



PRIME Reference Number: PRIME2021/TB4

## Natural Plant Colours

**Domain:** Others / Cleantech**IP Status:** Indian patent filed.

Organic colours and pigments produced from various parts of plants for use in textile colouring and printing (wool, cotton and silk), surface paints (clay, wood and other absorbent surfaces) and dry colour powders.

**Market Potential:** The global organic pigment market is projected to grow from USD 5.5 billion in 2021 to USD 6.7 billion by 2026.

**Value Proposition:**

Eco-friendly colours derived from plant source.

- Biodegradable
- Chemical free
- Non toxic
- Non allergic

**Applications:** Can be used as a replacement for synthetic colours.

- Textile colours
- Dry colour powders
- Surface paints – water soluble

**Technology Status:** Ready for commercialization.



*Organic colours for textile, Holi and surface paint.*

**Requirements:** Technology is up for commercialization