



**Jain Irrigation Systems Ltd.**

Small Ideas. Big Revolutions.®

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CIN: L29120MH1986PLC042028

JISL/SEC/2016/02

14<sup>th</sup> February, 2016.

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**Ref: Code No. 500219 (BSE) JISLJALEQS (NSE) Ordinary Equity shares**  
**Code No. 570004 (BSE) & JISLDVREQS (NSE) for DVR Equity Shares**

**Sub : Press Release**

Dear Sir,

Attached is the Press Release issued by the Company for “**JAIN IRRIGATION SYSTEMS LIMITED (JAINS), HIDUSTN COCA COLA BEVERAGES (COKE) AND GOVERNMENT OF MAHARASHTRA SIGN MOU AT ‘MAKE IN INDIA WEEK’ TO BRING PROSPERITY TO THE FARMERS OF VIDHARBHA AND MARATHWADA REGIONS**” for your record and reference.

Please acknowledge.

Thanking you,

Yours faithfully,  
**For Jain Irrigation Systems Ltd.,**

**A V Ghodgaonkar**  
**Company Secretary**



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### Press Release

## **JAIN IRRIGATION (JAIN'S), HINDUSTAN COCA COLA BEVERAGES (COKE) AND GOVERNMENT OF MAHARASHTRA SIGN MOU AT 'MAKE IN INDIA WEEK' TO BRING PROSPERITY TO THE FARMERS OF VIDHARBHA AND MARATHWADA REGIONS.**

Jain Irrigation Systems Ltd, the world's largest Irrigation Company and the India's largest Integrated Agriculture Company, along with its wholly owned food subsidiary Jain Farm Fresh Foods Ltd, its strategic partner Hindustan Coca Cola Beverages Pvt. Ltd., the largest bottler for Coca Cola in India and Government of Maharashtra signed an MOU in the presence of Honourable Prime Minister Shri Narendra Modi, Honourable Chief Minister of Maharashtra Shri Devendra Phadnavis and Honourable Agriculture Minister of Maharashtra Shri Eknath Rao Khadse to set up a Integrated Horticulture Project in Vidarbha region at 'Make in India Week'. The MOU was signed by Shri Anil Jain, CEO of Jain Irrigation, Mr. Iral Finnan, President, BIG, Coca Cola, Atlanta, Shri Krishna Kumar, CEO, Hindustan Coca Cola Beverages along with the representative of the Govt. of Maharashtra.

The project envisages setting up of a large modern nursery, a demo orchard to introduce high yielding new varieties of Oranges, a Orange processing unit and an Fruit Beverage manufacturing plant in the Vidarbha region. The project also aims do capacity building of the farmers by knowledge sharing in Good Agricultural Practices to enhance the productivity of the Orange/Citrus orchards and help farmers to build a sustainable supply chain for Oranges in the region and ensure their long term prosperity.

The MOU also envisages setting up of orange processing plant and Fruit Juice/Beverage manufacturing plant in the region using local raw materials. The project aims to work with over 5000 farmers of the region and generate direct and indirect employment in the region. The project will try and leverage the Govt's NOGA Brand and support the Nagpur Orange Growers Association.

Anil Jain, Managing Director, Jain Irrigation Systems Ltd. said, "We are excited to extend our partnership with HCCBPL, now into the orange segment. It is our belief that the soil and climatic conditions in Maharashtra is conducive to grow high yield, processable varieties of oranges that can be consumed by the beverage



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manufacturers not just in India but across the world. We just need to handhold the farmers and guide them along the way. Perhaps one day, India could also become the world's supplier of orange pulp, just like it is of mango pulp. I thank HCCBPL for their leadership and vision for the agri sector.”

According to Mr. T Krishnakumar, Chairman, HCCBPL, “We are grateful to Hon’ble Prime Minister and the Hon’ble Chief Minister of Maharashtra for their leadership in making this project come to life. Our prior experience of working on a similar project with mango farmers in Maharashtra gives us the confidence to say that we are now ready to make a substantial difference to the lives of orange growers in Vidarbha and other parts of Maharashtra. As the largest buyers of mango pulp in India, we are happy to be able to positively impact the lives of 400,000 farmers in India.”

#### **About Jain Irrigation ([www.jains.com](http://www.jains.com))**

Our Company, Jain Irrigation Systems Limited (JISL) has more than 10,000 associates worldwide and revenue of 60 billion rupees, is an Indian multinational company with manufacturing plants in 28 locations across the globe. It is engaged in manufacturing of Micro Irrigation Systems, PVC Pipes, HDPE Pipes, Plastic Sheets, Agro Processed Products, Renewable Energy Solutions, Tissue Culture Plants, Financial Services and other agricultural inputs since last 34 years. It has pioneered a revolution with modern irrigation systems and innovative technologies in order to save precious water and to get significant increase in crop yields, especially for millions of small farmers. It has also ushered in the new concept of large scale integrated Irrigation Projects (IIP). ‘More Crop Per Drop™’ is company’s approach to water security and food security. All the products & services of JISL help create a sustainable future while fulfilling its vision ‘Leave this world better than you found it’.

Please visit us at [www.jains.com](http://www.jains.com)

JISL is listed in NSE-Mumbai at JISJALEQS and in BSE at code 500219.

