# India's Prime Agriculture

#### **Exhibition Showcasing Latest Technologies and Innovations**



Asia's Prime Exhibition On Agriculture Technology

09 10 11 DECEMBER 2021

Helipad Exhibition Centre, Near Sachivalay, Gandhinagar, Gujarat



# POST SHOW REPORT

Organized by





# AGRI ASIA 2021 - International Exhibition on Latest Agricultural Technology

The Exhibition was organized during 9 –11 December, 2021 at Helipad Exhibition Centre, Gandhinagar, Gujarat. Honourable Chief Minister of Gujarat Shri Bhupendrabhai Patel has inaugurated the 10th edition of Agri Asia along with H.E. MARTEN VAN DEN BERG, Ambassador of Holland; Shri Jagdish Panchal, Hon'ble Minister of States, Co-operation; Shri Ramsinh Parmar, Chairman of Kaira District Co-operative Milk Union Limited (AMUL Dairy); Shri Shamalbhai Patel, Chairman of GCMMF – Gujarat Co-operative Milk Marketing Federation Ltd; Mr. Celvin Yi-President & CEO, Wevio Global, Inc. – KAMICO India; Dr. Bharat Patel, Chairman of GPDFA (Gujarat Progressive Dairy Farmers Association); Shri Sanyal Desai, CEO – Radeecal Communications and Shri Neeraj Shah, CFO – Radeecal Communications.

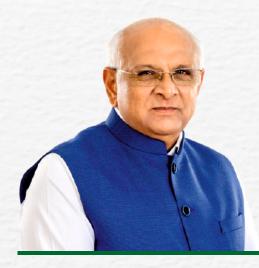
Agri Asia 2021 witnessed around **80,000+ visitors** from India and Abroad. This dynamic event on Agriculture designed for Farmers, Agriculture Business People, Agronomists, Biotechnologist, Government employees and for everyone who are looking to take The Next Giant Leap in Agriculture.

**200+ companies** from India and Overseas participated in this International Exhibition. Entire exhibition was organized in **12,000 square meter** exhibition space at Helipad Exhibition Centre.

The 8th edition of Dairy Livestock & Poultry Expo Asia, as concurrent event to Agri Asia 2021, proved to be a perfect platform for the Animal Husbandry, Livestock, Dairy Farming and Veterinary Industry Stake Holders. Many companies had participated from all these sectors and experienced very good response from the industry. Supported by **AMUL** and **GCMMF** were sponsors of this expo.



The Exhibition was supported by Agricultural Machinery Manufacturers Association (AMMA - India), The Gujarat Agriculture Machinery Manufacturer Association (GAMMA), Greenhouse Manufacture's Association (India) (IGMA), Growers Flower Council of India (GFCI) and Pesticides Manufacturers & Formulators Association of India (PMFAI) with Netherlands as the partner country.



#### Shri Bhupenndrabhai Patel

Hon'ble Chief Minister of Gujarat

I want to tell all my farmer friends - adopt new technologies and the innovations that have been brought forward, it will help increase the output and hence increase their income. Not only does it help the farmers, the better-quality produce helps the population as a whole by providing better food and eliminating various diseases.

# **K Important Facts & Figures**



### Companies Participated: 200+



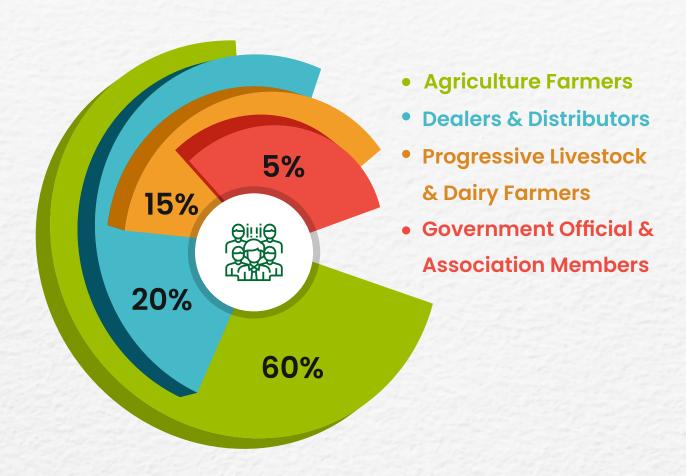
### Farmers visited the exhibition: 80,000+

Agri Asia has served as a platform for bringing together many foreign as well as national visitors from **10+ countries** to interact with the leading international agriculture technology companies.

The Agriculture expo, held once in a year, is one of the leading international Agriculture Events of its kind to showcase international agriculture technologies. This Agriculture Exhibition in India traditionally attracts many Ministers of Agriculture, decision-makers, experts, practitioners and trainers in agriculture, as well as thousands of visitors from all around the globe.

Agriculture plays a vital role in India's economy. Over **58** % of the rural households depend on agriculture as their principal means of livelihood. Agriculture, along with fisheries and forestry, is one of the largest contributors to the Gross Domestic Product (GDP). As per estimates by the Central Statistics Office (CSO), the share of agriculture and allied sectors (including agriculture, livestock, forestry and fishery) was **15.35** % of the Gross Value Added (GVA) during 2015–16 at 2011–12 prices.

# **% Visitors By Field Of Activity**



# **% Countries Participated**



#### Theme Pavilion





During the 10th Agri Asia Exhibition **Sidwin Fabric** has set up a theme pavilion for low-cost cultivated farming using UV Treated Non-Woven Fabric.

#### Features of UV Treated Non-Woven Fabric:

- · Creates suitable microclimate for growth & development
- · Enable earlier seeding hence larger yields
- · Protecting the plants against insects and birds
- · Protect from hailstorms, frost, and heavy gusts of wind
- · Reduction in the need for chemical treatment of plants
- · Used for off-season production

#### **Application:**

Crop Cover, Fruit Cover, Banana Cover, Weed Control Fabric

### **New Technologies Display**

#### Prime UAV



Prime UAV is one of the leaders in the **drone industry** in India. They provide all kind of unmanned aerial solution using advanced **Drone Technology and latest engineering equipment.** They showcased their Agriculture Services portfolio at Agri Asia 2021 which includes **Spraying Services**, **Forest Mapping**, **Crop Analysis**, **Irrigation & Watershed Planning**, and **Multispectral imaging for precision Agriculture**.

#### **Dhaksha Unmanned Systems Private Limited**



AgriGator is an incredible multi-functional drone. Duing sowing season, you can use it to spray nutrients or liquid fertilizer. During flowering and crop growth season, you can use it for spraying pesticides and weedicides. It gets the job done much faster and a whole lot cheaper. In addition to addressing the labour shortage, it keeps people safe from coming in contact with pesticides.

#### Univia Pvt. Ltd.



Univia is Agritech platform which has a dedicated **mobile application for Indian farmers**, with Agri experts providing instant solutions for every farming related queries as well as proving solution for making their farming profitable. **Univia aims to guide farmer's** by providing consultation with Univia doctors, weather forecast, real-time mandi prices, day wise crop calendar, and genuine products from trustworthy agri brands-all from the app.

### **Country Pavilions**

Agri Asia 2021 welcomed exclusive pavilions from the Netherlands and South Korea and served as a platform for manufacturers from these countries and many more to connect directly with Indian farmers.

#### **Netherlands**



The Netherlands pavilion consisted of Dutch and Ducth-Indo companies looking to connect with farmers, agripreneurs as well as agri-investors and government representatives in order to promote sustainable and modern agricultural practices in India.



Agri Asia 2021 was graced by the presence of His Excellency Mr. Marten Van Den Berg, the Dutch Ambassador to India. He visited and spoke directly with a number of Indian manufacturers and farmers along with the Hon'ble Chief Minister of Gujarat, Shri Bhupendrabhai Patel. Several MOUs were signed by the Dutch Ambassador to India with various departments of Government of Gujarat which is considered as a major step in taking our farming and Indian farmers towards a more technologically advanced future.



Sustainability was a common theme among all companies but they varied in their offerings. We saw some showcase their technologies and solutions with agricultural waste management, offering farmers to create waste-to-value ecosystems and upcycle the various byproducts to boost their incomes as well as reduce their carbon footprints.

**Horticulture and Floriculture** was also heavily featured with various technologies as well as advanced tissue culture and breeding techniques exhibited. Food processing and food safety too were major themes and various modern machinery were introduced to the visitors.

We would like to extend our gratitude to The Kingdom of Netherlands and its Indian Embassy; His Excellency Mr. Marten van den Berg, the Dutch Ambassador to India; The National Business Support Offices (NBSO) Ahmedabad and Hyderabad, Mr. Amlan Bora-Trade and Investment Commissioner, India; Mr. Michiel van Erkel, Agriculture Counsellor-New Delhi; Mr. Rick Nobel, Agriculture Attache-New Delhi.

#### South Korea







The South Korean pavilion saw a number of companies, belonging to Korea Agriculture Machinery Industry Cooperation (KAMICO), focusing on the advanced mechanical aspect of agriculture and brought in a number of advanced machines and equipment for the farmers to experience and learn more about first hand. The products brought in by them ranged from sprayers and seed dryers to drones and heavy machinery used in the fields and covered most aspects of modern agriculture. Agri Asia 2021 was also attended by Mr. Calvin Yi, the president of Wevio Global Inc.—the official representative of KAMICO.

Mr. Calvin Yi formally launched KAMICO INDIA—the Indian office of KAMICO, the largest agricultural equipment association and cooperative that boasts over 1100 members covering agriculture, horticulture, dairy and food processing.

Mr. Calvin Yi stated, "Gujarat is a potential destination for setting up KAMICO INDIA's headquarters. If we can identify the right industrial park and manufacture partners here in Gujarat, KAMICO India can also help forge partnerships between manufacturers of agriculture equipment and machinery out here, with their Korean counterparts."

He went on to talk about their desire to work directly with **Indian organizations and Farmer Producer Organizations (FPOs)** and improve the lives and income of Indian farmers by promoting the much needed adoption of mechanized agriculture in India.

Yi also spoke about South Korea's background in research and development in the field of agriculture technology and India's potential to grow into an agri-tech manufacturing and exporting hub while acknowledging India's riches in human resource, "I am interested in forming several joint venture partnerships between Korean and Gujarati manufacturers under the 'Make in India' initiative. This will pave the way for developing an ecosystem for manufacturing in agri-tech and at the same time make homegrown technology solutions available to Indian farmers to modernize agriculture and agriculture practices."

We would like to express our gratitude to Korea Agriculture Machinery Industry Cooperation (KAMICO); **Mr. Calvin Yi,** Precident & CEO – Wevio Global, Inc. and **Mr. Juntae Jung,** India Branch Director – Wevio Global, Inc.

#### **New Product Launches**

#### **Natural Storage Solutions Pvt Ltd**



- Bharat 112 -21 is a single row bunker type Automatic potato harvester. It is one of its kind in India. Bharat 112 -21 is driven by hydraulics and can run with tractor above 50 HP.
- The compact design and hydraulic axle helps in manoeuvring quickly even in small fields.
- It consists of ergonomic Inspection table and 2 tons bunker for storage of potato.
- The machine is designed to separate clods, haulms and stones accurately resulting in clean harvest.
- It is an ideal harvester for Indian fields with maximum automation to ease the process.

#### Vishakha plastic Pipes Pvt Ltd



**Vishakha Group** has participated in all editions of Agri Asia since the first edition, even Vishakha Plastic Pipes Pvt. Ltd. has participated in 10th Agri Asia to showcase its new products range of **MDPE, LDPE and PVC pipes ranges**.

#### **Baccara Geva Automation**



Baccara GEVA A.C.S. is an Israeli leading company-has wide range of solenoid valves, hydraulic control valves and controllers for irrigation and industrial applications. With more than 50 years of experience in solenoid valves and range of automation applications; we believe we can cater to the customers' diverse requirements.

#### International Tractors Limited (Sonalika Tractors)



The Hon'ble Chief Minister of Gujarat, **Shri Bhupendrabhai Patel unveiled the Sonalika Tiger** Series towards farmers prosperity at the Agri Asia Exhibition at Gandhinagar, Gujarat. The tractor is designed in **Europe**, offering latest technological advancement for best output in farm mechanization.

#### **New Product Launches**

#### AGROSE MAK. TAR. GIDA TEKS. İNŞ. SAN. VE TİC. LTD. ŞTİ



Agrose Tarım Makinaları San. Tic. Ltd. Şti.(Agrose Agricultural Machines Ind. Trade Co. Ltd.), manufacturing all kinds of Agricultural Sprayers, continues its operations in Konya, Turkey.

In order to prepare its technology to produce for the world standards and meet the increasing demands of the costumers, Agrose has adopted quality and mass production mentality with computer aided design and production machines. First time, Agrose came out with their full range of agriculture sprayers in front of Indian market.

#### **Agrotis Technologies LLP**



During 10th Agri Asia Exhibition, Agrotis Technologies LLP launched Automatic Travel Raingun Irrigation System (A.T.R.I.S).

Automatic Travel Raingun Irrigation System (A.T.R.I.S) is a state-of-the-art and excellent tool that irrigates an even amount of energy and water in a short time, over a large area and at a low cost, automatically saving energy and water. This automatic travel raingun irrigation system is made entirely in India and was first marketed by Agrotis Company.

#### **AMUL Organics**



We all know AMUL, the name is enough for the introduction as we all are using AMUL products in day to day life. With the strong commitment to uplift the farmers and increase Organic footprints, AMUL has launched their product ranges of **Organic Fertilizers in Gujarat** market during Agri Asia 2021.

With high dignitaries, Farmers and researchers marked this step as the most important step because AMUL is very well connected to all farmers so adding this will increase their **Organic Footprints** in India.

#### Jangeer 3630 Thresher



Thresher is mainly used for shelling wheat, sorghum, Mustard, soyabean, millets etc. and to suit medium & large holding farmers and custom hiring. It is efficient and can thresh wheat throughly and produce high quality straw.

Jangeer Thresher 3630 has the features of compact structure, beautiful shape and reliable operation. Featured by its high production rate, good threshing performance and few loss of grain etc., it is a good helper with farmers.

# **Exhibition Overview**































# **Exhibition Overview**































# **X Event Promotion Strategies**



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**Print Publications & Magazines** 



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SEO



**Telecalling** 

# **% Print Media Promotion**

























### **% Print Media Promotion**







1519 કરવામાં આવેલ છે ખા સન્માન PMSvanidhi હેઠળ ઉત્કૃષ્ઠ કામગીરી બદલ કરવામાં આવેલ છે.

બંસલ, ઝોનલ હેડ

અને જનરલ મેનેજર

ગુજરાતના માનની 10 14124 14 ભૂપેન્દ્રભાઈ પટેલ

#### ઍપ્રિ એશિયા ૨૦૨૧ ગાંધીનગરમાં યોજાશે

રેડિકલ ક્રોમ્યુનિકેશન્સ દ્વારા આ વર્ષે હથી ૧૧ ડિસેમ્બર, ૨૦૨૧ દરમિયાન હેલિપેડ પ્રદર્શન સેન્ટર, ગાંધીનગર, ગુજરાત ખાતે એચિ એશિયા ૨૦૨૧નું આયોજન થવા જઈ રહ્યું છે. આ વર્ષે આયોજિત થનારા એગ્રિ એશિયા ૨૦૨૧માં ૨૦૦ જેટલી કંપનીઓ તથા સરકારી વિભાગો ભાગ લઈ રહ્યા છે જે પોતાના નવા ઉત્પાદનો પ્રદર્શિત કરી રહ્યા છે. પદર્શનની સાથે એક દિવસનું સેમિનાર અને વર્કશોપનું પણ આયોજન કરેલ છે. જેની થીમ છે : 'ટેક્નોલોજીના ઉપયોગ દ્વારા ખેડૂતોની આવક બમણી થઇ શકશે.' આ પ્રદર્શન ખેડૂતો માટે અતિશય મહત્ત્વનું સાબિત થઇ રહેશે. એંગ્રિ એશિયા ૨૦૨૧માં નેધરલેન્ડ્સ અને સાઉથ કોરિયા જેવાં આફ્રિકાના દેશોમાંથી પ્રતિનિધિમંડળ આવશે જે અહીંયાંના ખેડૂતો સાથે પણ ચર્ચા કરશે. એગ્રિ એશિયા ૨૦૨૧માં, રેડિકલ કોમ્યુનિકેશન્સના વડા, સાન્યાલ દેસાઈએ જણાવ્યું હતું.



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#### ગામમાં ચાર જુગારિયાંન

થી પડી જનાં















# **Media Partners**

































































# **% Social Media Presences**

















## **% Social Media Presences**













# **% Social Media Presences**













#### **AGRI**

- + AGRICULTURE PRODUCT NEWS
  (INDUSTRIAL AGE PUBLICATION)
- + AGROLT SOLUTIONS PRIVATE LIMITED
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- + ALLROUND (INDIA) VEGETABLE
  PROCESSING MACHINES PVT LTD
- + ALMIGHTY AGROTECH PVT. LTD.
- + AMER NSM INDIA PVT. LTD.
- + AMUL ORGANIC
- + ANAND AGRO SERVICE CENTER
- + APOLLO INDUSTRIAL Co.,LTD
- + ASTRAL LIMITED
- + AUTOMAT INDUSTRIES PRIVATE LIMITED
- **+ BACCARA GEVA AUTOMATION**
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- **+ BALSON POLY PLAST**
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- + BEJO ZADEN BV / BEJO SEEDS INDIA PVT LTD
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- + BHARAT BIO ENERGY LIMITED (BBEL)
- + BIOMASS INDIA (BMI)
- + BTN-INSULO INDIA PVT. LTD.
- + BULL MACHINES PVT LTD
- + BUMNONG CO,.LTD.
- + CAREFARM
- + CLAAS INDIA PVT LTD
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- + COOLTAINER CO LTD
- + DEPT. OF AGRI., FARMERS WELFARE & CO-OP. GOVT. OF GUJARAT
- + DHAKSHA UNMANNED SYSTEMS PRIVATE LIMITED
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  BHUMIPRAYOGSHALA)
- DR. BAWASAKAR TECHNOLOGY AGRO PVT. LTD.
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- EMBASSY OF THE KINGDOM OF THE NETHERLANDS, NEW DELHI
- FARM 2 PRESERVE ORGANIC FOOD PRIVATE LIMITED
- + FASAL KRANTI AGRICULTURE MAGAZINE
- + FINOLEX INDUSTRIES LIMITED
- + FLOATING FARM
- + GAJANAN ENGINEERING WORKS
- + GEUM GANG
- + GIR KRUSHI VASANT PRODUCER COMPANY
- **+ GREEN REVOLUTION**
- + GREENLAND REAPER BINDER (SHREE RAM ELECTRIC CO)
- + GRIPPLE HANGER & JOINER SYSTEMS (INDIA) PVT LTD
- + GROWERS' FLOWER COUNCIL OF INDIA (GFCI)
- + GUJARAT BIO ORGANICS PRIVATE LIMITED PLANTONICS
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- HARE KRISHNA MOVEMENT (ISCON)
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#### **AGRI**

- + HONDA INDIA POWER PRODUCTS LIMITED
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- + INDIAN GREENHOUSE MANUFACTURERS ASSOCIATION (IGMA)
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- + JJ PLASTALLOY PVT LTD
- + KAMICO (KOREA AGRICULTURE MACHINERY INDUSTRY COOPERATION)
- + KIREMKO BV / KIREMKO INDIA
- + KISHAN SAMAJ
- + KOHLER POWER INDIA PVT LTD
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- + SHREE HARI NURSERY

#### **AGRI**

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- + SHREEJI AGRO INDUSTRIES
- **+ SHREEJI ENTERPRISE**
- + SHREENATHJI AGRO CORPORATION
- + SIDWIN FABRICS
- → SIESTO SYSTEM PVT LTD
- **+ SIGMA INSTRUMENTATION**
- + SINHWA PRECISOIN INC CO
- + SKYAVIATION
- + STIHL INDIA PVT LTD
- + SUHWOOMS CO LTD
- + SUNGBOO
- **+ SUNTEC ENERGY SYSTEMS**
- + SUPERFIL PRODUCTS P LTD
- + T COMMERCIALIZATION GLOBAL PVT LTD
- + TAFE LTD
- + THE BUSINESS SUCCESS ADVISOR BOOK
- + THE GROWIT INDIA PVT. LTD (ALPHA PLASTOMERS)
- + TIRTH AGRO TECHNOLOGY PVT.LTD. (SHAKTIMAN)
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- + VISHWAKARMA MACHINE WORKS
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- **+ WECAN GLOBLE KOREA**
- + WEVIO GLOBLE
- + WIZES

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- + AMUL DAIRY (KAIRA DISTRICT CO-OPERATIVE MILK PRODUCERS UNION LIMITED)
- ASEES FEED (PARAS NUTRITIONS PVT. LTD.)
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- + CARGILL INDIA PRIVATE LIMITED
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- + GPDFA (GUJARAT PROGRESSIVE DAIRY FARMERS ASSOCIATION)
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- + JAY KISAN AGRO PRODUCTS
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- + RAJ THERMOMETERS (R-TEK)
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Asia's Prime Exhibition On Agriculture Technology

09 - 10 - 11 SEPTEMBER 2022

Helipad Exhibition Centre, Gandhinagar, Gujarat