

Indian Noni Seminar

Good Morning and Welcome.

I welcome each and every one of you to this Noni Seminar.

Today I am going to share with you something, which has a potential to change your life for better forever. I want you to listen to me today with a commitment to make a difference in your life.

Given your commitment to participate in today's Seminar, a new possibility will open up in your life for you and for your family.

First I present to you Indian Noni, a total Health Enhancer.

Indian Noni health enhancer is made from the fruit *Morinda citrifolia* commonly known as Noni combining other powerful Indian herbs.

Noni is very popular in the world as a food supplement. There are more than 30,60,000 weblinks on the Internet.

More than 40 Universities in the world are undertaking research on the health enhancing properties of this fruit. This fruit contains more than 150+ nutraceuticals that are required by our body on a daily basis. These nutraceuticals are available in an easily absorbable form and in the right combination. Noni nourishes the cells of our body to stay healthy.

Noni is a powerful detoxifier removing toxins from our body. Our body is being toxified everyday by the food we eat, the air we breath, the water we drink, the cosmetics we use and also through the detergents.

Noni has the power to clean the toxic layers on the cell membranes, to allow the food and medicines we take to be absorbed by our body.

Detoxification of our body helps to save us from diseases and it also helps to live a healthy life by proper absorption of micronutrients from our food.

Noni builds every cell of our body to stay healthy. If cells are healthy our tissues are healthy, if tissues are healthy our organs are healthy, if our

organs are healthy our body systems become healthy and if body systems are healthy, our body is healthy.

Similarly when the cells are weak and sick, our tissues, organs and our systems become weak and diseased and we become sick.

Thus as a food supplement and a cellular food Noni helps healthy people to stay healthy and sick people to become healthy faster.

Indian Noni is a powerful pain reliever without any side effects.

Noni is also proved to be a stress buster which helps the body to secrete enough of Serotonin and Endorphine, which are feel good chemicals.

As a immune system modulator Noni helps to maintain proper immune system of our body.

Noni is proved to be a powerful antioxidant preventing free radical damage of our body cells.

Noni is also proved to be an adaptogen. What is an adaptogen?

Adaptogen is a substance which makes the body system to work to normal levels with proper balancing.

Noni is not a medicine, it is food for our cells, which are fundamental to our life.

Noni helps the body's self-healing system to be stronger and healthy.

Noni helps as a food supplement for people with skin diseases, nervous disorders, digestive problems, heart and circulation problems, diabetes, arthritis, kidney problems, cancer and HIV patients through its basic cellular activity and by building the body cells to stay healthy.

Indian Noni is manufactured by Health India Laboratories which has been certified by International Organizations for ISO, GMP (Good manufacturing Practices), HACCP (Hazard Analysis and critical control points), HALAL and SKAL International Organic Certification.

Indian Noni is manufactured under strict standards of quality, safety and hygiene conditions.

We are an integrated organization undertaking research, cultivation, processing, manufacturing, marketing and exports.

You will enjoy an extraordinary experience of energy, vitality, stamina and power. It also increases the memory, alertness and clear thinking.

Whoever you are, Noni is for you.

It is natural and safe. There is no side effects and require no dietary restrictions.

Today we have our presence in all the states and union territories of India and we have our presence outside India also. Noni has proved its efficacy and is moving by the power of the product.

We have done extensive research on this particular species *Morinda citrifolia* (NONI) for last 5 years and products has been manufactured, marketed and exported by us for the past 3½ years.

Based on the growth of Indian Noni, we see a massive **demand** for the product in the future. This requires supply of huge quantity of raw material – Noni Fruit.

Our **forward integration** [i.e. manufacturing of product and the marketing of the product] has got a strong base in India and we have planned to take Indian Noni to 63 countries in the world in the next 3 years. Seeing the growth and potential of this product and to meet the future raw material requirement of the Noni Industry, we have commenced our **backward integration** [i.e. Cultivation] facilities in a contract cultivation module.

Why we need to Cultivate - Noni

Firstly - To meet the future Demand. As the demand for the product Indian Noni is growing everyday we have planned to meet our future demand and supply requirements.

Secondly - To make Indian Noni Available to common man at an affordable price – the vision of our beloved chairman is to bring down the cost by which Indian Noni can reach all the segments of the society.

Thirdly - To provide a new life to Farmers - Noni Cultivation is not only going to change the life of the farmers but also change the life style of the farming community.

Forthly - Creating Green pension for the farmers – by providing permanent income through Noni Cultivation.

Fifthly - To promote Organic Cultivation- the whole world is changing from Chemicals to Naturals. Organic cultivation cases no challenge to the health, no fear of soil declination, no pollution and no damage to our environment. To advocate the same we have set up our own bio fertilizer manufacturing facility namely Indian Noni Organic Inputs (INOI).

Now let us discuss about the technical aspects of Noni Cultivation.

Noni plant comes up very well in varied kind of soils but performs very well in sandy loam soil. It can be grown in any adverse climatical condition whether it is very hot or low rainfall or high rainfall it is grown in tropics to sub tropics heavy rainfall to drought hit areas or very heavy wind.

The ideal season for planting is June-October i.e. before the onset of monsoon or it can be planted in January to March where irrigation facilities are available. Needs about 290 seedling /acre with a spacing of 12.25' X 12.25' and with a pit size of 2'X2'X2'.

Ploughing and leveling the land to optimum field condition is necessary.

Noni plant thrives with moderate irrigation and can survive even in drought conditions once the plant is established. Irrigate regularly during the early stage of the plant to enable the plant to establish better.

As we are going to take up Indian Noni for the commercial cultivation, we require the supply of water for better yield and growth as per our guidance and projections. Weeds can be controlled by following drip irrigation system. You can carryout weeding as when necessary. Normally Noni is resistant to pests or diseases. However if required it can be controlled easily by organic pesticides.

Noni plant starts flowering 8-10 months after planting. But we suggest to remove all the flowers upto 18 months for better growth and healthy plant. Flowering and fruiting is continuous throughout year. But 60% of the yield will be from February to June.

Noni Plant is capable of giving upto 150 kg/tree under ideal cultivation after 7 years.

Our Strategy is to promote Morinda cultivation among Indian Farmers through contract farming as a profitable venture with inbuilt integrated service and support system to ensure profit and success. This contract cultivation module has been systematically designed to provide the entire support under one roof as an umbrella service. We offer 100% buyback of the fruits at a predetermined price creating Win Win situation for both the farmers and the Organisation..

Following are the features of Noni contract cultivation providing the support “OFF THE FIELD” and “ON THE FIELD”.

What are Off the Field Support ?

The Farmers get an unmatched support from conception to completion i.e. from land selection to fruit transport.

- Prompt and personalized service and guidance.
- Easy access to INCC trained Agri professionals.
- Quality service from seedlings to Harvesting.
- You can insure the crop against Act of God- natural calamities.
- We can support to get finance from the Bank provided the farmer fulfills all the requirements of the bank as per the banker's norms. Project evaluation and project report preparation are provided at a nominal cost.

INCC itself will not finance for any project.

Marketing is the area where we are strong at and this is one of the Major sectors where most of the farming industries face the challenge because there is no forward integration. But Indian Noni has a strong forward integration (manufacturing and marketing).

INCC provides

100% Buyback guarantee with a pre/cultivation price through Registered Contract Cultivation Agreement for 40 years with prices assured for the first 10 Harvest years.

What are On the Field Technical Support ?

- **Pre-cultivation:** INCC helps the cultivator for soil testing, water testing, land selection, land preparation, Irrigation planning etc. All the guidance required before cultivation.
- **Cultivation:** Technical Advice while taking the pits, mixing of organic manures and Bio inputs etc with monthly visits.
- **Crop Maintenance:** Timely advise to the cultivators by INCC Technical professional regarding pests & diseases, control measures, manuring, weeding etc.
- **Harvest:** Training for harvesting and post harvest technology to the cultivators shall be provided.
- **INCC also offers continuous information, interaction, inspiration and periodical training to the cultivators at our regional NRTC.**

We have our regional Field research stations in viz. Maharastra, Tamilnadu, Karnataka, Andhra Pradesh, Berhampur (Orissa), Kerala, MP etc and plans to extend to more states. Further we are committed to continuous plant/tree improvement and research in our Tissue Culture Laboratory (TCL) and Center for Organic Indian Noni (COIN) the primary field research center. These are the dedicated Morinda Cultivation Research centers first time in the world.

Now let us discuss about the Economics of the Noni Cultivation.

Let us see the cost of Cultivation Investment

PROGRAMME COST : (Includes Plant Material, Technical Support, Training & Other Services till the first Harvest)	Rs. 15,800
Other cost (Land preparation, Digging of Pits, weeding, labour, manure, Pesticides etc) (The labour and other expenses may vary place to place)	Rs. 14,000
Total	Rs. 29,800

From second year of planting the maintenance cost will be between Rs. 40/- per plant [Rs12,000/- per acre] approx.

Now Let us list the returns

- Harvest starts from 24th Month onwards
- Increased fruit yield year after year.
- □ Break-even in 3 years after first harvest.
- □ Minimum guaranteed buy back price of Rs. 5000/- per tonne.

Noni gives fruits 40 and above years.

Noni is a highly profitable crop compared to other commercial orchard crops like mango, sapota, etc.

We offer for the first time in the world a Revolutionary Cultivation System called MultiLevel Cultivation. (MLC)

MultiLevel Cultivation is all about Teamwork and making every cultivator succeed.

It is about creating Green Pension.

It is about creating Permanent Income.

It is about fulfilling dreams of Indian Farmers.

It is about Creating Certainty for the Future.

It is about improving the quality of life of Indian farmers.

In Short, It is about Empowering Cultivators !

How to start and earn ?

If you have 5 Acres of Cultivable Land

You can choose to Start Indian Noni MultiLevel Cultivation (MLC) by Registering yourself as a MLC Cultivator.

As a Noni Cultivator you can earn:

Harvest Income (HI) from your own harvest.

by supplying the fruits to the INCC as per the contract cultivator agreement.

You can also earn additional income as Harvest Bonus (HB) by participating in the MultiLevel Cultivation Programme (MLC).

Earning in MLC Programme is based upon the harvest and supply of fruits by you to the council and other Cultivators of your cultivation network, provided, you meet the qualifying requirement.

Noni MultiLevel Cultivation has the most dynamic, powerful and unique Bonus earning plan. First time in the World Agro Industry Making Monthly payouts for the harvest and supply of Noni fruits made by you and your Cultivator Teams.

How to work in MLC ?

Step I : You take up Indian Noni Contract cultivation by registering in Indian Noni MLC by signing the agreement. (No Registration Fees) and Start your Harvest Unit (HU).

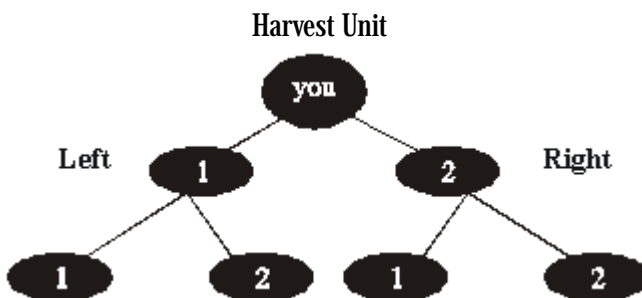
HARVEST  UNIT (H)

Step II You develop two cultivator's teams by sponsoring Cultivators on the left and on the right side of your Harvest Unit.



You start building ONE Noni Cultivator Network that begins on the left side of your Harvest Unit and ANOTHER Cultivator network that begins on the right side of your Harvest Unit by recommending Indian Noni Cultivation and support them for harvesting and supplying fruits to the council.

Step III : Teach your Cultivators to Duplicate what you did (Step I and Step II)



You will not be paid any harvest bonus for sponsoring Cultivators. All harvest bonus will be paid only on qualifying for the Harvest Bonus by sponsoring two cultivators and Each Cultivator supplying a minimum of 1000 kgs (1 tonne) Noni fruits each in addition to your Harvest supply of 1 tonne Fruits.

How to register as a Noni Cultivator ?

- a) Fill in the “Indian Noni” MultiLevel Cultivation Registration form. Send a refundable advance commitment fee of Rs 5,000/- per Acre for registration.
- b) Send an advance commitment fee of Rs. 5000/- per acre by DD for registration.
- c) On receipt of your payment INCC Tech-Cell shall visit the field for necessary Technical Evaluation and Guidance.

- d) On acceptance of application send the balance payment of Rs. 10,800/- per acre by DD before 60 days of registration.
- e) Sign the Contract Cultivation Agreement and MultiLevel Cultivation Agreement with the Company.
- f) Within 30 days of receiving your full payment and signing up Agreements, planting material (Seedlings) will be delivered at your land.
- g) You will be guided in field preparation and planting by INCC
- h) After planting, periodical visits for technical support and plant growth monitoring shall be done by the Tech - Cell of INCC once in a month.

Join now to create your Agricultural Income.

Highlights of Indian Noni MLC

- a) A highly profitable crop.
- b) Requires low farm input.
- c) Low recurring investments
- d) Simple cultivation method.
- e) Less Labour intensive.
- f) Assured return upto 40 plus year.
- g) Tax exempt returns.
- h) Time tested product.
- i) Simple system.
- j) Generous Team work.
- k) Win Win opportunity.
- l) Perament income.
- m) No losers.

Now I invite all those who are interested to participate in Noni Multilevel cultivation programme.

I appreciate your presence, listening and participation. [Answer questions if any]

Now I request you to take a decision today to cultivate Noni to create a future for you and your family.

Thank you