



Laundry Care Catalogue

Company Introduction

GreeNeem Agri Pvt Ltd
GreeNeem: Innovating Clean, Nurturing Green

Welcome to GreeNeem Agri Pvt Ltd, where innovation meets sustainability. At GreeNeem, we are committed to providing high-quality, eco-friendly products that enhance your everyday life. Our diverse range of home care, garden care, pet care, and automotive products are designed with a focus on effectiveness and environmental responsibility. Through our various brands– Urba, Grow Your Own (GYO), VetSafe, Eco Soft, No-O, and Black Thumb – we aim to deliver unparalleled value and satisfaction to our customers. Explore our comprehensive catalogue to discover how GreeNeem products can make a positive impact on lifestyle and environment.



Brand Introduction

Urba - Home Care Products

Transform Your Home with Urba.

Urba offers a comprehensive range of home care products that bring cleanliness, freshness, and protection to every corner of your home. From powerful floor cleaners and kitchen cleaning solutions to specialized fabric care and pest repellents, Urba products are formulated to deliver exceptional results while being gentle on the environment. Elevate your home care routine with Urba's innovative and effective solutions.





Laundry Care Products

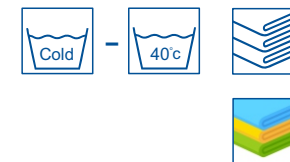
Laundry Detergent



Urba Laundry Detergent is gentle on skin and good for environment. Formulated with plant based surfactants, this detergent is effective stain lifter and combats dirt and odour at molecular level. With thoughtfully chosen ingredients this is perfect match for use in high efficiency and conventional washing machines. Get your laundry clean, fresh, bright and fragranced with this super concentrated laundry detergent.

Application Rate : Add 50-100 mL to the wash cycle, depending on load size.

How to Apply : Add to the detergent compartment.



* Price subject to be changed without any notice

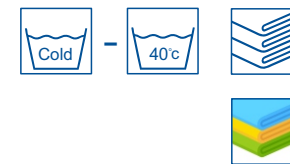
Sports Laundry



Your hard work out sweats can create a more acidic pH in workout clothes and can be a breeding ground for germs and bad smell along with deep stains. So washing it out with special laundry detergent is crucial for fresh and clean hygiene. Urba Sports Laundry Detergent is specifically formulated to clean sportswear. Designed with anti stain, odour and germ fighting formula this heavy duty detergent deeply cleanses and removes stains, harmful germs and smell from clothes. It can be used in all water temperatures and is compatible with traditional and high efficiency washers. Make this affordable addition to your laundry room to get ready for your next workout. It can be safely used on protective sports padding, gloves, braces, and equipment that needs to be washed.

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How to Apply : Add to the detergent compartment.



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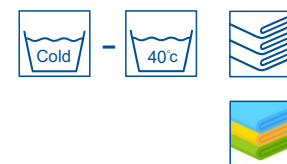
Pre Wash Laundry Emulsifier



Urba's Pre Wash Laundry Emulsifier is specially formulated to tackle tough stains and dirt before the main wash cycle. Its powerful emulsifying action penetrates deep into fabric fibers, loosening stains and grime for easy removal. Suitable for all types of fabrics, this emulsifier helps maintain the brightness and freshness of your clothes. Simply apply a small amount directly to stains or add to your pre-wash cycle for best results. Keep your laundry looking clean and vibrant with Urba's Pre Wash Liquid Laundry Emulsifier.

Application Rate : Add 50-100 mL to the wash cycle, depending on load size.

How to Apply : Add to the detergent compartment.



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White Love Laundry Detergent

Urba White Love Liquid Laundry Detergent is formulated to care for your white fabrics, ensuring they stay bright and fresh wash after wash. It combines powerful cleaning agents and odor-neutralizing technology to remove tough stains and keep whites looking radiant without damaging delicate fabrics. Suitable for both machine and hand washing.

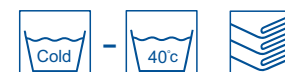


Application Rate :

For Lightly Soiled Clothes: Use 10 mL per kg of White Love Liquid Laundry Detergent for per kg of laundry.

For Heavily Soiled Clothes: Use 15 mL per kg White Love Liquid Laundry Detergent for per kg of laundry.

How to Apply : Add to the detergent compartment.



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Fabric Care Products

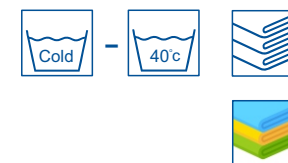
Fabric Conditioner

Grab the fabric care product Urba Fabric Conditioner to make the cloths soft, fluffy, free of static, easier to iron and leave the laundry load with a super fresh, energizing scent. Made with naturally derived ingredients which are powerful on clothes but gentle on your machine. This biodegradable formula is compatible with most of the detergents and keeps clothes looking newer and fresher for a very long time.



Application Rate : Add 50-100 mL to the wash cycle, depending on load size.

How to Apply : Add to the washing machine's softener compartment.



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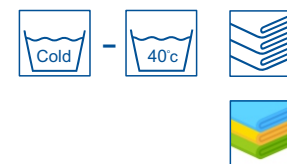
Fabric Refresher



Spray and Say goodbye to unwanted stale odours on the fabrics and hello to a long-lasting, fresh fragrance. Simply spray and enjoy the renewed, pleasant scent on your fabrics.

Application Rate : Spray 2-3 times onto fabrics, away from faces and surfaces.

How to Apply : Hold bottle upright and spray.



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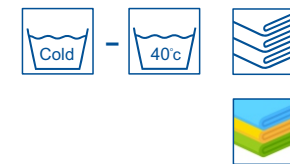
Wardrobe Spray



A compatible partner for your wardrobe to tackle the odour and pests. This two in one spray is made from natural plant extracts which is safe and stain free. Unlike perfumes or room sprays which masks odour, this works on molecular level to neutralize odour. Spray and let your wardrobe do the talking.

Application Rate : Spray 2-3 times into the air or onto fabrics, away from faces and surfaces.

How to Apply : Hang clothes and spray from a distance.



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Stain Remover Products

Stain Remover Kit



Dye Remover Sol

Urba Dye Remover Sol is specifically designed to eliminate stubborn dye and ink stains from fabrics, surfaces, and tools. It works effectively on both fresh and dried stains from inks and food dyes, including festive colors like Holi. This advanced formula penetrates deep into the stains to dissolve and remove them completely.

Application Rate : 5-10 ml per liter of water.

How to Apply : Mix solution with water. Soak fabric for 30 minutes to 1 hour. Rinse thoroughly.

Stain Lifter Gel

Urba StainLifter Gel is specifically formulated to tackle the toughest stains caused by Indian cuisine, climate, and daily life. From tea and coffee spills to curry, mud, and sweat, this powerful gel targets the stains most common in Indian households. The unique formula remains stable upon application and activates with water for deep cleaning, ensuring thorough stain removal.

Application Rate : Instantly lifts tough stains, whitening surfaces. Effective on food, grass, and dirt stains.

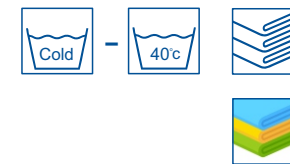
How to Apply : Apply gel directly to stain. Rub gently with soft cloth or brush. Rinse with cold water.

Oil & Grease Stain Remover

Urba Oil&Grease Stain Remover is specifically designed to eliminate stubborn oil and grease stains from both fabrics and surfaces. Its advanced formula breaks down and emulsifies oils, making it easier to wash them away. Whether it's cooking oil, butter, ghee, or motor oil, this powerful cleaner ensures quick and effective removal while being gentle on fabrics and surfaces.

Application Rate : 1-2 ml per stain (approx. 1-2 sq. inches)

How to Apply : Apply directly to stain. Let sit for 5-10 minutes. Rinse with cold water.



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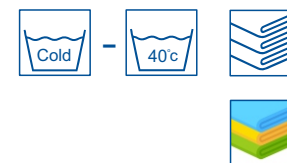
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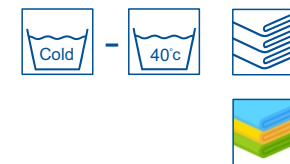
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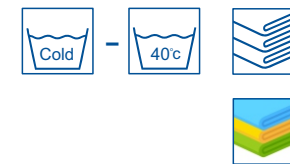
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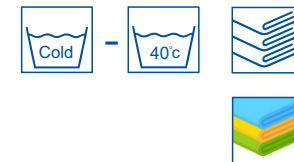
Master Stain Remover



The Master Stain Remover is a powerful, multi-purpose stain removal solution designed for high-end laundromats, hospitality industries, healthcare facilities, and industrial textile care. Formulated with advanced stain-fighting technology, it effectively removes a wide range of stains, including organic, oil-based, ink, dye, and industrial contaminants, all in one solution.

Application Rate: Use 5-15 ml per stain, depending on stain severity.

How to Apply: Apply directly to the stained area. Let it sit for 5-10 minutes to allow deep penetration. Lightly agitate with a soft brush or cloth for tough stains. Rinse thoroughly with water or launder as usual. For stubborn stains, repeat application and increase soaking time.



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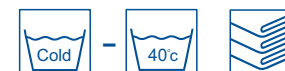
Fabric Whitener



Let Urba Fabric Whitener make the colour of your clothes bright, spotless and vibrant as your energy. White laundry/dresses becomes yellowed and greyish over time, and therefore loses its brightness. With white clothes, it's a challenge to remove tough stains and keep them shining like new, wash after wash. Urba Fabric Whitener gives your white clothes, shine like new even after 50 washes. It's chlorine bleach free OXY ACTION gives 50% more brighter whites & removes tough stains in jiffy without causing damage to the fabrics. Safe to use on all kind of fabrics.

Application Rate : Mix 1-2 scoops (50-100g) of powder with 1 liter of hot water to form a solution. Soak fabrics for 2-3 hours or overnight, then wash as usual.

How to Apply : Add to the washing machine with detergent.



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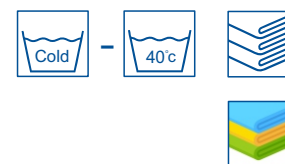
Color Shield Liquid



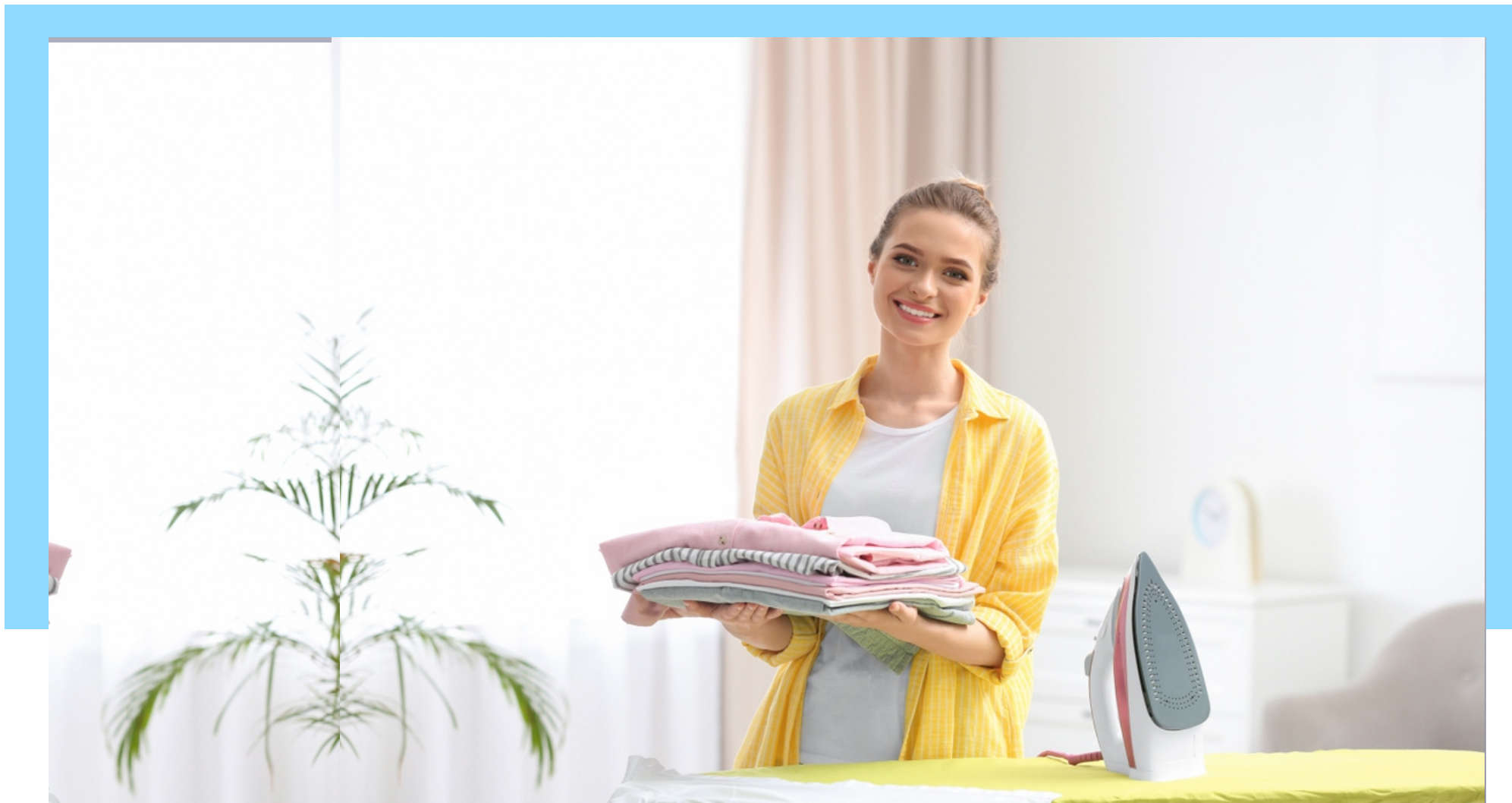
Use Urba Color Shield Liquid, your garment's ultimate defence against color fading. The advanced formula is designed to protect and preserve the vibrancy of your clothes, preventing colour bleeding and maintaining brilliance wash after wash. Simply add it to your regular laundry routine for vibrant, long-lasting colors.

Application Rate : Per kg of cloth and Per liter of water: 20-30 ml

How to Apply : Add Color Protector Liquid to the wash cycle. Mix well with detergent.
Wash clothes as usual.



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Ironing Care Products

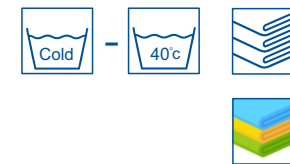
Starch & Iron Spray



The innovative formula of the Urba Starch and Iron spray creates natural tension & simultaneously ensures easy smoothing of stubborn creases and wrinkles. Useful to remove ironed in creases, prevent new wrinkles from forming, and repel dirt. Suitable for all washable textiles made of natural fibres, synthetic fibres or blends.

Application Rate : Spray 2-3 times onto fabrics, then iron while still damp to achieve a stiffened and smooth finish.

How to Apply : Iron as usual.



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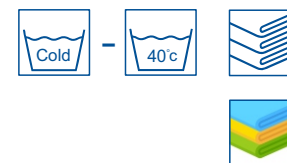
Wrinkle Release



When you can't iron and when you hate to iron your cloths and yet need a crisp , neat wrinkle free cloth , just spray Urba Wrinkle Free . Removes most wrinkles without using an iron. It is an All in One Spray and works as a wrinkle remover, static remover, odour eliminator, fabric refresher, ironing aid. Great for college students, business travellers and for home makers. It can be used on curtains, tablecloths, sheets, pillow cases and more.

Application Rate : Spray 2-3 times onto wrinkled fabrics, smooth out with hands, and let dry.

How to Apply : Smooth with hands.



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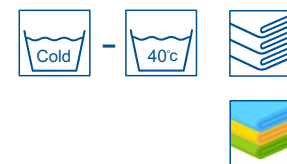
Fabric Stiffener



Urba AquaStiff Fabric Stiffener is the answer to enhanced fabric stiffness after washing. This advanced solution elevates fabric crispness, perfect for post-wash application with regular detergent. Effortlessly dissolve in water for convenient soaking of clean, wet fabrics, offering customizable stiffness by adjusting soaking time and solution concentration. Providing additional fabric protection, it preserves durability and shape across various fabric types. Experience long-lasting effects through multiple wash cycles with simple user instructions for achieving your desired fabric feel.

Application Rate : Soak 2-4 garments or 1-2 yards of fabric in a solution of 50-60 mL of fabric stiffener per liter of water, then dry and iron for a stiffened and stable finish.

How to Apply : Let it dry.



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