

About Us

We, at **Zelence Industries Private Limited**, have started off humbly with a vision to serve diverse sectors with superior quality of pro-organic agricultural, farm & other products. It is a knowledge and technology driven company based on its own materials, processes and products. As a **manufacturer**, we are also devoted in R&D processes to enhance customer experiences through availability of higher nutritional values from our products. We have experiences and motivated sales and marketing team connected to the customers, 24X7.

Today, we are efficiently working in the blue ocean niche market. In our differentiated market, we sell products that **enhance fish growth, taste and nutritional quality; our aquaculture and poultry water disinfectant are in high demand; our Biochar based cattle feed supplement powder improves metabolism regulation, helps in providing high quantity and quality milk ; our poultry growth enhancer and water disinfectant reduces FCR and mortality; Our recent offering Silver based disinfectant is used for fogging and protects from microbial community disinfection.**

And, we are constantly trying to look forward to expanding our product range with many more new and innovative nutritional feeding and other farm/agricultural products. With all these, our enterprise looks ahead to establishing a wide network of distribution & supply so that, we can successfully take our business to the national level successfully. A backend support of technological development from IIT Kharagpur and business intelligence from FIED, IIM Kashipur is our strength. As a DPIIT recognized Start up (17658), we thrive in technological innovation and inclusive intervention for customer success. We look for collaboration, partnership and gender neutral inclusive growth. Come, talk to us.

Our History

Our startup, Zelence is established at Science & Technology Entrepreneurship Park, IIT Kharagpur. After establishing the partnership of a student & his teacher from IIT Kharagpur, this startup was conceptualized. From the day of establishment, we are focused on developing in the novel material development for Agri-animal husbandry-fishery - public health sector. A historical timeline of developments in and of our firm till date, is given below :

January, 2015	Started in January, 2015 as a Partnership Firm named Pranam Laboratories Products and Services.
May, 2015	First product with brand name Matribhumi Organic fertilizer was introduced into the market
October, 2015	We have taken up the Nanosilver, Graphene, Biochar, bioactive compounds research for agriculture, animal husbandry and aquaculture in October, 2015.
March, 2017	Collaborative biochar research was started in March, 2017.
April, 2017	Zelence Industries Pvt Ltd was formed and incubated as a start up since April, 2017.
October, 2017	Nanosilver based products for agri-poultry-fishery were introduced in the market
June, 2018	Mr. Fish were introduced as product in June, 2018.
August, 2018	Happy Milk, a biochar based dairy product filed for patent and introduced into the market
January, 2019	Organic fertilizer customized for Aquaculture, Bioplankton was introduced
March, 2019	Pranam and Zelence were merged in March, 2019.
February, 2020	Silver+Fog, a community disinfectant was introduced into the market

Our Awesome Team

We are a team of highly enthusiast professionals comprising of Ph.Ds, Masters and graduates in the field of Biotechnology, Chemistry, Computer Science and Engineering, who possess great motivation, focus and expertise & qualification in their respective fields. The advisory board having eminent people from industry, scientific and engineering Institutes completes the team. This highly resourceful team of ours is the main strength of company. Each member works hard to ensure the flawless supply & distribution of high quality products and service for **Silver+ Fog, Mr. Fish, Happy Milk, Fish Heal, Matribhumi , No Fly ,Clear, Ultimate,** and many others. Our team is continuously working in the direction of developing, producing and delivering high quality of products in the markets nationwide.

Research

With the backend support of renowned laboratories at Indian Institute of Technology Kharagpur, Zelence is devoted to the research & development of high quality of products that can open new and viable market segment. Large scale Graphene synthesis and its novel composite production, composite and engineered Biochar, Urease positive Probiotics, Entomopathogenic fungi development and photocatalytic aqueous ammonia remover are currently the core areas of ongoing research. We have a team of domain experts, who are committed to develop cutting edge products and solutions to drive enhanced and shared economic benefits of the stakeholders.

[Link: for ongoing research](#)