

Roselle Plus

- ❑ Experience the Power of Nature
Indulge in the refreshing taste of a
premium Herbal Tea **Roselle Plus**.
- ❑ **Roselle Plus** is a poly-herbal tea
made from 5 indigenous herbs of
high value using innovative
technology.



Problem Statement

Health and Wellness Challenges:

Many Nigerian struggle with various health challenges such as: Stress, Digestive issues, Compromised immune system etc.



Roselle Plus - A Premium Herbal Tea

Made from unique blend of:

- ✓ *Hibiscus sabdariffa*,
- ✓ *Zingiber officinal*
- ✓ *Syzygium aromaticum*
- ✓ *Citrus lemon*



Health Benefits

Nutritional Benefits

Various Scientific literature from peer review Journals have shown a list of Health and Nutritional Benefits

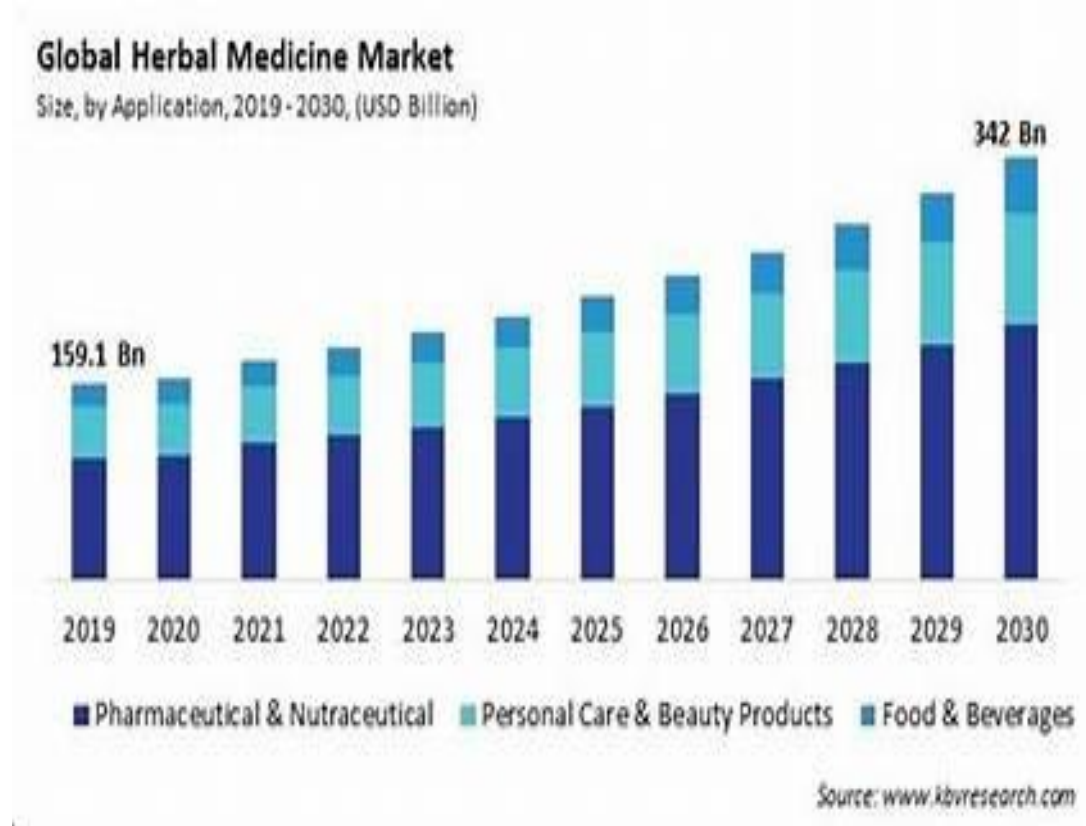
- Anti-inflammatory
- Antioxidant
- Immune booster
- Anti-hypertensive
- Antibacterial
- Anxiolytic properties
- Digestive discomfort

- **Vitamin:** A, C, B6,
- **Mineral:** Manganese, Copper, Magnesium



Market Opportunity for Roselle Plus

- **Demand:** In recent times there has been Increasing interest in natural health products.
- **Target Market :** Local and international markets
- **Target audience:** Health-conscious individuals, wellness enthusiasts



Goals: To develop and manufacture a premium quality herbal tea for Nigeria and the World

- ❑ cGMP compliant
- ❑ NAFDAC and trademark registrations
- ❑ Pilot scale-up production (Processing and Quality control) using innovative protocols.

For

NIGERIA AND FOR THE WORLD



Benefits

- **Economic impact:** Increased gains and employment opportunities for Nigerians.
- **Health benefits:** Provide a natural and effective nutritional and health solutions that is sustainable. and affordable for Nigerians.
 - Promotion of phyto-industrial development and phyto-research and development.
- **International Visibility for Nigeria:** Adds to the number of Quality made in Nigerian Product available overseas.
- **Align with Mr. President's Renewed Hope Agenda** and NASENI's objectives of driving economic impact and societal well-being of Nigerians.



Funding Request- Amount: ₦47,195,000

Activity	Items Required	Cost (Naira)
Procurement and processing of raw materials (For 20 batches of Products)	Hibiscus sabdariffa , Zingiber officinal ,Syzygium aromaticum, Citrus lemon	3,500,000.00
	Storage Packaging for Raw materials	1, 550,000.00
	Labelling materials	350,000 .00
Extraction of Tank. (Stainless steel, Stirrer, heater and filters)	Fabrication: 2 Stainless Steel tanks with heating and string facility.	4, 000, 000.00
PACKAGING	Tea bagging machine	21, 850, 000.00
	Teabag foil	4,100 000.00
Quantification of biochemicals	Chemicals and reference samples	1, 100 000.00
Quality Control Testing	Chemicals, Column and reference samples	1, 450 000.00
Shelf-life testing <ul style="list-style-type: none"> Stability testing Expiry date determination 	Climatic Stability chamber	8, 145 000.00
Institutional Administrative fee		2, 250 000.00
	Total	N47,195,000.00

Time Line: Gant Chart

	ACTIVITY FOR THE PROPOSED COMMERCIAL PRODUCTION OF ROSELLE PLUS THROUGH THE NASENI PARTNERSHIP RESEARCH GRANT FUNDING PROGRAMME												
ACTIVITY	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	KEY PERFORMANCE INDICATOR
Procurements													a. Tea bagging machine, b. Climatic chamber, Tea bag foil, Chemical and Reagents and e. Plant Raw Material avialable in store.
Raw material processing													Processed Raw materials are available and in store.
Production													Batches of finished products available in quarantine and store.
Quarantine													All finished products that has not gone throught quality control testing.
Quality Control Testing													Results for raw materials and finished products available. Raw materials and finished products that passed moved from quarantine to holding stores.
Shelf life stability testing of finished products													Data on shelf life available. Expiry date determined and foxed on products
Sales and distribution to whole sellers, provision stores and pharmacies													a. Sales record and local purchase order available b. List of distributors available.
Report of Project													Report of all aspect of the project availablw

Conclusion

- Partner with us to bring Roselle Plus to the market.

