PINDFRESH
Systems | Consumables | Advise
Organic @ Home

The Catalogue
Jee Aayan Nu and thank you for visiting

At Pindfresh we believe that you should be able to grow your plants in a sustainable and healthy way without burning a hole in your pockets. To help in your journey of conscious growing we founded this healthier and more efficient way of staying connected with nature.

We all know that a high quality input will yield a higher quality output. All our products from our In-house Nutrient Formula, to our Hydroponic Home and Learning Kits to our ‘Made In India’ GrowBags and GrowMixes to our Hi-Tech GrowLights, etc are all made and tested to the highest quality.

Everything that we sell, we use in our Commercial Farms in Chandigarh! In the end - We know because we grow!

So welcome to Pindfresh and best of luck to grow your clean and healthy produce. Like we had in our villages - In our Pinds.

With much love

Som

The Pindfresh Guy

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*ALL PRICES INCLUDE GST & SHIPPING
THE PINDPIPE

SKILL LEVEL: Beginner
MATERIAL: Hard grade pvc
IDEAL PLACEMENT: Inside/outside the house
GROW: Aromatic Herbs
GROWING CAPACITY: 5 plants at a time
MAINTENANCE: 10 mins a week

GROWS
- Grow Aromatic Herbs
- Leafy Green Vegetables
- Spinach, Basil, Lettuce

STATS
- Deep Water Culture (DWC)
- For Beginner Growers
- 10 mins / week maintenance
- Ideally to be placed inside the house

INCLUDED
- 1 Pindpipe with 5 grow spots
- 2 Stands
- 5 Net Pots
- 5 Bottles of Special Brews / Nutrients
- 1 Pouch of Leca / Clay Balls
- 1 Packet of seeds
- Instruction leaflet to get you started
- Airpump silicone tubing and airstone

Ideal to start learning about hydroponics and grow a small amount for home use. Grow Green Leafy Vegetables – clean and pesticide free! Grow inside your house – on your table – in the balcony – window sill – in your office! The PindPipe is an all-inclusive Hydroponic kit that allows you to start on this magical journey of self-sufficiency in 30 mins!
# THE BULLET

**PINDPIPE**

**CHILDREN’S TRAINING KIT**

<table>
<thead>
<tr>
<th>SKILL LEVEL</th>
<th>MATERIAL</th>
<th>IDEAL PLACEMENT</th>
<th>MAINTENANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginner</td>
<td>Hard Plastic</td>
<td>Inside/Outside the House</td>
<td>10 mins a week</td>
</tr>
</tbody>
</table>

**GROWS**
- Grow Aromatic Herbs
- Leafy Green Vegetables
- Spinach, Basil, Lettuce

**STATS**
- For Beginner Growers
- 5 mins / week maintenance
- Ideally to be placed inside the house

**INCLUDED**
- 1 Pindpipe with 2 grow spots
- 1 Stand
- 2 Net Pots
- 5 Bottles of Special Brews / Nutrients
- 1 Pouch of Leca / Clay Balls
- 1 Packet of seeds
- Instructions leaflet to get you started
- Measuring Stick to level the water

Great learning kit to start off on hydroponics – ideal for kids and as presents
Grow Aromatic Herbs and Green Leafy Vegetables – clean and pesticide free!

![Image of the Pindpipe product](image)

**DIMENSIONS**
- 9" (length) x 4" (width) x 3" (height)
JURA 41

GROWS
- Leafy Greens
- Herbs
- Decorative Plants

STATS
- Floating Raft (FR)
- For Skilled & Amateur Growers
- 10 mins / week maintenance
- Ideally to be placed inside the house

INCLUDED
- 1 Fibre Glass Tub with 27 grow spots
- 27 Net Pots of 2 inches
- 9 Net Pots of 3 inches
- Clay/Leica Balls
- 500 ml 5 part Special brews/Nutrients
- 1 Water pump 45 watt
- 1 Packet of Seeds.
- 2 High density floating raft

The JURA 41 is a fiberglass tub made specifically for DWC hydroponics / aquaponics. It comfortably accommodates 27 2 inches netpots (leafy greens) or 9 3 inches netpots (large plants - tomatoes, cucumbers etc). Made with top quality materials and designed to fit into all Pindfresh systems - the JURA 41 allows you to build your own unique systems using our 'off the website' components.
The JURA 42 is a fiberglass tub made specifically for DWC hydroponics/aquaponics. It comfortably accommodates 45 2" netpots (leafy greens) or 18 3" netpots (large plants - tomatoes, cucumbers etc). Made with top quality materials and designed to fit into all Pindfresh systems - the JURA 42 allows you to build your own unique systems using our 'off the website' components.

**GROWS**
- Leafy Greens
- Herbs
- Decorative Plants

**STATS**
- Floating Raft (FR)
- For Skilled & Amateur Growers
- 10 mins / week maintenance
- Ideally to be placed inside the house

**INCLUDED**
- 1 Fibre Glass Tub with 45 grow spots
- 45 Net Pots of 2 inches
- 18 Net pots of 3 inches
- Clay/Leica Balls
- 1 Liter 5 part Special brews/Nutrients
- 1 Water pump 45 watt
- 1 Packet of Seeds.
- 2 High density floating raft
### JURA 42 BUNDLE (1.5)

<table>
<thead>
<tr>
<th>SKILL LEVEL</th>
<th>MATERIAL</th>
<th>IDEAL PLACEMENT</th>
<th>GROW</th>
<th>GROWING CAPACITY</th>
<th>MAINTENANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skilled</td>
<td>Hard grade pol</td>
<td>Inside the house</td>
<td>Leafy greens &amp; Herbs</td>
<td>72 plants</td>
<td>1x3 mins a week</td>
</tr>
</tbody>
</table>

#### GROWS
- Leafy Greens
- Herbs
- Decorative Plants

#### STATS
- Floating Raft (FR)
- For Skilled & Amateur Growers
- 10 mins / week maintenance
- Ideally to be placed inside the house

#### INCLUDED
- 1 Jura 41 and 1 Jura 42 with 72 grow spots
- 72 Net Pots of 2 inches
- 27 Net Pots of 3 inches
- Clay/Leica Balls
- 1 Liter 5 part Special brews/Nutrient
- 1 water pump 45 watts
- 3 Packet of Seeds.
- 4 High density floating raft

An 72 plant DWC system that takes under 10 mins to set up and is equipped to grow both fruiting plants and leafy greens. A vertical setup that enables us to grow large quantities in a space constrained environment. Assembled using our JURA 41 and a JURA 42 hydroponic DWC tubs.

![Image of JURA 42 Bundle](image-url)
# NFT Apartment System

| **GROWS** | • Leafy Greens  
|           | • Herbs  
|           | • Decorative Plants |
| **STATS** | • Nutrient Film Technique (NFT)  
|           | • For Skilled Growers  
|           | • 10 mins / week maintenance  
|           | • Ideally to be placed inside the house |
| **INCLUDED** | • 5 PVC Pipes with 45 Growspots  
|            | • 45 Net Pots - 2 inches for PVC pipes  
|            | • 1.5 Kg Clay Balls  
|            | • 1 Litre - 5 part Nutrients  
|            | • 1 Pack of 300 Seeds  
|            | • 1 Water Pump - 18 Watt - 1100 Litres / hour  
|            | • 1 Jura 42 - Fiberglass Reservoir  
|            | • Instructions Booklet |

The vertical orientation allows the system to grow 3 times the number of plants grown in soil (in the same area). In the Apartment systems we use a mix of both NFT and DWC technology. Grow any green leafy VEGETABLES (like Lettuce, Spinach, Basil, Mint, etc) HERBS (like Oregano, Thyme, etc) and SALADS easily.
# TASHI JUNIOR

**Skill Level**: Skilled  
**Material**: Food grade pvc  
**Ideal Placement**: Inside the house

### Grows
- Leafy Greens  
- Decorative Plants  
- Fruiting Crops

### Stats
- Nutrient Film Technique (NFT)  
- For Skilled Growers  
- 15 mins / week maintenance  
- Ideally to be placed inside the house

### Included
- 6 Pipes with 54 grow spots  
- 4 x 1 feet Tub with 24 grow spots  
- Stand (Made of PVC Joints)  
- 54 Net Pots with Clay/Leica Balls  
- 1 Liter Special brews/Nutrients  
- Water Pump  
- water flow controller switch  
- 1 Packet of 350 Seeds  
- 6 Grow Lights  
- Instruction leaflet to get you started

*The Tashi Junior is an ideal home growing starter system. Due to its unique vertical orientation we can grow 3 times the number of plants normally grown in soil (in the same area). It has an inbuilt lighting system (pindfresh growlights) that allows you to place the Tashi junior even in places that normally don't get enough sunlight. It has been specifically designed for balconies / service balconies and covered rooftops and is ideal for a family of 4.*

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**Price**: 24,999 INR  
**Colours**: Blue  
**Dimensions**: 39.5" x 17.5"
**TASHI HOME**

**GROWS**
- Leafy Greens
- Decorative Plants
- Fruiting Crops

**STATS**
- Nutrient Film Technique (NFT)
- For Skilled Growers
- 15 mins / week maintenance
- Ideally to be placed inside the house

**INCLUDED**
- 9 Pipes with 81 grow spots
- 4 x 1 feet Tub
- Stand (Made of PVC Joints)
- 81 Net Pots with Clay/Leica Balls
- 1 Liter Special brews/Nutrients
- Water Pump
- water flow controller switch
- 1 Packet 500 of Seeds
- 9 Grow Lights.
- Instruction leaflet to get you started.

*The Tashi Home is our flagship vertical growing system. Due to its unique configurations it helps you grow upto 81 plants at a time - which is 5 times the number of plants normally grown in soil (in the same area). It has an inbuilt lighting system (pindfresh growlights) that allows you to place the Tashi Home even in places that normally dont get enough sunlight. It has been specifically designed for balconies / service balconies and covered rooftops and is ideal for a family of 8.*

**PRICE**
31,999 INR

**COLOURS**
**THE TASHI PRO**

**GROWS**
- Leafy Greens
- Decorative Plants
- Fruiting Crops

**STATS**
- Nutrient Film Technique (NFT)
- For Skilled Growers
- 15 mins / week maintenance
- Ideally to be placed inside the house

**INCLUDED**
- 15 Pipes with 120 grow spots
- 4 x 2 feet Tub
- Stand (Made of PVC Joints)
- 120 Net Pots with Clay/Leica Balls
- 1 Liter Special brews/Nutrients
- Water Pump
- Water flow controller switch
- 1 Packet of 700 Seeds
- 15 Grow Lights.
- Instruction leaflet to get you started.

*The Tashi Pro is our flagship vertical growing system. Due to its unique configurations it helps you grow up to 120 plants at a time - which is 6 times the number of plants normally grown in soil (in the same area). It has an inbuilt lighting system (pinfresh growlights) that allows you to place the Tashi Duo even in places that normally don’t get enough sunlight. It has been specifically designed for balconies/service balconies and covered rooftops and is ideal for a family of 10.*

**COLOURS**

49,999 INR

49.999 INR
BALKI GROWBAG 16 x 16

- Pindfresh Fabric Pots allow roots to breathe and grow healthier, boosts plant growth and yields.
- Made with 100% non-woven / breathable fabric, which keeps the roots of your plant cooler at all times.

250 INR

BALKI GROWBAG 10 x 12

- Pindfresh Fabric Pots allow roots to breathe and grow healthier, boosts plant growth and yields.
- Made with 100% non-woven / breathable fabric, which keeps the roots of your plant cooler at all times.

150 INR

GROWBAG COMBO 1

- Pindfresh Fabric Pots allow roots to breathe and grow healthier, boosts plant growth and yields.
- Includes: 10X12 inch growbag, growmix, seeds & 1 set of special brews, Trellis nutrients.
- Made with 100% non-woven / breathable fabric, which keeps the roots of your plant cooler at all times.

1500 INR

GROWBAG COMBO 2

- Pindfresh Fabric Pots allow roots to breathe and grow healthier, boosts plant growth and yields.
- Includes: 16X16 inch growbag, growmix, seeds & 1 set of special brews, Trellis nutrients.
- Made with 100% non-woven / breathable fabric, which keeps the roots of your plant cooler at all times.

2100 INR
**JURA 41**

- The JURA 41 is a fiberglass tub made specifically for DWC hydroponics / aquaponics. It comfortably accommodates 27 2" netpots (leafy greens) or 10 3" netpots (large plants - tomatoes, cucumbers etc).
- Grow: Leafy Greens / Herbs / decorative plants
- Made with top quality materials and designed to fit into all Pindfresh systems - the JURA 41 allows you to build your own unique systems using our 'off the website' components.

**NET POTS 3"**

- Pack of 10 BLACK Flexible Net Pots / Net Cups / Mesh Pots
- 100% Virgin Material
- Pots- 3 inch - Black Color Durable, NON-TOXIC, UV-resistant plastic.
- Wide Lip design = more surface area to grab and transport plants or quickly lift & view the roots!

**150 INR**

**JURA 42**

- The JURA 42 is a fiberglass tub made specifically for DWC hydroponics / aquaponics. It comfortably accommodates 54 2" netpots (leafy greens) or 20 3" netpots (large plants - tomatoes, cucumbers etc).
- Grow: Leafy Greens / Herbs / decorative plants
- Made with top quality materials and designed to fit into all Pindfresh systems - the JURA 42 allows you to build your own unique systems using our 'off the website' components.

**NET POTS 2"**

- Pack of 10 Net Pots / Net Cups / Mesh Pots
- 100% Virgin Material
- Pots- 2 inch - Black Color, Durable, NON-TOXIC, UV-resistant plastic.
- Wide Lip design = more surface area to grab and transport plants or quickly lift & view the roots!

**120 INR**
CLAY / LECA BALLS

- Made from 100% natural clay, extremely stable in both pH and EC
- Drains freely and does not hold excess water, provides good oxygen levels around the root; suitable for flood and drain systems
- Strong structural integrity means that they are less likely to break and compact, which helps to prevent dripper systems from getting blocked

300 INR 1 KG

PER LITE

- Completely sterile and inert media for growing plants
  Light weight, with optimal drainage to hold moisture and nutrients even through hot and dry weather
- Excellent aeration and optimal water retention for any needs
- Improves structure and texture of clayey and silt soils and prevents soil compaction and surface crusting. It is mainly used for making soil - less hydroponic medium for plant growth.

340 INR 1 KG

GROWMIX

- Organic mix of cocopeat, vermiculite, beneficial bacteria and other enriching components to help your plants grow well

550 INR 3.5 KG

COCOPEAT
PHOOLAN is derived from a species of red algae Kappaphycus alvarezii, which is cultivated by self-help groups in the southern coast of India. Fresh seaweed is then processed using a patented technology to create the Phoolan blooming agent, which is both organic and naturally high in plant hormones such as auxins, cytokinins and gibberellins.

- Highly Concentrated Potassium. 100% Organic Blooming Agent

SPECIAL BREWS

- Our Special Brews not only have all the major nutrients that your plants require but also the proper amounts of all the essential micro-nutrients

- Shelf life: 1 year

- Instructions included in the package
**pH METER**

- Electric device used to measure hydrogen-ion activity (acidity or alkalinity) in solution.
- Digital display to offer the accuracy of the reading.
- Water-resistant
- With Buffer Powder and Calibration Pin
- Battery included

**750 INR**

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**LCD TDS METER**

- "This is a digital TDS meter tester, to test the hydroponics systems water quality purity, check the performance of your water, check for hardness (1 grain 17 ppm).
- Can be used in hydroponics systems, water purifiers and filters, food (vegetable, fruits) drink quality monitoring, pools, spa’s, aquariums.
- Battery included

**350 INR**

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**GROWLIGHT**

- Pindfresh Grow Light is perfect for plants growing inside the house.
- Comes with color temperature 6000 - 6500 K. Power - 9 Watts
  Fully absorbed by plants, low power consumption, efficient energy saving.
- Dimensions: 48 X 1”

**1500 INR (2 PCS)**
END CAPS

- Purpose: Ceiling the ends of the pipe
- Colour: Chocolate Brown
- Diameter: 3"

180 INR (6 Pcs)

STAND

- Purpose: Holding/Stabilizing PVC pipes, Prevent water from draining.
- Colour: Chocolate Brown
- Diameter: 3.9"

150 INR (6 Pcs)

GROMMET 1"

- Self sealing push fit 1 inch grommets for making Dutch buckets and connecting hydroponic pipes

500 INR (10 pcs)

T & ELBOWS JOINTS

- High quality polypropylene food grade PVC connectors for pipe fittings
- Easy to install (No tools required, hand tightened)
- Chemical resistance
- Diameter: 1"

T 350 INR (10 Pcs)

ELBOW 300 INR (10 Pcs)
**WHY WE ARE BETTER?**

**Local**

All our products are made in-house by our superb, dedicated and local partners. We are proud to be a local company. Developing systems from Indian point of view - safety checks that account for electricity failures, to developing low cost nutrient solution and easily sourced local materials. (I'll have it at that)

**Easy**

Everything has been made while keeping you in mind. From the way we pack all the components for easy installations to the products we design, it's all about you. (It has always been.)

**Quality**

As we make ‘most’ of our products in-house, we know what goes into making them, from using premium silicon for sealing the joints to virgin plastic for all our molded parts. We make these systems for you, just like we make them for ourselves. (And we make a lot for ourselves)

**Nature**

Our biggest partner is nature. We biomimic everything we see and try to give your growing space the love and care that they would find outside (Minus the pesticides and biological contaminants)

**Service**

We have hired a team of skilled and hardworking individuals. There are many reasons to outsource our maintenance team. Our team design something that resonates with you, implement it and then maintain all of your indoor plants and Vegetables. (We will increase the vibrance of your place)

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**TESTIMONIALS**

1. **Jugnoo (click labs)**
Before Pindfresh came to us and told us about this air purification hydroponics system, we all have been pretty alien to this technique. Now that we know the benefits of it, we ourselves have been following it and promoting it to our friends & families. All the best team Pindfresh, you all are doing a great job.

2. **Spicejet**
We have been using this system for more than four months now and have been completely satisfied with it. It’s low maintenance, looks pretty standing in our office, and is super environment-friendly.

3. **Baksons**
We have recently installed this setup for air purification in our office space, and we are completely loving the presence of it. It adds to the aesthetics, people ask us about this new technology a lot, and we have been loving the touch of greenery in here. Kudos to Pindfresh!

4. **Arcadia Consulting**
When Pindfresh guys came with this amazing product to us we were pretty influenced in the first go, as air purification has been a major concern point for us. We are glad we signed-up for this system. Thanks, Pindfresh team.
WHAT IS HYDROPONICS?

Hydroponics is a subset of hydroculture, the method of growing plants without soil, using mineral nutrient solutions in a water solvent. This practice is not new. In fact, the earliest records of Hydroponics dated back to the ancient civilizations. And modern Hydroponics has been used widely in the commercial greenhouses as well as at home for over 30 years.

Different Techniques:

1. DeepWater Culture: In this method, plants are produced by means of suspending the plant roots in a solution of nutrient-rich, oxygenated water. The solution is oxygen saturated by an air pump combined with porous stones. With this method, the plants grow much faster because of the high amount of oxygen that the roots receive.

2. Nutrient Film Technique: In this method, the nutrient solution constantly flows past the roots. It is much easier to automate than the static solution culture because sampling and adjustments to the temperature and nutrient concentrations can be made in a large storage tank. An abundant supply of oxygen is provided to the roots of the plants. The main advantage of the NFT system over other forms of hydroponics is that the plant roots are exposed to adequate supplies of water, oxygen, and nutrients.

PURPOSES

Fresh Food:
Grow fresh pesticide-free food inside your home, your balcony and your rooftop using our modular, plug and play systems. It’s so easy that anyone can start growing right now. Based on the science of hydroponics and cocopeat gardening our food systems let you grow leafy greens, large plants, and root vegetables wherever you’d like. And remember – this is all clean pesticide-free food that you’re eating!

Urban Gardening:
Build an urban garden on your rooftop, your balcony and even inside your home. Grow flowers, plants, and herbs using our compressed fabric grow bags and signature grow mix. Choose from a wide range of modular bags, vertical growing systems, and add-ons to customize your systems to your own unique space. Build an entire urban garden from the comfort of your urban setting!

Clean Air:
Using hydroponics we’ve developed air cleaning systems that not only removes formaldehyde, acetone, NOx’s & COx’s etc from the room but also releases fresh oxygen that helps us breathe better & work in a healthy environment. We use activated charcoal, a water filter, & compressed air to filter out the toxins from the environment whilst producing clean air!! Want to clean air around you? Know more here!
OUR STORY

2012
Mrs. and Mr. Anand leading a normal post MBA life Party all night long in Manhattan. Wearing a suit.

Late 2014
We experiment with growing our own food. Half a world away, in Chandigarh, a new age farmer - Jaspal Anand is doing the same.

21 Jan 2015
Bought our first hydroponic kit. Really enjoyed it. Things look promising. This just might work.

April 2016
Apply to ISB for an MBA. Write in my application essay that I want to change the Agricultural situation in India (and give stats on why it MUST change). Get admitted and on graduation - immediately become a banker

2013
A close relative falls unwell and quality of food suddenly comes into the limelight.

Early Jan 2015
Read about hydroponics, it intrigues us and hence begin a journey to know the ins-and-outs of this technique.

Soon after
Back to India and back to start our own company. Unfortunately, I have an addiction. Will take the next 2 years to beat that (An addiction to a monthly paycheque)

April 2017
Pindfresh launches as a full-time business. It's me and our first employee - a young boy who now leads our production unit. Started making our own version of hydroponic systems & kits for home use.

Jan 2018
Jaspal and I give a TEDx talk. Suddenly half of my city knows who we are. Time to expand the team

3 May 2018
Somwar spends 30 mins putting all this down. Realises not a bad job done takes the day off

Late 2017
Revenues start coming in. More importantly - customers love us and we let the whole world know!

Thank You