	No	Yes	Manual
Scaling	No	Yes	Yes
Shower Head Clogging	No	Yes	N/A
Filter for Removal of Solids	Yes	No	No
Pump Built-In for Pressure	Yes	No	No
Pressure Control (High Rise)	Yes	No	No
High Temperature Cut Off	Yes	No	No
Dry Run Protection	Yes	No	No
High Voltage Power Shut Down	Yes	No	No
Safety in Case of Power Leakage	Yes	No	No
Water Proof Rating	IP25	No	No
Modular Design DIY	Yes	No	No
Eco Friendly	Yes	No	Medium
Carbon Footprint Reduction	High	No	Medium
Error Code High Temperature	Yes (E1)	No	No
Error Code Electricity Leakage	Yes (E2)	No	No
Error Code Temp Sensor Failure	Yes (E3)	No	No
Error Code High Voltage (>265V)	Yes (HI)	No	No
Error Code Low Voltage (<180V)	Yes (LO)	No	No

Note: 1 KL = 1,000 litres. IP25 = Standards of water proofing. The user is advised to compare the latest developments in the market to consider this data.

2. Automatic Grey Water Reuse System



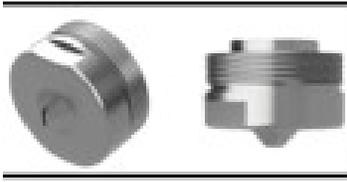
Fully automated water from bath, washing machine, RO unit, etc., for reuse for flush and gardening. This Automatic Grey Water Reuse System incorporates patented technology, eradicating the need for a storage tank, combined with highest multi-safety devices and long service life. Reuse of grey water and lower power consumption for the benefit and sustainability of mankind.

- Grey water reuses and reduces fresh water usage by using wastewater from showers, washing machines, RO, or any other source of grey water — which are low in pollutants and thus high in potential for reuse. Just connect the grey water outlet and everything else is taken care of automatically.
- The system is designed with state-of-the-art intelligent technology to switch on automatically, sensing the water availability without the need for human intervention.
- If the tank is empty, the red light will start blinking to alert the user to use an alternate source.
- An anti-skid tray has been provided for highest safety at the time of bathing. Space-saving modular, convenient, and easy-to-fit design: the grey water collection unit has been designed to fit in an existing bathroom without making any structural changes. The shower tray can also be used on the existing floor or with bathrooms having a sunken floor.

Automatic Grey Water Reuse System Comparison — Family of Four, Per Year

Feature	Grey Water Recycling for Independent Homes	STP or ETP Plant	RETHINK Grey Water System
Life Span	5–10 years	5–10 years	20 years
Water from Washing Machine (Litres)	78,000	78,000	78,000
Water from RO Filter Reject (Litres)	70,000	70,000	70,000
Water from Shower Bath (Litres)	1,02,200	1,02,200	Nil
Water from reThink Shower Unit (Litres)	Nil	Nil	14,600
Fresh Water Saved for Flushing	Nil	Nil	70,000
Water Recycled for Flushing	70,000	70,000	Nil
Power Usage Units/Year	Medium	High	< 5
Dry Run Protection	No	No	Yes
Capital Cost	Medium	High	Low
Recurring Cost	High	Medium	Nil
UV Treatment	—	—	Yes
Ease of Use	Medium	No	Yes
Automation	Medium	Medium	Total
Size	Big	Big	Compact
Modular Design (Ease of Fitting)	No	No	Yes

3. Low Flow Tap Connectors



Suitable for FEMALE M24 and MALE M22 & M28 size taps. The flow of water is manipulated to deliver the highest cleaning efficiency using the least quantity of water.

- Consuming an average of only 300–400 millilitres per minute depending upon the pressure available.
 - Suitable for non-pressurised (low flow) and pressurised water flow with minimum variations in flow.
- Material of Construction: BRASS (lead free) and Chrome plated.
 - Non-clogging design with single large hole design for very long service life.

Pay Back — ROI

Pay back for all reThink water products is a few months across the world.

Excel sheets available for India,

Kingdom of Saudi Arabia, United Arab Emirates, and United States of America.

Click: <https://khuba.in/save-water>

To maximise return on investment, combine products from reThink.

Click: <https://youtu.be/8F2ICfyVOu4>

Contact — reThink Water

Origins Ultimate, #60, Khuba Plots, Kalaburgi, Karnataka, India.

Phone: +91 8472-256455, 256492, 256719 | Mobile: +91 9886656013

Email: emailrethink@gmail.com | Web Site: www.khuba.in