



**FOR FARMERS
FOR EVER**



About Us

M/S Sova Enterprise is the Organic Agri-Input manufacture division of Annada Group, established as a Partnership firm in the year 2010. M/S Sova Enterprise is the pioneer Bio-fertilizer manufacturing & marketing firm in North East India, located in R.K.Nagar, Agartala, Tripura (West). M/S Sova Enterprise manufactures different organic agri inputs. Our products are renowned and repeatedly demanded by clients due to their high quality, efficacy, and long shelf life.

Our Vision

M/S Sova Enterprise drives by the Vision to revolutionize Agriculture by delivering high-quality, innovative, reliable, and cost-effective organic inputs. Our primary aim is to make the entire North East India an organic zone. And this spirit is the guiding force for our company.

Our Mission

M/S Sova Enterprise endeavors to be an outstanding company focused on enhancing value to our customers and other stakeholders, by producing the best quality & most innovative products for its consumers and in the process building a formidable organization that can take on the best in the industry and is focused on the aspirations and by setting newer standards of performance.



Annada Gold Organic Fertilizer



01

It is a highly nutritive Organic Fertilizer containing all available nutrients required by a plant from its seedling stage to harvesting stage.



Benefits

1. This improves the water holding capacity of the soil.
2. This improves air circulation in the soil
3. This protects against various plant diseases.



Dosage

It can be used at 1200 kg/hactor of land in two equal parts. For fruit cultivation 2- 5 kg of vermicompost is sufficient.



Available Pack Size : 01 Kg | 05 Kg | 25 Kg



Annada Gold PROM



02

Annada Gold Prom is a Phosphate Rich Organic Manure (PROM), produced by co-composting high-grade rock phosphate in very fine size. It is available in dust form.



Benefits

1. Acts as an alternative to DAP and makes soil soft and enriched
2. Realese Nitrogen and Phosphate slowly.



Dosage

Field preparation 25 kg per acre, One week before flowering 100kg and as per acre 15-20 days after second dose 25kg per acre.



Available Pack Size : 05 Kg | 25 Kg



Annada BIO NPK

(Liquid Biofertilizer)



03

It is a liquid consortia Bio-Fertilizer contains compatible beneficial microbial strains for all major nutrients in a very effective combination including nitrogen-fixing bacteria, phosphorus solubilizing bacteria & potashmobilizing bacteria.



Benefits

1. Increase 20 - 30% yield against drought conditions.
2. Improve physical and chemical properties of soil with water retention.



Dosage

Soil application: Mix 2.5 ltr. in 150 ltr. water for 1 Acre & Foliar application: Mix 600-650 ml in 120 lit of water per Acre.



Available Pack Size : 100 ml | 250 ml | 500 ml | 01 L

Longtharai Sonali Krishi

(Humic Acid Granules)



04

It is a humic acid-based water-soluble Premium Quality Soil pH Regulator and plant growth regulator which is specially manufactured for sandy soils acts as a plantbio-stimulant, Otherwise called plant conditioners or bio-enhancers.



Benefits

1. It increases the water infiltration and water-holding capacity of the soil.
2. It promotes the better germination of seeds.



Dosage

1. For broadcasting method 8-10Kg/Acre is suitable for broadcasting.
2. For soil drenching method mix 3 g of humic acid with 1 liter of water.
3. Foliar Spraying: Mix 2-3 gm of Longtharai Sonali Krishi with 1 liter of water thoroughly and spray all over the plant after sunset.



Available Pack Size : 01 Kg | 05 Kg | 100 ml | 250 ml



Longtharai Sonali Sathi

(Seaweed Granules & Liquid)



05

Longtharai Sonali Sathi is fortified with seaweed containing natural proteins.



Benefits

1. Seaweed Improves seed germination, and increases root growth development.
2. It increases the bloom set and size of flowers & fruits.



Dosage

- 13-15 Kg/Acre is suitable for broadcasting and apply longtharai Sonali Sathi in an interval of every 10-15 days for best results.
- Foliar Spraying : Mix 2-3 ml of Longtharai Sonali Sathi with 1 liter of water thoroughly and spray all over the plant or apply directly to the Soil.



Available Pack Size : 100 ml | 250 ml | 500 ml | 01 Kg | 5 Kg | 10 Kg



Longtharai Sonali Zyme

(Humic Amino Seaweed Mixture)



06

It is an Organic Eco-friendly fertilizer for plants, which is a mixture of Humic Acid, Amino Acid & Sea Weed Extract available in granules form.



Benefits

1. It improves the overall plant yield including flowering and fruiting of plants.
2. It improves the plant's roots, thickens, enlarges, and balances leaf growth.



Dosage

- 13-15Kg/ Acre is suitable for broadcasting, mixing with Chemical fertilizer, Urea, SSP, DAP, MOP.



Available Pack Size : 01 Kg | 05 Kg | 10 Kg



Longtharai Sabooj Shiddi

(Granular Organic DAP)



07

It is a Phosphate Rich Organic Manure or PROM, rich in Nitrogen, Phosphate & Organic Carbon available in granules form.



Benefits

- Acts as an alternative to DAP and makes soil soft and enriched



Dosage

- Field preparation 25 kg per acre, One week before flowering 100kg and as per acre 15-20 days after second dose 25kg per acre.



Available Pack Size : 05 Kg | 25 Kg



Longtharai Sabooj Foshol

(Vermicompost)



08

Longtharai Sabooj Foshol is a Vermicompost, a product of the decomposition process using various species of worms, usually red wigglers, white worms, and other earthworms, to create a mixture of decomposing vegetable or food waste, bedding materials, and vermicast.



Benefits

1. This improves the water holding capacity of the soil.
2. This improves air circulation in the soil
3. This protects against various plant diseases.



Dosage

It can be used at 1200 kg/hactor of land in two equal parts. For fruit cultivation 2- 5 kg of vermicompost is sufficient.



Available Pack Size : 25 Kg



Annada Azocare



09

It is a granular bio fertilizer which is a high-density formulation of Azospirillum spp.



Benefits

1. High nitrogen-fixing capacity (up to 30 kg /ha).
2. Produces hormones to accelerate plant growth (root and shoot).
3. Increase in crop yield.



Dosage

Broadcasting:- Prepare the mixture of 8 kgs of Biofertilizer and 200 kgs of compost for 1 acre



Available Pack Size : 01 Kg



Annada Potashcare



10

It is a granular bio fertilizer which is a high-density formulation of Potash Mobilizing Bacteria (KMB)



Benefits

1. Mobilize unavailable potash in soil for crops.
2. Increase fertilizer use efficiency.



Dosage

Broadcasting:- Prepare the mixture of 8 kgs of Biofertilizer and 200 kgs of compost for 1 acre.



Available Pack Size : 01 Kg



Annada Phosphocare



11

It is a granular bio fertilizer which is a high-density formulation of Phosphate Solubilizing Bacteria (PSB).



Benefits

1. This increases the level of available P₂O₅ in the soil.
2. About 10 to 15% increase in crop yield can be achieved with the use of this culture.



Dosage

Broadcasting:- Prepare the mixture of 8 kgs of Biofertilizer and 200 kgs of compost for 1 acre.



Available Pack Size : 01 Kg



Annada Azotocare



12

It is a granular bio fertilizer which is a high-density formulation of Azotobacter.



Benefits

- It fixes 20-30 kg. /hectare of nitrogen in one crop season & increases about 20% of crop yield.



Dosage

Broadcasting:- Prepare the mixture of 8 kgs of Biofertilizer and 200 kgs of compost for 1 acre.



Available Pack Size : 01 Kg



Annada Agri Lime



13

Annada Agri Lime or Agricultural lime is a soil conditioner made from crushed limestone or dolomite limestone in dust form. Composition: Calcium Carbonate-70%, Magnesium-20%, Sulphur-10 %.



Benefits

1. Reduce toxicities in the soil.
2. Supply calcium, magnesium, and other minerals to



Dosage

Agri lime can be applied during land preparation in the final phase. Apply the product @80kgs/acre before sowing. Ensure that there is enough moisture in the soil.



Available Pack Size : 01 Kg | 05 Kg



Annada Fish Lime



14

Lime can be used as a very good conditioner in the pond in Lumps form.



Benefits

1. It removes soil and water acidity and neutralizes pH in the fish ponds under commercial and recreational rearing.
2. It removes the effect of poisonous gases like H₂S, and NH₃ from the bottom of the water body.
3. It increases the sun-light penetration in water and increases the microbial, phytoplankton, and zooplankton activity.



Dosage

30-40kg per acre when pond depth is 1 meter (3.5 feet) at every 2 months interval.



Available Pack Size : 05 Kg



Longtharai Chamak Gold

(Nitrobenzene based Granules & Liquid)



15

It is a specially manufactured plant growth enhancer which contains Nitrobenzene, vitamins, and bio stimulants under international agricultural standards.



Benefits

1. It stimulates plant enzymes and root growth.
2. It helps increase the number of flowers and fruits, thus helping increase the crop. It increases the branches hence appearing more flowers and more yield.



Dosage

Broadcasting method 7-8 Kg/Acre is suitable for broadcasting, mixing with Chemical fertilizer, Urea, SSP, DAP, MOP.

Foliar Spray: Mix in the ratio of 2-3 ml Longtharai CHAMAK GOLD in one liter of water.



Available Pack Size : 01 Kg | 05 Kg | 250 ml | 500 ml



Longtharai Krishi Shakti

(Micronutrient Mix)



16

It is the Special Mixture of Micronutrients powder Viz., Zinc, Iron, Manganese, Copper & Boron.



Benefits

1. It improves a plant's ability to produce flowers and fruit.
2. It is crucial for plant hormone balance and auxin activity and it is vital for growth, the division of cells, and the production of husks of grains.



Dosage

- Apply 3 gm per pit during planting time and 1-2 kg. per acre with basic NPK manures and apply Interval of every 60-80 days for best results in the field and horticultural crops.



Available Pack Size : 01 Kg | 05 Kg



Longtharai Foshol Kranti

(Potassium Humate Flakes)



17

It is extracted from natural high-grade Leonardite with excellent solubility, an efficient organic Potassium fertilizer. Potassium Humate Flakes With Added Micronutrient Potassium Humate-80%-85%, Potash-10%-12%



Benefits

1. Improves blossom & fruit set.
2. Promote the development of roots & shoots
3. Increases root respiration & formation
4. Increases crop yield



Dosage

It can be applied through foliar spray or drip irrigation system at 100 gm Longtharai Foshol Kranti in 100 litres of water and directly to the root one (drenching) at 250 gm in 100 litres water.



Available Pack Size : 100 Gm

Longtharai Cocopeat



18

Cocopeat is the by-product from the extraction of coconut fibre from husks. Cocopeat is a 100% natural growing medium.



Benefits

1. It holds moisture and nutrients.
2. Cocopeat increases the porosity of the potting mix. This helps in better root growth & results in better plant growth and higher yield.



Dosage

Place the block in a large container and keep on sprinkling water till it becomes moist or mix it with the soil and use it for re-potting.



Available Pack Size : 05 Kg



Longtharai Neem Powder



19

Neem Powder is the residue that can be used after Neem seed kernels are crushed for their oil. It contains high amount of nutrients like NPK (nitrogen-phosphorus-potassium) as well as nortriterpenoids, isoprenoids, secondary and micro nutrients.



Benefits

1. Rich source of NPK and other Micro Nutrients Prevents Nematode
2. Improve Soils Organic Content Can be combined with Other Fertilizers



Dosage

Mix with other fertilizer @ 25-30 kg per acre.



Available Pack Size : 100 ml | 250 ml | 500 ml | 01 L



Longtharai Magnesium Sulphate



20

It is a combination of magnesium and sulphur, both nutrients beneficial for plant health, otherwise called as EPSOM SALT. Magnesium (Mg): 9.5%, Sulphate Sulphur (S): 12.0%.



Benefits

1. Makes plants grow bushier, produces more flowers.
2. Helps seed germinate faster, increases chlorophyll production.



Dosage

Mix with other fertilizer @ 10-15 kg per acre.



Available Pack Size : 01 Kg



Longtharai Neem Oil



21

It is extracted from the Neem tree, *Azadirachta indica*. Longtharai Neem oil contains approx. 100 biologically active compounds.



Benefits

1. Helps to control 90% of the effect on most pests.
2. Neem oil is a famous natural Anti-feeding, growth regulator and ovipositional repellent for insects.



Dosage

Take 20ml of Longtharai neem oil and mix with 15 litres of water along with 10 ml of natural Emulsifier (liquid soap). Stir thoroughly. Spray the Longtharai neem oil mixer on all parts of the plant including the underside of the leaves until completely dry.



Available Pack Size : 100 ml



Longtharai Gypsum Plus



22

It contains Calcium (Ca), Magnesium (Mg), Sulphur (S), Zinc (Zn), Boron (B), and other minerals which help crops to grow properly and greatly improves plant ability to produce fruits better.



Benefits

1. It provides Calcium (Ca), Magnesium (Mg), Sulphur (S), Zinc (Zn), Boron (B), and other minerals to the plants.
2. It increases flower production and retention, pollen tube elongation and germination, seed and fruit development.



Dosage

Longtharai Gypsum Plus can be mixed with NPK fertilizer and Manure @400 kg/Ha as the farmer desire.



Available Pack Size : 25 Kg



Longtharai Laxmi Bhandar

(NPK 19:19:19)



23

It is a 100% water-soluble mixture of NPK fertilizer in the ratio of NPK 19:19:19 which is in crystalline powder form.



Benefits

1. Instant uptake of nutrients by the plants resulting in a significant and quick improvement
2. It supplies all major nutrients to the plant.



Dosage

Foliar Application @ 3-5 gm per litre.



Available Pack Size : 01 Kg



Longtharai Ujjwal Krishi

(Potash Derived From Molasses, Potash - 15%)



24

It is Potash Rich Organic Manure. It is derived from molasses. This product could be a direct replacement for Chemical Potash Fertilizer like M.O.P.



Benefits

1. It provides the plants with naturally available POTASH.
2. Increases crop maturity, grain size and lustre.



Dosage

1. 25 to 50 kg Per Acer is suitable for broadcasting and mixing with Chemical fertilizer.
2. This can be applied 50-60 kg per acre at the time of land preparation.



Available Pack Size : 25 Kg



Longtharai Matir Mukta

(Calcium Nitrate Fertilizer)



25

It is a unique granular speciality 100% water-soluble complex fertilizer containing one major (Nitrogen) and one secondary (Calcium) plant nutrient. Calcium Nitrate Fertilizer N(T) 15.5% Ca(WS) 18.8%



Benefits

1. Longtharai Matir Mukta is the physiological building block for strong, disease-resistant plants.
2. Helps flowering and fruit-bearing of plants.



Dosage

Foliar Application @ 4-6 Gm per litre.



Available Pack Size : 01 Kg



Longtharai Zinc Plus



26

ZINC consider a highly essential nutrient for crops.

CONTENTS: ZINC (as Zn) 21%, Sulphate sulphur (as S) 10%



Benefits

1. It provides Calcium (Ca), Magnesium (Mg), Sulphur (S), Zinc (Zn), Boron (B), and other minerals to the plants.
2. It increases flower production and retention, pollen tube elongation and germination, seed and fruit development.



Dosage

1. For foliar spray: 2-3 Gm per Ltr
2. For Soil Application: 1.5 Kg in soil as basal dose with fertilizer per acre.



Available Pack Size : 01 Kg



A stylized, light green tree graphic with a trunk and several large, rounded leaves, positioned on the left side of the page against a dark green background.

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