

PVRA ASHAPURITE

NON-CLUMPING TRADITIONAL

SPECIFICATIONS

Granule size	0.5 mm to 6 mm (+ / - 5%)
Bulk density	0.55 to 0.60 gm/cc
Color	Natural white
Processed from	Natural minerals

SALIENT FEATURES

- Super absorbency
- Hard granules
- Easy to use
- Super light-weight, more litter per kilo.

Available in
10 liter, 20 liter
Paper Bags



USP OF PVRA RANGE



Super Absorbent &
Optimum Odor Control



Natural Colour &
Earthen Aroma



Easy Scooping



Satisfies Cat's Instincts



Dust Free And
Optimum Granulometry



Does Not Support
Bacterial Life

PVRA ATTAPULGITE

NON-CLUMPING TRADITIONAL

SPECIFICATIONS

Granule size	1 mm to 6 mm (+ / - 5%)
Bulk density	0.7 to 0.8 gm/cc
Color	Grey
Processed from	Natural attapulgite

SALIENT FEATURES

- Super absorbency
- Hard granules
- Easy to use

Available in
5kg, 10 kg
Paper Bags



PVRA ACROSS THE GLOBE



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PICK OF THE LITTER



PVRA THE COMPLETE
CAT LITTER SOLUTION



ASHAPURA
Group of Industries

ABOUT US

Ashapura Overseas Pvt. Ltd. is a part of the renowned Ashapura Group, a globally recognized leader in the mining, processing, and export of industrial minerals. With a legacy of over six decades, the group has established itself as one of India's largest multi-mineral solutions providers, serving customers across more than 80 countries worldwide.

Backed by extensive expertise in minerals such as bentonite, bauxite, kaolin, and other industrial materials, the Ashapura Group caters to a wide range of industries including oil & gas, foundry, construction, paints, ceramics, and petrochemicals.

Ashapura Overseas Pvt. Ltd. is dedicated to delivering premium-quality cat litter products alongside dependable international trade solutions. Backed by the group's strong resource base, advanced processing capabilities, and an extensive global logistics network, the company ensures consistent quality and seamless supply across markets.

The company manufactures and exports a wide range of clumping and non-clumping cat litter under its flagship brand, PURA – Pick of the Litter. Today, PURA products are available across five continents and are distributed through a well-established global network.

Recognized as a truly global brand, PURA – Pick of the Litter serves millions of users worldwide, reflecting its growing international presence and customer trust.



PURA

CLUMPING MOONLIGHT

ULTRA

SPECIFICATIONS

Granule size	0.5 mm to 2 mm (+ / - 5%)
Bulk density	0.9 to 1.1 gm/cc
Color	Greyish
Processed from	finest bentonite

SALIENT FEATURES

- Strong odor control
- Forms instant horizontal clump
- Easy to use
- Emanates fragrance when the material is wet

Available in
5, 10, 20 kg,
& 7, 20
liter, Paper Bags



PURA

PREMIUM CLUMPING

ULTRA

SPECIFICATIONS

Granule size	0.5 mm to 2 mm (+ / - 5%)
Bulk density	0.9 to 1.1 gm/cc
Color	Earthen brown
Processed from	Selected bentonite

SALIENT FEATURES

- Absorbs odor naturally
- Forms instant compact clump
- Keeps tray dry
- Less in consumption

Available in
5 kg, 10 kg, & 20 kg
Paper Bags



PURA

CLUMPING CLEVER CAT

FINE

SPECIFICATIONS

Granule size	0.25 mm to 1 mm (+ / - 5%)
Bulk density	0.9 to 1.1 gm/cc
Color	Creamish
Processed from	finest bentonite

SALIENT FEATURES

- Strong odor control
- Wafer thin clump
- Easy to use
- Emanates fragrance when the material is wet

Available in
5kg
Paper Bags



PRIVATE LABEL BRANDS

**AESTHETICALLY DESIGNED
PACKAGING TAILOR MADE
AS PER YOUR CHOICE ...**

