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Just Launched ! New & Innovative Products !



Aquamic Excel - Threaded Micro Sprinkler HT-211

Especially designed with a new 3/8" threaded connection option enabling user to easily open and clean the sprinkler head, without dismantling the entire sprinkler assembly. Suitable for overhead irrigation & for irrigation of widely spaced plants.



Modular Plastic Riser for Sprinkler

Made from high-strength engineering plastic ensuring it stays non corrosive. Its 40 cm height enables flexibility at the time of installation, with a facility for adding on more Risers as your crop grows taller !

Insights from our Think Tank



Short term

A crucial raw material input for our sector is polymer, the price of which is being impacted by a rising [dollar versus rupee](#) exchange rate, due to current-account deficit that's already strained by higher oil prices. The situation comes at a bad time - as the season for our business begins in the next 30 days. This situation is affecting all industry players – as it impacts both cash flow and bottom lines.



Medium Term

As on 26th July, rainfall levels in the country are [5% below LPA](#). Both national and regional rainfall levels are also deficient, leading to a spike in demand for irrigation products and components, bringing forward the buying season from October to September.



Long Term

As our users evolve and realise the benefits of advanced irrigation products – we see the market for thin-walled driplines in the non-subsidy segment, gaining popularity. Enabling precise and economical irrigation for higher and consistent yields.

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Team Automat is proud to present our monthly newsletter with news and views from our world. Feedback and suggestions are welcome at marketing@automatworld.com