

COVER STORY

LOVE IS IN THE AIR FOR KMAX & AGROPOWER



In our this issue:

MP TAKES SANKALP TO NEW HIGHS

How a leader can derive his team for success. There is much to learn from the way MP made it a win for Sankalp. p.12

KRISHI SAINIK EXPANDS TO MH

Maharashtra becomes the second state to embrace Krishi Sainik Initiative to enhance brand equity p. 06

KRISHI PREMIER LEAGUE KICKS OFF

Krishi Rasayan pushes the performances pedal with a sales premier league p. 09

THE DASHING DUO: KMAX & AGROPOWER

by Rajesh Agarwal, Exec. Director

No Product in the history would have ever got so much attention and created the excitement like this duo. Yes, these two products are now the talk of every town getting incessant flow of love from the team, partners and the farmers alike. You dont need to walk too long to spot these two in the market. On the village walls, dealer shelves, in the farmers' hands, on TV/Radio, they are omnipresent. What a start.





Love for KMAX & AGROPOWER

By All



It will not be an exaggeration to mark this year as a year of our twin champions, K-Max and Agro Power. An innovative root booster formula which has hit the market like a thunderstorm. Switch on the TV and you see the commercials reminding you of the product. Radio is busy airing peppy jingles of the twin brands. All our teams have united and painted the market with these products.

Channel partners have turned fans of the product and are advocating them to whoever is visiting their shop. Our demos have shown clear signs of success and superiority and farmers are acknowledging it with their purchases. Never in the history of KREPL and AGROLIFE, any single product has created such an excitement. Everyday we are seeing newer innovative promotions happening on the ground. Some of the states have already taken leadership in the sale and others are fast catching up. This is indeed going to be our propeller and we are all set to soar to new heights.







MEGA FARMER MEETING AT HARYANA

By Surender Mattoo

What's so special?

Focus Event for KMAX, MASAKI, KAZUKI

Nearly 300 farmers participated

Joint Promotion by KREPL and AGRINOS

Major Newspapers covered the event



Haryana team gives a new meaning to bigger is better with its huge farmer meetings. One such Mega Farmer Meeting which was organized recently by Team Haryana on 27-07-18 at Jind. This meeting was excellently organized and there was a huge gathering of 290 progressive farmers in this meeting. Our potential distributors from Jind and adjoining markets also participated along with their farmers. Mr. Kapil from Agrinos explained about K-Max, Masaki and Kazuki in detail. Mr. Phutela gave detailed presentation on Cotton and Paddy crops and usage of our focused products to control Insect Pests and Diseases.

K-Max bag in 4 Kg was given to K-Max user farmers as Demo who became product advocates for us in the meeting and also to farmers who gave right answers of questions set by us in the meeting. We got good orders of K-Max 3600 Kg and our other key products from our parties after the meeting. This meeting will be very fruitful for us to promote our sale as well as to enhance our brand equity.



AGRO PRIORITY PARTNER

BARUN JANA - PANSKUR, WB

A man on the mission knows no boundaries. It is true for our star dealer of the month, Mr Barun Jana who has started the mission of making ALSC a brand of choice in his territory.

Ten years of faith in advice and promotions have created a unique place for this shop amongst the farming fraternity. This would have not been possible without the entrepreneurship of the owner, Mr.

Barun Jana, who has believed in innovative promotions of the firm since its inception. Be it participation in farmer meetings or targeting floriculture segment, He has always found the right offering for diverse set of farmers his shop caters to.

He and his brother Mr. Chandan Jana are the strong product advocates for ALSC and has been a reason behind wide popularity of the company in their region.

His favourite offering is Agro Power . His firm has already done 25 Lakh worth of business for ALSC till date. He has done 15 MT of Agro Power in Kharif and is confident of repeating the same performance in Rabi.

Mr. Jana's love for ALSC has inspired his family members to also join his efforts.. He and his brother are working hand in hand to build an unbeatable brand equity for Agro Life Science Corpoartion.



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AGRO LIFE IS OUR
LIFE LINE

AGRO STAR PERFORMER

PROSENJIT BISWAS

"The energy of the mind is the essence of life" thats the mantra our this month's hero lives by. Meet our star performer of the month, Mr. Prosenjit Biswas, who has an endless amount of energy to cheer up and motivate others.

Still single, he is a doting son and sibling taking care of his family in the best ways possible. As per him, his family is his real source of energy.

Prosenjit carries 6 years of rich experience of working in various territories and is one of the young and dynamic member of the West Bengal Team.

Prosenjit joined Agro Life Science Corporation family in January 2017, He has been the star performer from the day one and has continuously challenged his own records every month.He created a new high by achieving 23 Lac of turnover in the month of July.

He strongly believes in the power of field work. He is an active participant in farmer and dealer events. He will continuously discover new customer segments to increase sales. His recent success is also attributed to his approach of targeting small tea gardens in his territory. An idea executed to perfection.



KRISHI SAINIK INITIATED IN MAHARASHTRA

by A B Vyas

We had the formal launch of Krishi Sainik program at Pune by PwC Team. PwC Team explained the concept clearly to all the newly appointed Sainiks. IT Training was provided by Mr. Darshan who educated them about the app usage.

We are very hopeful of strengthening our brand equity and creating new energy in the market with the launch of this amazing concept.



QUIZ # 2 Winner
Congratulations!!
"RATNA"

Which agency helped KREPL with design of KRISHAJ LOGO?
 Answer: JWT

QUIZ # 3
 In which year KREPL will be celebrating its 50 Years of business?

Send your replies to digital@krepl.in and get a chance to win exciting prizes



WE ARE IN NEWS

by Brand Manager

Don't forget to see our print ad for KMAX SUPER in AgroOne in Maharashtra.

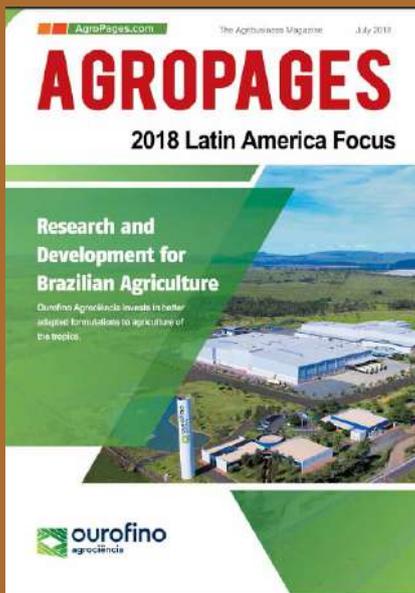
Our print ads coupled with the aggressive farmer and dealer campaigns by our team have stirred the market in Maharashtra. Team is all geared up to create new records.

GLOBAL PROMOTIONS

by Amol Ray

Doubling up on our global expansion strategy, we have scheduled a series of global promotions in the global target market.

Recently, our print ad appeared in the Latin America Edition of "AGROPAGES" a leading Agro Chemical Magazine



AgroLife Science Corporation (ALSC)



Pursuing paradigm shift in molecular research process to reach out farmers of various geographies

Serving Farmers Across Continents

A research based organisation. The GLP-OECD certified R&D wing is internationally acclaimed.

Among top few pesticides makers in India.

Has strong customer base across continents.

Understands farmers' needs.

Talented research scholars are engaged in making registration documents complying country specific regulatory guidelines.

From a larger basket a few products for a glance:

Deltamethrin, Chlorpyrifos, L, Cy' thrin, Acetamiprid, Metalaxyl, Cymoxanil, Mancozeb, Captan, Clodinafop, Metribuzin, Imazethapyr & blends of multiple compounds.

Rajesh Agarwal - rajesh.agarwal@kspl.in - Amol Ray - amol@kspl.in

WATCH US ON ETV & V6 NEWS

Building on our mass media campaign for K -Max and Agro Power, we have started TV add of K-Max/ Agro power in AP markets. Advertisement in AP market on ETV Telugu -Annadata Program & V6 News(2100 hrs News & 2130 hrs News) with 2 spots in each program is planned for 15 days starting from 04th Aug .



EVENT CORNER

KREPL AT AGRI TRADE SUMMIT, PHOENIX

Our honourable Directors Mr Atul Churiwal and Mr Rajesh Agrawal attended Agribusiness Trade summit held in Phoenix, USA during the period 31st July to 2nd August . Mr Atul



Churiwal was invited to make presentations about insights on Bio Stimulants market in India. They had good meetings with prospective buyers afterwards



" It was a great experience. We got lot of meaningful insights. Overall a perfect platform to connect with like minded companies and share learnings"

- Rajesh Agarwal, Executive Director



KRISHI PREMIER LEAGUE



SCORE CARD

Name of Sales Staff	State	PAN INDIA SP Rank	State wise SP Rank	Sales Points	Ageing Points	Legal Deductions	Net Points
Virendra Singh Panwar	MP	1	1	175.55	4.93	-	170.63
Krishna Murari Sharma	MP	2	2	156.27	0.80	-	155.47
Karu Singh Sisodiya	MP	3	3	144.91	3.97	-	140.95
Sanjeev Kumar	UP	4	1	64.87	19.87	-	45.00
Ameer Mahamud Beriya	MH	5	1	42.55	16.42	-	26.13
Samar Mandal	UP	6	2	25.06	1.69	-	23.37
Sandeep Kumar	UP	7	3	17.37	0.18	-	17.19
Nilesh Bharat Jagadale	MH	8	2	17.11	-	-	17.11
Anil Suryakant Shinde	MH	9	3	14.59	-	-	14.59

Name of ASM	State	PAN INDIA SP Rank	State wise SP Rank	Sales Points	Ageing Points	Legal Deductions	Net Points	Nos of Staff in Team	Per Staff Avg. Net points
Harish Anjana	MP	1.00	1	388.60	57.87	-	330.73	3	110.24
Virendra Anjana	MP	2.00	2	453.49	18.13	-	435.36	4	108.84
Brajesh Pal Singh	UP	3.00	1	74.05	8.51	-	65.54	6	10.92
Sandeep Kumar Kanaujia	UP	4.00	2	61.33	7.65	-	53.67	5	10.73
Vinod Sopan Jagdale	MH	5.00	1	66.81	40.05	-	26.75	3	8.92
Vikas Bihade	MH	6.00	2	11.31	2.74	-	8.57	2	4.29

HAIL JULY CHAMPIONS!!

ASMs

Harish Anjana
Virender Anjana
 Brajesh Pal Singh
Sandeep Kumar
 Vinod Sopam
Vikas Bihade

SALES STAFF

Virendra Singh Panwar
 Krishna Murari Sharma
 Karu Singh Sisodiya
 Sanjeev Kumar
 Ameer Mahamud Beriya
 Samar Mandal
 Sandeep Kumar
 Nilesh Bharat Jagadale
 Anil Suryakant Shinde



YOU CAN WIN TOO

by Brand Manager

Krishi Premier League is a monthly event to compete, win and get rewarded. So don't worry if you are not there in the winners list this month. You can pull your socks up and get ready to beat the crowd in August.

Loads of attractive prizes are waiting to be won. Keep hitting boundaries on sales, collection and promotions front and you shall be here next month. All the very best.



FARM CONNECT

"किसान ही भगवान है"



Channel Partner Promotions at Maharashtra

Series of channel partner meetings were conducted by Krishi Rasayan Team to engage our dealers and distributors. Districts of Ahmednagar, Sangli, Solapur and Nasik were covered in these events. Events were followed by an aggressive farmer level campaign across Maharashtra.



Aggressive Jeep Campaigning

AP & TS team have started intense jeep campaigns to promote our star products K-Max and Agro Power in India's largest pesticide markets. Well designed branded vehicles showcasing our products can be seen on the village roads.



Priority Partner Visits

Mr. Surender Mattoo visited our priority dealer, Dhanraj Dharnia and Co., Dabwali. Dealer is a stalwart in his area with a turnover of 24 crores. We have invoiced 5MT K-Max to this party till date. Mr Mattoo honoured the party by giving him momentum of K-Max.



KMax Demo Campaigns

Numerous demonstration plots were arranged by Maharashtra Team to promote KMAX by showcasing the product performance. The demo plots are well spread across the state and helping in convincing the farmers.



BEWARE OF BED BUGS

BY DR ABDUL RAUF

Bedbugs have been known as human parasites for thousands of years. At a point in the early 1940s, they were mostly eradicated in the developed world, but have increased in prevalence since 1995. Because infestation of human habitats has been on the increase, bedbug bites and related conditions have been on the rise as well.

Bedbugs are elusive and usually nocturnal (peak activity usually occurs between 10:00 p.m. to 6:00 a.m.), which can make their detection difficult. They often lodge in dark crevices, and the tiny adhesive eggs can be nestled by the hundreds in fabric seams.



Besides bite symptoms, signs include fecal spots (small dark sand like droppings that occur in patches around and especially beneath nests), blood smears on sheets (fecal spots that are rewetted will smear like fresh blood), and the presence of their empty molted exoskeletons.

THEY CAN HIDE
AND TRAVEL
WITH YOU



Although bed bugs can be found singly, they tend to congregate once established. Although they are strictly parasitic, they spend only a tiny fraction of their life cycles physically attached to their hosts. Once feeding is complete, a bed bug will relocate to a place close to a known host, commonly in or near beds or couches in clusters of adults, juveniles, and eggs which entomologists call harborage areas or simply harborages to which the insect will return after future feedings by following chemical trails. These places can vary greatly in format, including luggage, inside of vehicles, within furniture, amongst bedside clutter, even inside electrical sockets and nearby laptop computers.

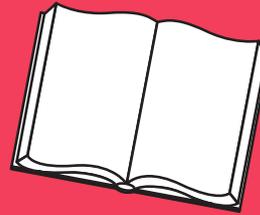
WE WELCOME

"New Members Of Our Family"



Company	Emp Name	Designation	Branch	Mobile No	Email Id
ALSC	NARENDRA SINGH	ZONAL DEVELOPMENT MANAGER	DELHI	8053116019	narendra.singh@alsc.co.in
ALSC	KAPIL KUMARTYAGI	DEPUTY REGIONAL MANAGER	PUNJAB	8869004353	kapil.tyagi@alsc.co.in
ALSC	SARAT CHANDRA PARIDA	ASSISTANT AREA MANAGER	ORISSA	9777952285	sarat.parida@alsc.co.in
ALSC	K HANUMANTHAPPA	ASSISTANT AREA MANAGER	GUNTUR	9448589491	hanumanthappa@alsc.co.in
KREPL	VIKAS BIHADE	AREA MANAGER	PUNE	9890821750	vikas.bihade@krepl.in
KREPL	SACHIN RAJARAM GADGE	AREA MANAGER	AHMEDABAD	9510145662	s.gadge@krepl.in
KREPL	MALEVAR DAYAKAR	ASSISTANT REGIONAL MANAGER	HYDERABAD	8978322704	dayakargoud@krepl.in
KREPL	DINNE RAGHAVENDRA REDDY	ASSISTANT AREA MANAGER	GUNTUR	9603882278	dinneraghavendra@krepl.in
KREPL	JAYESH D PATEL	PRODUCTION MANAGER	PANOLI	9909611883	jayesh.patel@krepl.in
KREPL	PRADEEP KUMAR	ASSISTANT DEVELOPMENT MANAGER	INDORE	9893051684	pradeep.kumar@krepl.in

SANKALP STORIES



MP marches ahead with Sankalp Retail

Sankalp Team of MP has taken it as a task to make it a successful and replicable model. Depalpur store of MP became the first one to give single day sale of 1 lac Rupees. Lots of planning and loads of hard work under the able leadership of Mr. Virendara Anajana and Mr. Surender Sharma has led to the success of Sankalp in the MP.

Intensive field work and on store meeting to attract footfall and right farm advise for conversions have been the success mantras for MP team. However team is aware that it is still short of targets and is all geared to increase the efforts to scale new heights.



