

KISAN – 2017

Netafim India – SBU Central participated in the Kisan: India's Largest Agri Show during 13-17 Dec. 2017 in Pune. The exhibition was organized at International Exhibition Arena, Moshi, Pune, India.

Kisan in its 26th edition, is 'the' place to experience the present and future of Indian Agriculture. It is one of the biggest trade fair that attracts so many farmers and many Agriculture Professionals not only from India but also from all over the world.

More than 500 Indian MNC and overseas MNC have witnessed their participation in the event. We at Netafim keeping our legacy of the years have participated actively in the event and were present in the **Water Management Hall at Stall 216.**

Netafim stall attracted many visitors such as Farmers, corporate clients have shown interest in our products. The display of CMT units and LCD presentation on the stall were the key attraction for visitors. We have many farmers who visited the stall, inquiring for our future products like Flexnet, Netajet, etc. it was a fantastic experience and proved that modern age farmers are aware of new technologies and digital marketing media has carved a niche place in marketing spectrum/canvas.

Overall event was a big success for all its participants marking the 1,50,000+ visitor's footfall. Along with the exhibition the B2B seminars and meetings with relevant industry players were also arranged for the mutual benefits & strengthening the current business. This has helped farming community across nation to lead towards better agricultural practices.

Please find few glimpses of the exhibition here.



Kisan 2017 – Areal View

Kisan 2017 – Started with bang



Netafim Stall and Products Displayed



Customer Interaction at Netafim Stall

