

Press release

Avana celebrates the creation of 54 crore liters of water storage in drought-laden Marathwada

Felicitates 120 visionary farmers at 'Aammcha Marathwada' for building Avana farm ponds

Aurangabad, 26 February 2019: Marathwada is one of the most drought-laden regions in the country, with over 500 villages already facing a severe water shortage.

Avana is an initiative of Emmbi Industries Ltd. focused on using frugal innovation to create affordable water conservation solutions for Indian farmers. As of January 2019, Avana has created 4,120 ponds that impacted 24,722 people, saved 16,482 mn lts of water and increased farmers income by 98.7%.

Today, Avana is celebrating the visionary approach of 120 farmers who foresaw the drought and conserved 54 crore liters of water over the last year. The company is also awarding 3 prizes for its Avana Jalasanchay 2018 Lucky Draw Scheme held at India's largest agri-show 'Kisan 2018' in Pune. Every farmer who visited Avana's stall at Kisan 2018 and booked a pond by paying an advance amount was entitled to one (1) lucky draw coupon per pond. Avana also conducted expert guidance sessions with two water conservation experts Mr. Vijya Borade and Mr. Uddhav Khedekar.

Ms. Maithili Appalwar, Head of Avana Initiative, said, "At Avana, we're taking a 360-degree approach to water conservation. We don't just help build farm ponds, but we bring the best global technology at affordable prices, connect farmers to banks, help them collaborate with water conservation experts and partner with grassroots youth to generate employment where we go. We're now working on using data-driven approaches and the Internet-of-Things (IoT) to help farmers use the water they conserve in the most optimal fashion possible."

Mr. Makrand Appalwar, CMD, Emmbi Industries Ltd., said, "Avana is committed to bring the latest international technology in water conservation to improve the prosperity of every Indian farmer. We want to put the power back in the hands of the farmer and let them decide what they want to grow, where they want to grow it, and when they want to grow it. A constant water supply opens a lot of doors."

Avana launched the world's widest width of pond liner at Kisan 2016. At Kisan 2017, it introduced Protex Technology in pond liner fabric, which increased the life of the pond liner and sustainability under the direct sunlight or UV rays. In December 2018, it launched "Fish



Friendly Pond Liner” made with “HABI-TEC technology”, in order to increase farmers income by giving him as an additional source of revenue in his farm pond. It understands the needs of farmers and try to give solutions as per their requirements.

About Emmbi Industries Limited

Emmbi Industries Limited is one of the region’s most well established brands in the field of woven polyethylene and polypropylene product manufacturing. We distribute our products in 54 countries across five continents. We are Specialized manufacturing company in the field of Packaging , Water Conservation, Human Safety and Crop protection.

Emmbi is promoted by first-generation entrepreneurs, Mr. Makrand Appalwar and Mrs. Rinku Appalwar and was established in November 1994. We are listed on BSE and NSE, both the prominent Stock exchanges if the country.

For more information: Adfactors PR Sarbjeet Sharma 9987872613, 9833431331.

