

## PREMIER IRRIGATION JOINS HANDS WITH ADRITEC

**New Force in India,  
Worldwide Network**

*Our Correspondents  
Kolkata and Amman*

In a joint announcement today Mr. K K Goenka, Managing Director of Premier Irrigation and Mr. Tarek H Zu'bi, CEO AGI Group, signaled a deal that sees AGI investing as a minority shareholder in the Indian company: Premier Irrigation Adritec and providing technical and market collaboration and support. The new company has received the assets and liabilities of the irrigation business of Premier Irrigation Equipment Limited under an approved scheme of de-merger plus an injection of new capital. Mr. Goenka said that all agreements, investment and government approvals were in place and the new company operative. He said, "It has been difficult to keep this exciting development a secret but we have made it and are off to a running start". Mr. Zu'bi said the combination was several times more effective than the two companies separately and expected great things from the buoyant India market and through expanding Premier's reach overseas.

Adritec Group International (AGI) headquartered in Bahrain is the parent of companies that operate as Adritec in ten countries spanning the globe. These cover an interesting range



from sophisticated to developing market economies which means Adritec has had to find multiple solutions to provide products both at the high performance and the low cost ends of the market. Hence they offer a range of pressure compensating driplines, pressure compensating emitters and for low cost solutions: tape driplines. Adritec has experience in large-scale

drip systems for vegetable production serving sophisticated markets and a wide range of tree and high value crops plus smaller subsidised systems similar to the Indian scenario. With production in many countries Adritec has vast experience in getting the best out of plants and solving problems through cross culture cooperation and input. They embrace the latest in management tools and their Jordan operation and international coordination runs on ERP.

Adritec was established in 1983 and for 25 years has concentrated on drip irrigation. Premier started 42 years ago and offers products across the range from drip to sprinkler including uniquely both HDPE and aluminium piping systems. The sprinklers add something that Adritec can use to expand its range and reach new markets. Since they sell in over 65 markets the possibility for sprinklers is enormous and growing.

This is one of those commercial marriages that build on the strengths of each partner as there is an exceptionally good fit in product range, geographical spread, marketing and production and both managements are keen to see Premier Irrigation Adritec reap the benefits.



### the future looks bright

*Shrikant Goenka  
Chief Operating Officer*

What is your prediction for the Premier Irrigation and Adritec Group International joint-venture?

Premier Irrigation Adritec will be a much stronger company through this partnership. We will have access to cutting edge technology for drip irrigation and will have products that the Indian market will need for the next ten years. On the market front we instantly have a network in sixty five countries world-wide for our sprinkler irrigation products.

In more than 42 years we have reached the most remote areas of India and are able to provide quality services to the farming community. Premier Irrigation is a highly respected brand with farmers and planters and they see it representing quality, reliability and trust.

Our distribution network and brand equity are all set to be leveraged with new products, faster and more reliable production techniques and international designs and practices.

What are the reasons for Premier Irrigation choosing Adritec as a partner?

In Adritec we found an organisation that is pragmatic, experienced in different markets and working with partners from worldwide. Adritec has modern technology developed and being used in environments that are not very different from India, hence the transfer of technology is expected to be smooth and speedy. We can tap the expertise of Mr. Tarek Zu'bi, an international expert with 25 years of global experience.

Adritec Group's Chairman, Mr. Hatim S. Zu'bi is a very distinguished lawyer with vast experience. He has been decorated by the Jordanian, British, Lebanese, Tunisian and Italian governments and has served as a Minister in Jordan and been adviser to many Middle East and Gulf governments and professional bodies including as a Governor of the World Bank. We are honoured that he has agreed to serve as a Director of Premier Irrigation Adritec.



**COO  
SPEAK**

Do you think this joint venture will have an impact on the Indian irrigation industry?

It will certainly strengthen our position as a leading player in the industry and help us to grow.

How and where do you see Premier Irrigation contributing to the future of the Indian industry?

As responsible players, we will continue our key role in shaping and guiding the future of this industry. We are actively involved with most state governments

and at the apex level we have a seat on the Government of India's committee for Costs and Designs for recommending the policy on subsidy distribution. With focus on quality, ethics, transparency and service, we are committed to continue the good work that we have been doing all these years.

How would this reflect on Premier's position as an attractive employer?

Premier has always believed in its people. We work together as a family and this is a culture inculcated by my father in the last four decades - the result is people work here, not as mere employees, but as though they own the company. We are proud that most people who join Premier, work and serve till their retirement and even beyond! The spirit is of 'Let's Win Together!'

Now our team has something new to look forward to: we work together with a MNC to the highest global technology standards and adopt best business practices. We will now be selling products from and to an international stable with an international brand name - something that will make all of us at Premier very motivated. The opportunities will improve financials further, and benefit members of our team.

Our team has a chance to work with an enviable combination of Premier and Adritec. They will have an opportunity to get training and exposure to latest international trends, best practices and technologies. This combination of leading brands and products in drip and sprinklers in such a work environment is truly unique in the Indian market.



**ADRITEC  
COMES  
TO INDIA**



**Tarek H. Zu'bi  
Jordan**

## INDIA IS FULL OF OPPORTUNITIES

**TAREK H. ZU'BI, CEO, ADRITEC**

Tarek H. Zu'bi is the Founder of Adritec Group International (AGI) and since 1983 he has been its Chief Executive Officer. He has been at the forefront of the Arab region's irrigation technology development for the past 25 years. Mr. Zu'bi holds a Bachelor of Science Degree in Civil Engineering from Duke University in the USA. Mr. Zu'bi has also been the President of the Jordan Basketball Federation since 2003, and a member of the Board of Directors of the Jordan Olympic Committee (JOC) since 2004. He heads the Sports Lottery Committee and the Finance Committee of the JOC. He also serves on the board of directors of Al Noor Charitable Foundation responsible for Jordan and Palestine.

After the Middle East, Africa, Europe and Central America, why choose India as your next destination?

India has proved to be the future driver of the Asian irrigation market and offers a solid ground for expansion and export growth potential.

How significant will this collaboration be for Adritec and Premier Irrigation?

With Premier's Indian market know-how and distribution network, and Adritec's manufacturing know-how and international distribution network, the combination can only be a win-win situation for both companies.

How promising does the Indian agri-market look to you?

Our main aim from the venture is to strategically position ourselves to handle the promising Asian continent market, which is still at its infancy.

What is your reaction that in India we believe that only Israel offers the latest in irrigation technology?

There are several American and European companies that are in a position to offer the latest in irrigation products and techniques, including Adritec, therefore know-how in irrigation is definitely international and does not lend itself to being exclusively Israeli as people might think.





## Michael Pook, Director Technical, Premier

There is lot of synergy in combining the strengths of Premier Irrigation and Adritec. Adritec has some very fine people in production and production management and years of experience in developing and running high speed dripline and tape lines. Premier has always been a pioneer and innovator starting with popularising modern irrigation methods and government subsidy support from 1966, no other company has that experience in India. Going on to being the first to manufacture an inline product in India and the widest range of sprinkler equipment. Now we are pioneering a joint venture between leading irrigation companies that together cover a major part of the world. A warm welcome to our colleagues from Adritec.

“Premier has always been a pioneer and innovator starting with popularising modern irrigation methods”

For product information, specifications, performance and crop guides visit our websites: [www.premierirrigation.biz](http://www.premierirrigation.biz)  
[www.adritec.com](http://www.adritec.com)

## From The MD's Desk



The Premier Irrigation Adritec collaboration is a strategic joint venture between the two companies providing Premier with an opportunity to single-mindedly market its irrigation products in the global market through Adritec worldwide network. It will benefit both the companies through sharing of market knowledge, people skills and technology.

Today India is the fastest growing irrigation market on the global map; and international irrigation solution providers want to be a part of this growth. Most international micro irrigation companies have only drip irrigation systems to offer. This is where our know-how comes in as a technically advanced sprinkler manufacturer. While Adritec provides

us with the network to market in different parts of the world spread across the MENA region, Africa, Asia, Europe and Central America, we offer them our Sprinkler irrigation technology and an entrée in the Indian Irrigation market. That is why I feel this strategic joint venture will take us miles together in capturing newfound markets.

As for our employees, they have had great faith in the management and in the Company policies. They believe that the Company would modernise and upgrade to newer technologies and skill sets to realise the vision in the changing times. They would definitely benefit from this partnership through new training methods and international exposure.

## 1 NOT ONE BUT TWO NEW COMPANIES

With some of the assets of Premier Irrigation Equipment Limited being transferred to Premier Irrigation Adritec our readers may be asking where the highly successful Premier Fountains and Premier Funtech brands that operated within Premier Irrigation will be going. They will in fact continue to be with Premier Irrigation Equipment Limited however to better reflect the activities without irrigation the company has been renamed as:

**Premierworld Technology Limited.** This Company will own these brands and the Boral, Kolkata factory. Premierworld is familiar to us with long time usage as the website and email address and Technology indicates the concentration on sophisticated products. Fountains, water effects, multi-media shows are increasingly engineered with digital controls of

one type or another and ride simulation and virtual experiences use a lot of technology. The present product range covers applications in architecture, urban development, entertainment, amusement and tourism but that can be expanded and diversified. As Mr. K K Goenka explains, "Premierworld Technology will be free to release potential and allow separate management to grow the fountains and entertainment products which have done well but can do much better not only domestically but on the international scene. The marketing, manufacturing and product development cultures are very different and Premierworld Technology will be able to establish its own personality and benefit accordingly". Both companies along with some others will now constitute the Premier Group.

## INDIA TO BE NUMBER ONE

By our Economics Correspondent

The Indian irrigation market is growing faster than any other, sources reveal. And in a few years it is expected to be the largest in the world. This explains foreign companies' interest but domestic manufacturers are also gearing up and strengthening their efforts. Premier Irrigation, a 42 year old enterprise seems to have made the best deal by bringing in an acknowledged production technology leader with an impressive worldwide production and marketing coverage to link with Premier's strong production resources in drip and sprinkler and a vast India sales and service network. Finance and industry pundits were impressed with the coup.

A year ago with the Indian economy barreling along at a growth rate of 8% and higher, the economy looked rosy. Then the oil price curve started to steepen and accelerate, domestic inflation increased and suddenly there was world wide concern at availability of food grains and at affordable prices. In the US the diversion of maize for biofuel production is alleged to have led indirectly to food riots in Mexico where maize is a fundamental diet staple.

There are basically only two irrigation technologies that can help the farmer increase his yield and assure production— drip and sprinkler. Drip has been given more prominence in government schemes and indeed it offers a better return when horticulture and intensively cultivate higher value crops are grown. This emphasis might have been a misreading of the broader agricultural economy and some industry input. However the administrators of government subsidy schemes have been surprised that sprinklers have not gone away and the grass-roots demand has increased.

One reason is that economically weaker farmers find sprinklers more affordable and it better meets their needs, as they do not grow horticultural or high value crops. Agricultural economists have as a result adjusted their concepts and now feel sprinklers will be the vital first step in economically weaker farmers getting onto the value added chain.

No politician or official can forget the 'food at affordable price and availability' threat in the face of continuing trends. Interestingly all food grains with the exception of rice are more economically and effectively irrigated by sprinklers. A leading banker I spoke to thought the new Premier Irrigation Adritec collaboration was very placed with a very strong position in drip and sprinkler.

