

NEW PRODUCT LAUNCH  
EXCLUSIVE NEWS

# green fingers

FEBRUARY 2009

## NEW PRODUCT INTRODUCTIONS CHEER THE NEW YEAR

Introducing new product is part of PIAL™ corporate philosophy. It may be to meet a current market demand or it may be in anticipation – identifying what could be useful and producing it. The latter is true pioneering and something Premier Irrigation® and now PIAL™ have always done. Bringing the inline drip product to India was a farsighted innovation by Premier Irrigation® when it started manufacturing Drip In™ in 1986. Later it was the first irrigation company to manufacture both cylindrical and flat emitters. Then there is India's single most popular size of sprinkler – the Model110, and the energy efficient sprinklers and rainguns - PR24 LOPS, ZM22 and ZNO23 LOPS. In case of drip: venture injector, compact double screen filter (DMF). But this is a partial list and of course once a product becomes popular it is widely copied.

Currently the popular Rotoloc™ HDPE system has been expanded with a 90mm size. Rotoloc™ is popular in a number of areas where users appreciate its simplicity and lack of loose and metal parts. For plantations the 125mm size in the SLX system has been introduced. As Mr P K Dutta, General Manager East, says it was not a popular size but our customers were being confused by some consultants promoting that particular size so now we offer it. Mr Dutta emphasized that Premier was the pioneering manufacturer of irrigation systems and had 43 years of tea and coffee experience which was available to clients through a free Survey and Design Service. "With the widest possible range of equipment we can determine the technically soundest and most economic solution" he added. The range includes pumps renowned for cost effectiveness, ruggedness and durability. "This season we have been emphasizing their high efficiency and because of the extensive range we can find a pump which will absorb minimum horsepower for any duty. We find customers are becoming more conscious of running costs and looking for economy".

Our R&D people tell us to expect more new products and developments in 2009.



## SHOW NEWS

EIMA is one of Europe's leading agricultural machinery shows and probably the best for irrigation. Held annually each November at Bologna, Italy, this year it attracted over 140 irrigation exhibitors. As usual Adritec International Group were present and Premier Irrigation Adritec (PIAL) made its first experience amongst the Adritec community. PIAL's COO Mr Shrikant Goenka led the PIAL participation along with Mr S Vijaykumar, Head Technical Centre who was able to interface with his Adritec colleagues and explain the PIAL products.

The show also saw the release of the new PIAL catalogue detailing the export product range. Exhibited products included PIAL's sprinkler irrigation range which received a lot of interest. Shrikant Goenka commented "Our HDPE systems range is so extensive that it actually caused a certain amount of confusion to Adritec companies trying to identify what they should introduce in their market, a case of spoiled for choice! The Rotoloc™ range probably came out ahead because of its unique and patented design".

Asked for his impression of the show Shrikant Goenka said besides the prospects for PIAL's products that fill a gap in the irrigation range of most Adritec companies the industry trend was to consolidation, manufacturing efficiencies and innovation to cut costs and a very optimistic view of growth driven by demand for food and rising living standards.



PREMIER IRRIGATION ADRITEC

## MR TAREK ZUBI'S TOUR OF INDIAN MARKETS

To see the Indian market at first hand, meet the PIAL field organization and interact with key government officials and PIAL Dealers and customers Mr Tarek Zubi, CEO of Adritec Group International made an extensive tour of major regional markets during September 2008. He was accompanied by PIAL's COO Mr Shrikant Goenka and GM & H-ABU Mr P K Barah throughout the tour.

A similar pattern was followed at each Regional meeting: a presentation on PIAL's local business activity and market statistics, an open discussion and then moving to the field to visit installations and local customers and to meet Dealers. There was interaction with local government officials running MIP and similar schemes.

Mr S V Vasudevamurthy, GM South, Mr Rajiv Deshmukh, General Manager AP and West and Mr Govind Patel, Asst. General Manager Gujarat coordinated the tours in their respective operational areas.

A major meeting was held at Nagpur with staff and Dealers from Maharashtra and MP attending and that was followed by a meeting at the Butibori factory of PIAL where plans for production upgradation and expansion were finalized.

Asked to sum up Mr Zubi said the Indian market in size and growth was extremely exciting. He was very impressed with the enthusiasm and proficiency of the PIAL sales and field teams. However there was scope for improvement in a disciplined approach to business and a great need to reduce sales and distribution costs.



Mr Sudhir Agarwal, Regional Manager gives a presentation at the Nagpur meeting with MD Mr K K Goenka, Mr Tarek Zubi and COO Mr Shrikant Goenka present.



Mr Tarek Zubi in discussion with farmer Mr Soma Shekar at Ananthpur, Andhra Pradesh



AP: Mr Zubi, Mr P K Barah and COO discussing the farmer's experience of drip in the field.



Box of grapes grown and presented by farmer and Dealer Khetabyreshwara Hardwares, Karnataka, to Mr Zubi and COO.



Staff and Maharashtra Dealers during the visit to Butibori factory



Gujarat Dealers with their Certificate of Excellence for the year 2007-2008: Mr Jyotil Joshi, Mr Suresh Patel, Mr Bhupendra Patel and Mr Bharat Gohil.

### NEW PUBLICATIONS

Note: New publications from PIAL will carry a new numbering system.

PIAL S/001 SPRINKLER IRRIGATION SYSTEMS & COMPONENTS, PUMPS, FILTRATION, AIR & VACUUM VALVES.

24 page catalogue brochure covering export products.

PIAL. S/002.01 Leaders in Sprinkler Systems for 40 years. PIAL.S/003.01 Drip Irrigation Systems (Due February 2009)

### BULLETINS & DATA SHEETS

PIAL 001 October '08 Changes To 16mm Drip In". PIAL 002 November '08 Changes To 16mm Drip In", Drip Tubing Coils, 90mm Rotoloc™, Qwikloc™.

PIAL/T-001 December '08 Maximum recommended length of emitting pipe (integral drip lateral).

