

reThink Foods

RETHINK JAGGERY

Zero-Additive | Low-Temperature | Nutritionally Complete

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

Technology & Product Overview — Investor and Partner Briefing

***Those interested in becoming part of this mission — as technology partners,
manufacturing licensees, or distribution partners — are warmly invited to reach out.***

Commercial structure details are available upon request.



Also Presenting: Khuba Soil Conditioner

India's Most Complete Organic Mineral Fertilizer — The Foundation of Certified Organic Jaggery



PHASE 1 — A 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. We bring technology to the land. We bring knowledge of organic cultivation. We bring fair pricing and assured offtake. And through the Khuba Soil Conditioner programme, we bring the means to transition the very soil under the farmer's feet 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, as a traditional medicine, as a post-meal digestive, as 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 in the first place.

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.

PHASE 2 — 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 in the finished product. 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 a process called 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, a product with 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.

PHASE 3 — 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

Iron ions react 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 $\text{Mg}(\text{OH})_2$ 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

Zinc precipitates as $\text{Zn}(\text{OH})_2$ 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, producing a distinctively fresh, naturally fragrant final product.

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.

PHASE 4 — 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

PHASE 5 — 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. Its Sulfur is not used hence Not Detected — completely safe for children, asthmatics, and sulphite-sensitive individuals.

PHASE 6 — Health Benefits by Consumer Segment

reThink jaggery's nutritional profile makes it the optimal daily sweetener for every major health-sensitive consumer group in India and internationally.

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 used hence 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.

PHASE 7 — 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 —
and Khuba Soil Conditioner is where it begins.*

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

*For the farmer, Khuba means lower input costs, stronger crops,
and a buyer who values their commitment to organic practice.
For the consumer, it means a jaggery that is genuinely organic from soil to shelf —
not merely additive-free in the factory.*

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 of commercial production, 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 — the Khuba transition is an enhancement that further elevates an already exceptional product.

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.

The Complete Organic Circle

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.

PHASE 8 — 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, triclinic, 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 used hence 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.

PHASE 9 —

An Invitation to Build Something That Matters

The world does not lack sweeteners. It lacks industries that are built honestly — that give the farmer fair ground to stand on, give the consumer what nature intended, and give the planet back more than they take from it.

reThink Jaggery and Khuba Soil Conditioner 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, and leaves behind no pollution — only prosperity.

Every partner 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 eat it, and the generations that will inherit the land we leave behind.

reThink Foods

reThink Jaggery | Khuba Soil Conditioner

From Soil to Shelf — Nothing Added. Nothing Lost. Nothing Wasted.

Those interested in becoming part of this mission — as technology partners, manufacturing licensees, or distribution partners — are warmly invited to reach out. Commercial structure details are available upon request.

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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.