

# Peace Power Pvt LTD

 [Home - Water Structuring Technology](#)

“Peace Power (Pvt) Ltd Determined to Introduce Innovative Technologies”



**Country:** Pakistan  
**Sector:** AgriTech  
**Established:** 2016  
**Number of staff:** 6  
**Annual revenue, \$:** 159,511 (2024)



## BUSINESS MODEL

### Problem

Pakistan's Pakistan is facing water scarcity, poor agricultural sector water management, inefficient infrastructure and water pollution and gradually increase waterlogged land.

### Solution

We provide magnetic devices for farmers to install on tube wells to be able to utilize unfit salty brackish water for agriculture and yield & Quality Enhancement.

### Business Model

Peace Power (Pvt.) Ltd develops and deploys water-structuring technologies that enable irrigation with saline water and the reclamation of degraded land for agricultural use. The company generates revenue through direct sales of its devices and related technical services to farmers, agribusinesses, and irrigation providers. As part of its market-penetration and scale-up strategy, Peace Power is establishing demonstration sites to showcase technology performance and promote large-scale adoption — contributing to food security and the productive use of marginal lands.

### Revenue Streams

Sales and Installation of Magnetic Devices for Tube well to potential farmers for Salty Water Conversion and reclamation of waterlogged land into Cultivable Land.

## IMPACT

### Climate Change Impacts Addressed



Drought



Desertification



Land & forest degradation

### Adaption Relevance

Peace Power's magnetic technology enables the use of saline underground water for irrigation, directly addressing water scarcity and supporting climate-resilient agriculture. By reclaiming degraded or marginal lands and providing reliable water for crops, the technology enhances food security, strengthens farmer resilience to drought, and promotes sustainable land use in water-stressed regions.

## OPPORTUNITY

### Future Plans

We will be working on three key areas: Training & capacity building, sustainable partnerships and climate adaptation solutions.

### Ask: 370k USD

Investment will be used for Development of 25 Demonstration Sites.

## Team & Contact

Farid Uddin, Co-founder, faridpak@gmail.com  
 Isbah Sultan, Co-founder  
 Sikandar Sulta, Co-founder



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FUNDRAISING	Current Shareholders	Latest Investment(s)	Total Investment
	NA	NA	-
	<b>The Ask</b> 370,000 USD Equity	<b>Funding Equity Share</b> 30%	<b>Min. Ticket Size</b> NA
	<b>Target Valuation</b> 1,300,000 USD		

## FINANCIAL & STRATEGY OVERVIEW

Financials, \$	2023	2024	2025	2026 (e)	2027 (e)
<b>Revenues</b>	1019	159,511	194,603	230,000	270,000
<b>Net profit</b>	-459	10,859	16,464	25,000	30,000

### Latest Developments

- Arrangement of land for 2 Demonstration Site finalized in Karachi and Hub Area with the Land Owners

### Next Steps

- To establish 25 demonstration sites in next 2 years in Punjab and Sind.
- We anticipate further funding because of expansion of demonstration across Pakistan.
- To develop direct sales and marketing network across Pakistan.
- To hire 15 highly experienced persons in field force in two years.
- To carry out collaboration activities with Agriculture Universities for the Technology

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