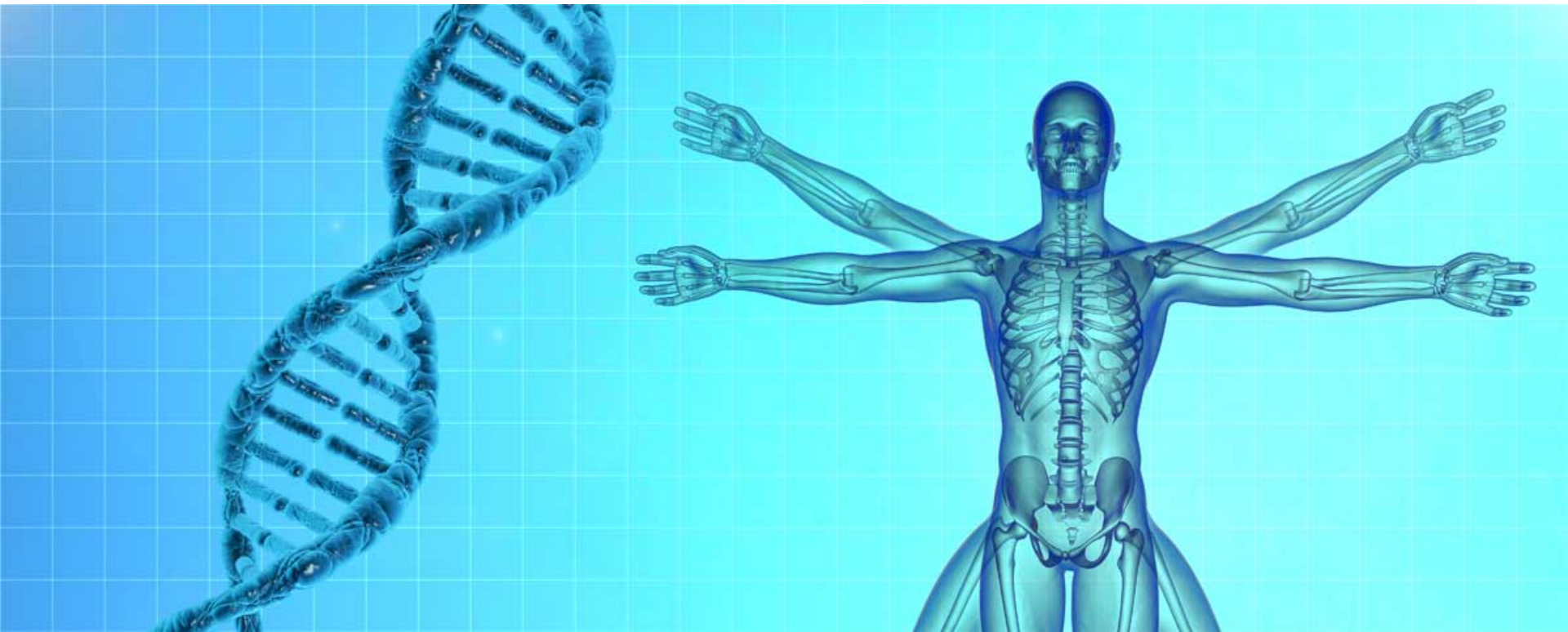


**AURA BIOTECHNOLOGIES PRIVATE LIMITED**  
**CHENNAI, INDIA**



AURA is an ISO 9001:2015 certified company for quality Management systems

# The Journey



AURA was established in Aug- 2014

AURA focuses on Research and Product development in the area of biotechnology

Built with strong scientific and professional team

AURA believes in Team work and collaboration

Pioneers in indigenization of Innovative Technologies

Area of focus Agriculture and Biotechnology

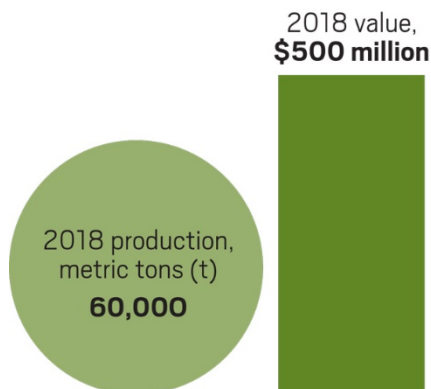


# Major Industrially Important seaweeds

Type of hydrocolloid: **Carrageenan**  
Type of algae: **Red**



Example genus: ***Eucheuma***  
Top countries of origin: **Chile, Indonesia, Philippines**



Type of hydrocolloid: **Alginate**  
Type of algae: **Brown**



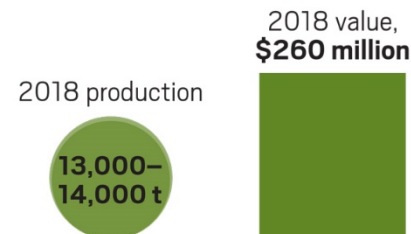
Example genus: ***Laminaria***  
Top countries of origin: **Chile, China, Norway**



Type of hydrocolloid: **Agar**  
Type of algae: **Red**



Example genus: ***Gelidium***  
Top countries of origin: **Chile, Morocco**



# Seaweed Products

- Agar Agar (Gracilaria & Gelidium)
  - Food Grade
  - Pharma Grade
  - Bacto grade
- Seaweed fertilisers (Sargassum & Kappaphycus)
  - Liquid
  - Granular
  - Potash Derived From Rhodophytes

# Agar Agar

- GMP and HALAL certified food grade Agar agar from Gracilaria and Gelidium
  - Gel strength 300- 900 g/cm<sup>2</sup>
  - Powder/ Strips/ Shreds from for food, pharma and biotech grade



# Organic seaweed fertilisers



**WATER SOLUBLE  
SEAWEED GEL**

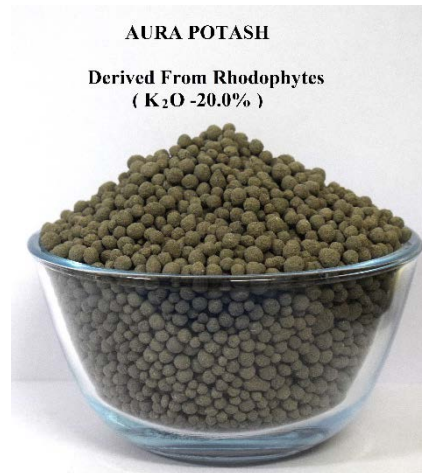


**Water Soluble Seaweed  
Granules**



# Organic Potash (FCO Grade)

## Potash Derived from Rhodophyte 20%



### Liquid Potash (20%)

# Export Opportunities

- In 2007, seaweed export begins from Indian Origin.
- In the year 2020-2021 (Apr-Nov), India has exported Seaweed worth of 40.88 USD million.
- World wide production India is in 0.02%

## **Value added products can help in penetrating the export market:**

- Functional food ingredient development
  - Peptides, Amino acids, sterols. Minerals, polysaccharides, antioxidants, Vitamins
- Feed supplements:
  - to enhance health of cattle to improve the milk and meat production
- Seaweed in cosmetic/medicinal use



# Views from Industries

- We need to promote internal consumption of seaweed products.
- Need to improve the industrially important native seaweed cultivations.
- Corporates needs to be promoted to do the seaweed business/cultivation.
- Seaweed cultivation specific area needs to be promoted without fishing activity.
- Import trade policies should support the in-land manufactures
- Native seaweed species with economic important need to be promoted

# Contact Us

AURA Biotechnologies Private Limited,  
Survey No. 270/1, Plot No. 1 &2,  
Galaxy road,  
Ayyanambakkam,  
Chennai-600095  
Phone Direct: 8056738421  
E-mail: [pazhanimuthu@aurabiotech.com](mailto:pazhanimuthu@aurabiotech.com)



Go Green - Go Organic !!