



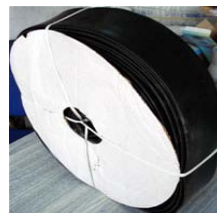
Global Easy Water Products Pvt. Ltd (www.gewp-india.com)

Company Profile:

Global Easy Water Products Pvt. Ltd. (GEWP) established in 2004 is a for profit company registered under Indian Companies Act 1956. GEWP is the exclusive authorised supplier and distributor of the KB (Krishak Bandhu) brand of “**LOW COST MICRO IRRIGATION PRODUCTS**”. KB drip is an innovative product offering that is in high demand amongst farmers in India. **More than 250,000 farmers in India** have benefited from KB Drip to date. GEWP currently supplies a product portfolio of more than 50 SKUs to a network of approximately 500 dealers in 7 states in India. The company is a dynamic business, growing at 70% in 2008-09. In addition to domestic operations, GEWP is successfully expanding its export business with large-scale sales to Asia, Africa and Central America.

Operations: GEWP’s head office is based in Aurangabad, with additional branch offices in Madhya Pradesh, Gujarat, Karnataka and Tamil Nadu. The team consists of 22 full-time employees and 25+ contract employees, expanding rapidly. GEWP’s strategy is to leverage rural market forces. The company sources from local manufacturers, uses a network of independent retail dealers, and builds expertise in local technicians to ensure the final product reaches the smallholder farmer.

Products: GEWP’s core product is the Low Cost Micro irrigation systems, including KB Drip tape, Screen filters, fertilizer tanks, flush valve, ventury injectors, ball valves, micro tubes and readymade Micro Irrigation Kits. Additional products include micro sprinklers, overhead sprinklers, water storage bags, pond lining fabrics, Treadle Pumps and water conveyance. GEWP is constantly innovating on new products to deliver to the Indian farmer.



Exports: GEWP has been rapidly expanding into export markets with sales to date in Pakistan, Egypt, Sri Lanka, Egypt, Nicaragua, Ethiopia, Zambia, Mozambique, Philippines, Kenya, Laos, Tanzania, and Tajikistan. Sales to date have been demand-driven, resulting from the growing awareness of GEWP’s brand and quality products.

Our Target Customers



Most commercially available micro-irrigation systems are optimized for fields of two hectares or larger, requiring expensive emitters & components and also required highly qualified staff to operate and maintain the system. As a result, these systems are too expensive and impractical to operate in small plots and irrelevant to the majority of the poor farmers. Water is more and more scarce, but small farmers are thus unable to afford the water saving technologies that would enable them to produce food and income. GEWP is targeting the small & marginal farmers as their customers.

KB brand drip irrigation laterals are **useful for the crops** like-**vegetables, cotton, sugarcane** and **horticulture**. KB micro sprinklers are suitable for close spacing crops like onion, ginger, garlic and fodder. These systems are very easy to install and maintenance also is very easy. Thousands of farmers are using KB drip & sprinklers in various crops across India & abroad.

Please contact us for more details with your requirement. Our contact details are as under,

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