



**GOOD FOR  
YOUR POULTRY.  
GREAT FOR  
YOUR BUSINESS!**

**PROSODIUM™**

Rich Source of Sodium for Poultry Feed

— A Quality Product from Grasim Industries Limited —



# WHY PROSODIUM?

PROSODIUM™ is the best source of sodium for poultry diets. It is a cost effective alternative to Sodium Bicarbonate and comes from the house of Grasim Industries Limited. Enriched with 32% Sodium, PROSODIUM™ helps in decreasing the Acid Binding Effect and increasing the Dietary Electrolyte Balance, improving digestion in the upper tract and the overall health of your poultry. So replace Sodium Bicarbonate with PROSODIUM™ and give your poultry and your business the boost they deserve.

## Get more Sodium per Kg.

PROSODIUM™ contains 32% of Sodium whereas Sodium Bicarbonate contains only 27% of Sodium\*

*\*Derived from molecular mass.*



PROSODIUM™ is a quality product developed in-house with state-of-the-art technology by GRASIM INDUSTRIES LIMITED.

Grasim Industries Limited, a flagship company of Aditya Birla Group, ranks among India's largest private sector companies.

Grasim Industries Limited started as a textiles manufacturer in India in 1947 and today is one of the leading global players in Viscose Staple Fibre and one of the top manufacturers of Chlor-alkali and value added alkali products in India.

It is also one of the leading cement producers and diversified financial services (NBFC, Asset Management and Life Insurance) player in India through its subsidiaries UltraTech Cement and Aditya Birla Capital.

## Product USP



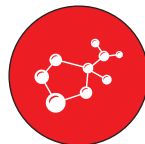
Rich Source  
of Sodium



Value-for-Money  
Formulation



Maintains Dietary  
Electrolyte Balance



Decreases  
Acid-binding Effect



Lower Ammonia  
Emission

## Value Added Benefits

- As efficient as Sodium Bicarbonate in maintaining Dietary Electrolyte Balance
- Lower price than Sodium Bicarbonate
- Lowers litter pH and ammonia emissions
- Lower acid binding effect, leading to increased protein digestion

## Specification of PROSODIUM™ is as under:

Sr. No.	Parameters	Unit	Specifications
1	Colour		White
2	pH of 10% solution		Max 8.5
3	Sodium Sulfate (as Na <sub>2</sub> SO <sub>4</sub> )	%	Min 99.0
4	Cl as NaCl	%	Max 0.10
5	Iron Content	%	Max 0.002
6	Moisture	%	Max 0.20
7	Matter insoluble in Water	%	Max 0.20
8	Heavy metals as (Pb)	ppm	Max 5.0
9	Arsenic	ppm	Max 1.5

Packaging Details: 50 Kg Bag



### **Manufacturing and Quality**

PROSODIUM™ is manufactured at Grasim Industries Limited's Vilayat and Harihar plants, using state-of-the-art technology. The plants are -

**ISO  
9001:2015  
CERTIFIED**

**ISO  
14001: 2015  
CERTIFIED**

**OHSAS  
18001:2007  
CERTIFIED**

### **The product has been certified as-**

- Safe for poultry feed for Hens as per toxicology study conducted over a duration of three months
- Free of Heavy metal contamination
- Category 5 product as Globally Harmonized Classification System (GHS), with LD-50 range between 2000-5000 mg/Kg by weight
- Free of any radioactive contamination

## Effect of PROSODIUM™

### Diet formulation and feed processing in trials








A practical corn-SBM starter and finisher diet formulated. For each feeding period, all the basal diets calculated to be is nutritive, and will meet or exceed the nutrient specifications recommended for the breed. Feed and water provided ad libitum. The diets presented to the birds as Crumbs & pellet.

### Commercial Farm: 1 Kg PROSODIUM™ in Diet

(Pre-starter: 0-10 days, starter 11-21 days, finisher 22-41 days)

**Total No. of Chicken for trial: 9500**

### Results








 Diet	 Age (Days)	 Body Weight (Kg)	 Feed Intake (Kg)	 FCR (Feed Conversion Ratio) No.	 EEF (European Efficiency Factor) No.	 Mortality %
Sodium Bicarbonate + Control	41	2.300	3.286	1.56	349	3.3
<b>PROSODIUM™ + Control</b>	<b>41</b>	<b>2.337</b>	<b>3.341</b>	<b>1.55</b>	<b>359</b>	<b>2.7</b>

### Trial Farm: 2 Kg PROSODIUM™ in Diet

(Pre-starter: 0-10 days, starter 11-21 days, finisher 22-35 days)

**Total No. of Chicken for trial: 240**

### Results

 Diet	 Age (Days)	 Body Weight (Kg)	 Feed Intake (Kg)	 FCR (Feed Conversion Ratio) No.	 EEF (European Efficiency Factor) No.	 Mortality %
Sodium Bicarbonate + Control	35	1.913	3.260	1.48	354	4.1
<b>PROSODIUM™ + Control</b>	<b>35</b>	<b>1.932</b>	<b>3.280</b>	<b>1.44</b>	<b>377</b>	<b>1.6</b>

### Inference:

- Better body weight with feed containing PROSODIUM™, leading to improved FCR
- Lesser Mortality with PROSODIUM™
- High profitability as EEF (European Efficiency Factor) is higher with PROSODIUM™

## Unmatched Customer Support

- QR Code stamped bags for eased customer support
- Latest curated content available at [www.prosodium.com](http://www.prosodium.com)
- Facilitate training sessions with Industry experts on Poultry Feed and Dietary Requirements
- State-of-the-art R&D support for product testing and applications
- For additional support, reach out to us at [care.prosodium@adityabirla.com](mailto:care.prosodium@adityabirla.com)



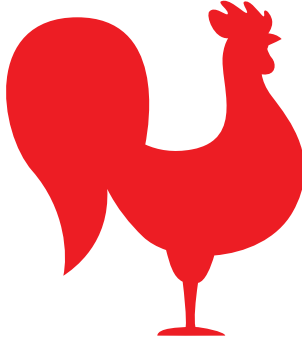
## Packaging

PROSODIUM™ is available in high quality 50 kg bags which is –

- BOPP (Bi-axially oriented Polypropylene) laminated PP bag

## Manufacturing Location

Nagda | Kharach | Harihar | Vilayat



Scan here to  
know more



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