KRISHAJ TIMES

December 2020 Vol 9 Issue 15

COVER STORY

FESTIVE SPECIAL! A REVIEW

In this issue:

NEW YEAR! NEW RESOLUTIONS!

It's Christmas season again. The festivities are in the air. It's time for us to wish every one of you a Merry Christmas. May this season fill your life with joy and peace.

It's also time for new plans and a new hope!

We wish you a very Happy and Prosperous New Year. May all your dreams come true!

KRISHI RASAYAN GROUP: "SEIZING THE OPPORTUNITY, BACKWARD INTEGRATION, MOVING FORWARD"

Mr. Atul Churiwal
Managing Director
Krishi Rasayan Group

Krishi Rasayan Group was established in the year 1966. Now this 54-year-old group has become a major agrochemical company, having been involved in technical and formulated agrochemicals, biotechnology, IT infrastructure, solid waste management, inland transport, poultry feed, pest control & real estate, R&D, contract research and data generation.

The motto of the group is "Farmer's prosperity is our priority". India is an agricultural based country with 70% population relying on agriculture and Krishi Rasayan Group always makes an effort to stand firm behind the farmers. With vast experience, the Group has products geared up not only for the country's needs but also to meet the global challenges.

In a recent interview with AgroPages, Atul Churiwal, Managing Director of Krishi Rasayan Group, explained the group's ambitions in detail.

Q: What are the sales of pesticide products(TCs & Formulations) in FY2019-20? What do you think of the increase/decrease in sales this year compared with last year?

Atul: The Krishi Rasayan Group company reported strong financial and operating performance for FY2019-20. During this year, consolidated revenue from operations grew by 36.5% to INR 1,790.4 crore(USD 252 million) from 1,312.1 crore(USD 188 million) in FY2018-19.

There has been a substantial jump in the sales due to a very robust increase of Rabi crop in India. Krishi Rasayan Group has shown 15% growth in the domestic market in the current year and the increase of export sales almost doubled from last year. We have been continuously focused on increasing our brand market which has grown by 25% in FY2019-20.

Q: What the current development situation of Krishi Rasayan Group in domestic and overseas markets? Please describe briefly.

Atul: Currently 90% of our revenue comes from the domestic market. Our strength has been to offer best quality material at reasonable prices in the market. We have also been focusing on introducing off-patent molecules and new combination products. With a national wide network covering all the parts of the country, we have been able to service the farmers offering them the full bouquet of the products, thus meeting all their requirements.

Our strength has always been the brand marketing in India, where we have more than 5000 dealers all over the country. Increasingly we are now focusing in the international market to have global footprints. Currently, Krishi Rasayan Group has agents in Australia, Bangladesh, Columbia, Cyprus, Ecuador, Egypt, Greece, Jordan, Malaysia, Mexico, Oman, Pakistan, Saudi Arabia, South Korea, Spain, Taiwan, Thailand, UAE, Ukraine & Vietnam.

We are now heavily focusing on expanding our presence overseas and registering our products in many countries, such as in Brazil, Argentina, Australia and African countries.

Q: Recently, the epidemic in India is not encouraging. What are your company's actions to keep your business running during this tough time?

Atul: Though the pandemic has started in March but the Indian agriculture has seen a robust growth in the Kharif from May to August. This is a healthy trend and we hope that the Indian Agriculture will see a similar growth in future leading to increase in Agrochemical consumption.

The Indian agrochemical industry has been passing through a very challenging phase. We have however been able to maintain a steady growth due to our strong product presence. We are very bullish about the future of the agrochemical industry in the market and feel that the market will grow by 15%-20% every year as still there is a lot of scope as the farmers in India use much less agrochemicals compared to other countries like US, Brazil and Japan etc.

During this pandemic, we are focused on offering timely supplies to all our distributors and are operating on very strict credit control. There was big shortage in the market in quarter April to June. Fortunately, we could supply our products and saw a small rise in sales. Our supply chain team is in continuous touch with all stakeholders to ensure timely supplies.

Our belief in tradition, innovation and trusteeship has made us one of the leading Indian agrochemical companies.

Q: To our knowledge, Krishi Rasayan Group is famous for its formulation products in India. Last year, you said your company is planning to set up your own technical plants which will come into production in early 2020. How is the technical plants going now? What future plans have you set?

Atul: With the 8 formulation plants in 5 states in India, the Group is confident that it can cater to the demand of the Indian market. And we are working actively to acquire some existing plants for technical production in both India and China.

The construction work for our technical plant is going on. We hope to start the production in early 2021. We have also started retail stores for our products and have opened around 50 stores till now in India.

With our backward integration in technical, we believe we can take advantage as we can provide total solution to our overseas customers both for technical and packed products. We are therefore aggressively opening offices in various countries like Latin America, Europe as companies in all these countries are looking for alternatives for suppliers other than China and we are confident that we can take advantage of this scenario.

KRISHI RASAYAN GROUP: “SEIZING THE OPPORTUNITY, BACKWARD INTEGRATION, MOVING FORWARD”-CONT.

Q: According to the news released, your company has launched some new products in recent years, such as “KRITAP GOLD”, could you share with us your company’s product line of the new products?

Atul: We strive to launch new molecules every year and currently we have introduced 3 new products in the current year. Apart from that we have added biostimulants and soluble fertilizers in our product portfolio. Going forward we plan to introduce 3 to 5 patented combination products next year.

As a Group, we are focusing a lot on introducing new combination products. Our success in the international market is due to the data generation we have been able to do in our GLP approved laboratory. The biggest challenge in the developed market is the data generation which we have been able to fulfil as we have our own in-house R&D center. Apart from this, we are working on many combination products developed in our R&D centre.

Q: Your company has been focused on investing heavily on R&D, data generation on generic and new de-patent products from recognized GLP labs. Tell us about these strategic initiatives.

Atul: As a Group, we feel proud to have our GLP laboratory which is approved by OECD for all main tests in the field of chemistry, toxicology, ecotoxicology and geno toxicology etc. It is one of the leading R&D centre in the country catering not only to in-house but to various companies in Brazil, USA, Europe, China and even multinationals in India.

The laboratory is situated in a 9,000-square meter area and is equipped with latest technology, backed by a dedicated team of scientists. The company aims to become one of the leading international contract research organizations. The state of the art facility and sophisticated equipments make our laboratory unique in its class.

Our Company has been heavily focusing in R&D and every year we are generating data for at least 25 molecules from OECD approved GLP laboratory. This helps register the product globally as well as in India.

Q: The global trend is towards increasing use of biostimulants and we feel the biggest growth will come from this segment. Your company has already tied up with a leading Spanish company Alga Energy, what’s the current situation of the joint venture “AgMA Energy Pvt. Ltd” ?

Atul: Thus to strengthen our portfolio, we have formed 50-50 joint venture “AgMA Energy Pvt. Ltd” with Alga Energy’s wholly-owned subsidiary in India, Micro Algae Solutions India Pvt. Ltd.(MASI) in March 2019, not only to serve the domestic markets but also it will be the base for export to whole of Asia and other Latin American counties.

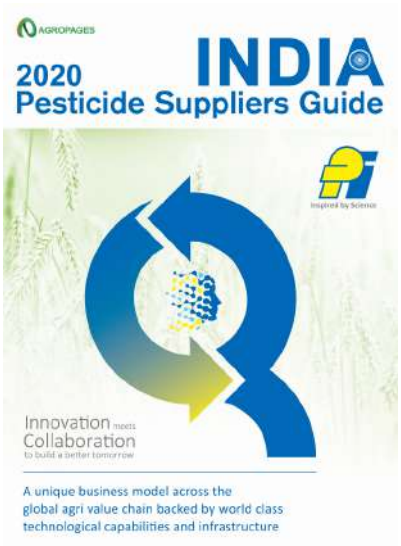
We have tied up with Alga Energy and have successfully launched their Algae based biostimulants in the Country. Simultaneously, we are working on other biostimulant products and expect that at least 20% of our revenue should come from other biostimulants, biopesticides and soluble fertilizers in the next 3 years.

Could you talk about the impact of the COVID-19 epidemic on the agrochemical industry relations between China and India?

Atul: We do not see any change in the agrochemical Industry relations between India and China. Still a lot of imports are happening from China and Indian Companies are heavily dependent for their raw materials to come from China both for technical and its intermediates.

Q: At present, the fluctuations in the Chinese agrochemical industry provides Indian agrochemical manufacturers chances for revitalization. What do you think Indian enterprises need to do to seize the opportunity and move forward to return to their leading roles in the supply chains?

Atul: We believe there is a great opportunity for Indian manufactures to scale up their operations for technical and its intermediates so that they reliance on China is less. Increasingly global companies are looking towards India for sourcing and we expect that India will become a major hub both for technical and intermediates to rival China in the next few years.



The article is from 2020 INDIA PESTICIDE SUPPLIERS GUIDE magazine.

DIWALI GIFT DISTRIBUTION

On the auspicious occasion of Dhanteras our team members visited our esteemed channel partners and offered their greetings for the season. Team members brought sweets with them as well as a token of affection 'Silver Coins' to show our respect. The Channel Partners were very happy to receive this honour and overall it strengthened their bond with the company. We wish our Dear Channel Partners lots of strength, progress and accomplishment for the years to come.















KRISHAJ CONNECT – KREPL'S FIRST VIRTUAL DEALER CONFERENCE

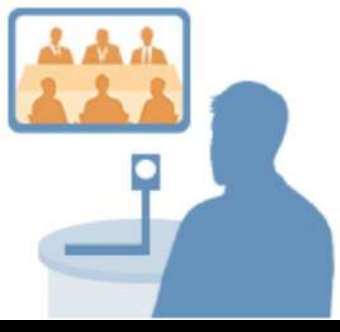


We, at KREPL, have been hosting our elite channel partners at the Annual Conference for last 3 years. In order to strengthen our association with our esteemed partners and continue this tradition, we conducted KREPL's first ever virtual dealer conference, Krishaj Connect. Although, the mode of meeting was virtual but we were excited to see such an overwhelming response and interaction with all the channel partners.

The event was a huge success as it saw 100% participation. On behalf of the KREPL family, I would like to take this opportunity to thank all the participants who made this event a huge success. Looking at the positive feedback we have been receiving, we look forward to host similar events in future.

Our Channel partners belonging to Titanium, Platinum and Gold categories who made this event a success, have been our pillars of strength across years. In 2019-20, their business has witnessed a year-on-year growth of 87%, which has boosted KREPL's growth by 25% over the same period. We feel proud and honored in being ranked as 7th largest Agrochemical player in India and with all your similar support we are aiming to move up the ladder to gain 5th rank. The progress so far for 20-21 looks splendid and with the support and encouragement of all our channel partners we will be taking this partnership to new heights.

We do understand that physical conference provides a better opportunity for building personal relationships; & with the upcoming development of vaccine we look forward to hosting you soon in person.


CREATING A FUTURE READY KREPL

(ADDRESS BY MR. RAJESH AGARWAL, JOINT MANAGING DIRECTOR, KREPL)

Mr. Rajesh Agarwal spoke on the future of KREPL and the focus areas of the organization moving forward. Being the visionary leader he is, Mr. Agarwal shared his enthusiasm for the आत्मानिर्भर भारत campaign. He elaborated that the company views ongoing crisis as an opportunity, since it has strengthened his belief of becoming आत्मानिर्भर to combat uncertainities of future. He shared that KREPL has strengthened its R&D through & has established world class Krish Biotech Centre in West Bengal. He enthusiastically communicated to our esteemed partners that KREPL has successfully launched Krishaj Nutrients Division to cater to the nutrient specific needs of the farmers. He also highlighted that KREPL has not only ramped up manufacturing capabilities but has also developed Global Tie-ups with 15 world class companies to differentiate itself from the market competitors.Mr. Agarwal pointed out that that moving forward, KREPL will focus on driving Exports, Insitutional and B2B sales along with the domestic sales. We are targeting to become one of the top 5 players of agrochemical company in india in time to come with the new various initiatives and projects coming up.

ONWARDS AND UPWARDS

(ADDRESS BY MS. ANKITA AGARWAL, DIRECTOR-STRATEGIC INITIATIVE)

Ms. Ankita commenced her speech by congratulating all the partners present on making KREPL the 7th largest Agrochemical player in India.

As the whole country was under lockdown due to COVID-19 breakout, our company provided support to the society. We organized Awareness Campaign where through mobile van announcements were made in parts of India about importance of social distancing, using hand sanitizer and maintaining basic hygiene. Continuous tele calling and SMS were also done to educate our farming community. We also distributed basic ration and soap to around 2000 families in and around Muzaffarpur, Bihar during the lockdown period. In Delhi, we distributed food packets and hot meals to migrant. In all our factories we helped the labor families by providing with packets of ration. At all our manufacturing units, our factory workers are maintaining all proper guidelines and social distancing to ensure best services. For our channel partners we created posters to put up on their stores that specified basic hygiene guidelines in order to remain healthy.

She also Discussed the New Normal that company is trying to adopt and work with. The company has opened YouTube and Facebook Accounts to connect to farmers digitally. Video Conference meetings are being organized to train our employees and farmers on product training. We have also revamped up our website: Krepl.in

At the closing she also discussed about the Krishaj Foundation. The company has identified three focus areas for the upcoming year: Water Conservation, Women empowerment and best farming solution. We at KREPL are looking forward to working with our partners on these projects.

STRENGTHENING BONDS WITH CHANNEL PARTNERS

(ADDRESS BY MR. SURESH REDDY, PRESIDENT, KREPL)

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NEW VENTURE: KRISHAJ NUTRIENT DEPARTMENT

(ADDRESS BY MR. RD SINGH, PRESIDENT, RETAIL CHAIN & KND)

The stress on arable land due continuous rise in commercial agriculture, cropping intensity, high usage of chemical fertilizers and increase in productivity have led to depletion of fertility and quality of soil in India. While macronutrients are broadly replenished by the usage of chemical fertilizers like Urea, DAP and MOP, there is a widespread deficiency of micronutrients, particularly zinc and boron, and Secondary Nutrients, mainly Calcium, Magnesium and Sulphur in Indian soils. This deficiency, especially during critical growth phases is leading to limitation of productivity and quality of produce, despite other factors such as irrigation and pest control being at their optimum levels. Also, fertigation in India is not growing with the pace with which micro irrigation is growing. Krishaj Nutrients Division (KND), with its vision to provide the best crop management solutions to farmers offers a wide range of specialty nutrients consisting of best in class and highest quality water soluble fertilizers, micronutrients and biofertilizers. These products have been developed keeping in mind the existing preferences of farmers and latent requirements of the crops. The high performance and need of the hour products will ensure a win-win situation for the channel partners and the farmers.

ADAPTING TO NEW NORMAL
(ADDRESS BY MR. J J PATTANAIK, BUSINESS HEAD, ALSC)

Mr. J J Pattanaik spoke on the "New Normal" and how pandemic has completely transformed the traditional ways of working. He emphasized on the fact that COVID-19 has given a digital push to Agrochemical Industry and this is going to be a game changer for those who quickly adapt to it. He shared that despite supply disruptions in the chemical industry, KREPL swiftly implemented digital tools to manage supply and demand, ensure on-time delivery of products, optimal working of factories and virtual meetings with internal as well as external stakeholders.He shared quite a few interesting pointers in the session. Some are listed below:

- In the Post COVID-19 world, businesses will adopt a new &changed way of working and living. The business scenario will reform around the world, and ultimately that will become the new normal
- Even as organizations focus on the immediate business shocks, they need to plan for the post crisis world.
- Due to ongoing economic downturn, people will focus more on the basics of leading a happy life viz. Roti, Kapda aur Makan.

Mr. Pattanaik pointed out that the post COVID world will be a world of Efficiency, Agility and localization, with Digitalization being the key driving force. He further elaborated on the transformation of Buyer-Seller relationship in market. He suggested that in the ever changing business scenario, Reputation, Cash and Connectivity are going to be critical factors to ensure success in the longer term. At the outset, he shared that in real sense Channel Partners and Field Sales Team are true COVID warriors. Despite ongoing pandemic, these individuals have played their part in providing timely support to farmers and hence, to this country. KREPL salutes all the COVID Warriors!

FASTEST FINGER FIRST

Fastest Finger First Quiz was organized during Krishaj connect for our elite Business Channel Partners. It was organized by Mr. Pradeep Kumar, Mr. Lakshay Garg and Ms. Meenakshi Paswan with the support of Portfolio Managers and IT team. The purpose of the contest was to connect directly with our elite customers and to give brief idea about the product information, knowledge sharing, entertainment and participation of the customers.In the contest, six questions were asked and awards were given on the basis of the fastest finger first. Every Quiz winner was awarded with a Gift Voucher.

Quiz Lucky winners

1-MAA SARASWATI AGRO
2-DMK AGRO PVT LTD
3- ANIL KRISHI SEWA KENDRA – HARDA
4-DMK AGRO PVT LTD – KOTA
5-RD AGRO CHEMICAL NEPAL
6-RD AGRO CHEMICAL NEPAL

AWARD CEREMONY

During Krishaj Connect on 12th November, we presented our channel partners with various awards on the basis of their achievements in FY 19-20. KREPL family congratulates all the award winners and hope for similar excellent performances and partnership in the future.

CONGRATULATIONS ON WINNING!

Kunj Agencies
Madhya Pradesh
K Max Super Star

Bharat Had Been Bhandar
Madhya Pradesh
Cash King

Royal Trading
CompanyHaryana
Flick Super Super Star

Harry Seed Store
Punjab
Flick Super Mega Star

Kanhiyalal Rusia
Madhya Pradesh
Krosin Mega Star

Sri Balaji Traders
Uttar Pradesh
Prime Player

Periwal Brothers
Haryana
K-Max Mega Star

Shradha Krishi Kendra
Chattisgarh
Krosin Super Star

Mohan Been Agency
Uttar Pradesh
Prime Player Runner Up

STORE OF THE MONTH - KALYANDURG

Kalyandurg is located in Andhrapradesh Anantapur district, the district is known for draught conditions and here the farmers always use to see to the sky for water, sandy soils is a major problem the water holding capacity of the soil is very poor in these conditions also farmers have not lost their hopes, quickly they have adopted new technologies like drip irrigation, sprinklers and they have diverted from traditional crops to horticultural crops like pomegranate, melons, vegetables etc., now the area is very potential for WSF and usage of micronutrients so we have started our retail journey from Kalyandurg in A.P started the business in the month of July with lot of hopes, but the competition is very high to get the success to overcome all these problems we have concentrated majorly on the following things

1. Farmer need identification
2. Field work
3. Correct recommendation
4. Quality and price

The store team become confident and emerged as a top store in the retail for the month of November with their efforts and support from the other function in the organisation. We are assuring that we will make our SANKALP is the best option to the farming community to meet their needs.

PROTECT YOUR CARS FROM RODENTS

BY DR. ABDUL RAUF

Rodents are attracted towards cars as these provide an ideal home during summer, rainy and winter season. Sometimes the cars are parked outside near the areas having rodent foods and burrows. Rats find the car engines the safest, warm, dry, dark, quit places that provide an ideal shelter for resting, hiding and breeding. Gnawed wire insulation, clogged vents, nesting materials at the engine, droppings, shredded upholstery and rodent smell inside the cars are some of the signs of rodent infestation in cars.

Rodents make the car dirty by their excreta and urine. Their nests disturb the ventilation of the cars and they destroy the upholstery of seats. Rodents cause a very serious damage to cars by gnawing the insulated wire coverings, choking the air filters, vents, damaging the car seats. There are some organic insulated wire covering that are highly palatable to rats. The rodent infestation and chewing of engine wires results in big loss to electrical system of cars. The light of dash board and other lighting system fails, automatic closure of glasses, doors, and locking system get severely damaged by rodent gnawing activity. The car fails to start and even electrical short circuits are the major cause of hazardous car fires.

To prevent the infestation of rodents always park car away from foliage on ground, rodent burrows, garbage trash areas and waste food bins. Do not keep any food waste containers near parking sheds. Do not leave any food material inside the cars. Avoid moisture inside the cars. If you hear rodent sound inside the parked car, park it in well lighted area. Open the hood during night.

Many methods are being used to control the rodent infestation in cars i.e.,

- **Installing of Ultrasonic alarms and Lights around the cars,**
- **Application of rodent repellent smells around engine and car.**
- **Trapping by glue and mechanical traps**
- **Opening of hood at nights.**

These rodent infestations lead to costly repair of auto electric problems and even lead to car fires. Therefore, one should always take the help of Pest control Professionals.

TRULY NOLEN
PEST CONTROL
TERMITES

KNOW YOUR TEAM

PRASAD MANDADAPU

Myself Prasad Mandadapu, joined ALSC on Mar 2020. Taken up role as Head of retail operations Andhra Pradesh and Telangana. I am very glad that I have been given the responsibility of establishing retail business of KREPL, with my previous experiences gives me a strong confidence in establishing and driving the segment.In my previous tenure I worked with Coromandel International Limited for about 16.5 years. I started my journey in CFL as a Development Trainee then gradually ascended to Manager Retail Operations, garnered a very strong experience of 10 years'. Then I have spent a short tenure of 1 year with Crystal Crop Protection Limited as a Regional Business Manager.I am married, my wife Krishna Veni is house maker and she takes care of myself and my daughters Vasavi and Srujana. Elder daughter Vasavi studying XII standard and she is an aspiring to become a Doctor. Srujana is in X standard, she takes a keen interest in painting and one day she wants to become an Engineer. In my leisure I would like to spend time reading books on soils, nutrients, crops, pests and diseases.My Educational Qualification : B.A, M.B.A and a Diploma in Agriculture as a certified crop advisorThought I would like to share with our organisation is "This is good time to expand the retail business aggressively in A.P and T.G with different model like a 500 to 1000 Sqfts. With assured quality in products, appropriate farm advise and sustainable price points we can easily achieve significant turnover of around 50cr in these 2 states by 21-22 FY."

KNOW YOUR TEAM

SUNIL S KAVERI

Mr. Sunil S Kaveri has recently joined KREPL and is heading Karnataka SND division. He is an aluminous of VAMNICOM, Pune & College of Agriculture, Dharwad. He has expertise in managing Sales & marketing operations since past 20 Years in Agri-Industry. He played an instrumental role in establishing new start-ups from the scratch like Tuticorin Alkali Chemicals ltd, Excel Industries (Bio-Tech Division), SWAL Corporation Ltd (UPL Group Company) Fertiliser Division & Willowood Crop Sciences Private Limited. He likes travelling, listening Music, and exploring new things in market. Mr. Kaveri has a positive attitude and is a go-to go person. During his small stint at KREPL and that too during lockdown period, he played a pivotal role in successful launch of SND divisions in Karnataka and Maharashtra. We wish him best wishes and wonderful time at KREPL.

THE TRUTH OF MODERN HUMAN LIFE

BY ABDUL QUADIR (ADAPTED FROM A BOOK)

An 80-year-old man was sitting on the sofa in his house along with his 45 years old highly educated son. Suddenly a crow perched on their window. The Father asked his Son, "What is this?" The Son replied "It is a crow". After a few minutes, the Father asked his Son the 2nd time, "What is this?" The Son said "Father, I have just now told you "It's a crow". After a little while, the old Father again asked his Son the 3rd time, What is this?" At this time some expression of irritation was felt in the Son's tone when he said to his Father with a rebuff. "It's a crow, a crow". A little after, the Father again asked his Son the 4th time, "What is this? "This time the Son shouted at his Father, "Why do you keep asking me the same question again and again, although I have told you so many times 'IT IS A CROW'. Are you not able to understand this? "A little later the Father went to his room and came back with an old tattered diary, which he had maintained since his Son was born. On opening a page, he asked his Son to read that page.

When the son read it, the following words were written in the diary :-"Today my little son aged three was sitting with me on the sofa, when a crow was sitting on the window. My Son asked me 23 times what it was, and I replied to him all 23 times that it was a Crow. I hugged him lovingly each time he asked me the same question again and again for 23 times. I did not at all feel irritated I rather felt affection for my innocent child". While the little child asked him 23 times "What is this", the Father had felt no irritation in replying to the same question all 23 times and when today the Father asked his Son the same question just 4 times, the Son felt irritated and annoyed. So , If your parents attaining to their old age, do not repulse them or look at them as a burden, but speak to them a gracious word, be cool, obedient, humble and kind to them. Be considerate to your parents. From today say this aloud, "I want to see my parents happy forever. They have cared for me ever since I was a little child. They have always showered their selfless love on me. They crossed all mountains and valleys without seeing the storm and heat to make me a person presentable in the society today". Say a prayer to God, "I will serve my old parents in the BEST way. I will say all good and kind words to my dear parents, no matter how they behaved.

MAN OF THE MONTH AWARDS

LENDING A HELPING HAND

LENDING A HELPING HAND

During these covid times when medial equipments have become a daily essential, we at KRISHAJ Family are trying our best to give back to the society as much as possible. In the month of July, Krishi Rasayan team helped local hospital and donated 20 beds at Samba Government Hospital.

NEW PRODUCTS ON THE BLOCK

MASS CAMPAIGNING – CHHATTISGARH

DHARMENDRA MALVIYA

CROSSING A THRESHOLD

We are very delighted and highly excited to share good news – of surpassing the 19-20 FY revenues by 15th Dec 2020. Indeed it's a wonderful milestone created by KREPL team. Kudos to all leadership team. Thanks to one and all of our front end and back end team: Finance, supply chain, Logistics, Field Team who have contributed with their best efforts in achieving this mile stone.

The state teams who have surpassed this feat are greatly favoured to make this happen at PAN India level too are AP, CG, MH2, MP, PB & TLG. Our Veterans who are expected to accomplish the same on any day during this month are UP & UK, BH & JH and Rajasthan.

Similarly in our 2 National Brands out of three – we have surpassed the base level of 2019-20 are K Max & Flick Super. The fore runners of K max achievement are AP, BH & JH, UP & UTR, MH, PB & TLG. The fore runners of Flick Super achievement are AP, CG, GJ, MP, PB & TLG

Dec – March is very crucial for all of us to get closer to the our aspired 20-21 targets, we are sure that every one at KREPL would endeavour "to leave no stone unturned".

RAJASTHAN MEIN RABI KI TAYARI

BY SANJEEV KUMAR

KRISHAJ Rajasthan team worked on fixing and installation of K-Max Boards on Channel Partner shops, main Mandies , distributors shop in important villages and also on Bus stands. This initiative will help us create KRISHAJ & K Max Energy more popular and strong brand among the farmers and our channel partners. We are also conducting Jeep campaign in Rajasthan during Rabi season to make our Brand products more powerful among the farmers. To boost sales we also announced promotional schemes: On every 24 Kg purchase of K-Max Super farmer will be eligible for 5 Ltr. milk can, the response of this scheme is very good in field. On 23rd September, We had a introduction meeting of our Vice President Mr. Himadri Bhadra we kept a training program for the team. Mr. Bhadra shared company vision and strategy for future growth in the state, after hearing him the team was once again filled with zeal, enthusiasm and energy for Rabi Season.

KNOW YOUR TEAM

ARVIND PUNIA

Arvind Punia Ji is an agriculture graduate and has above 20 years of experience in sales and marketing. He has worked with leading companies like Aventis Crop Science, UPL & Coromandel. All his business operations are neat and clean and operated without any glitches. Over the years he has developed good relations with trade and has been associated with few parties from last 20 years. At KREPL, he has been working as a state head from last 4 Months and enjoys working here. Krepl has become like a 2nd family to him. People support each other in this organisation. In his free time, he likes' to make strategies on how he can achieve his goals. His hobbies are reading books, travelling etc.

KNOW YOUR TEAM

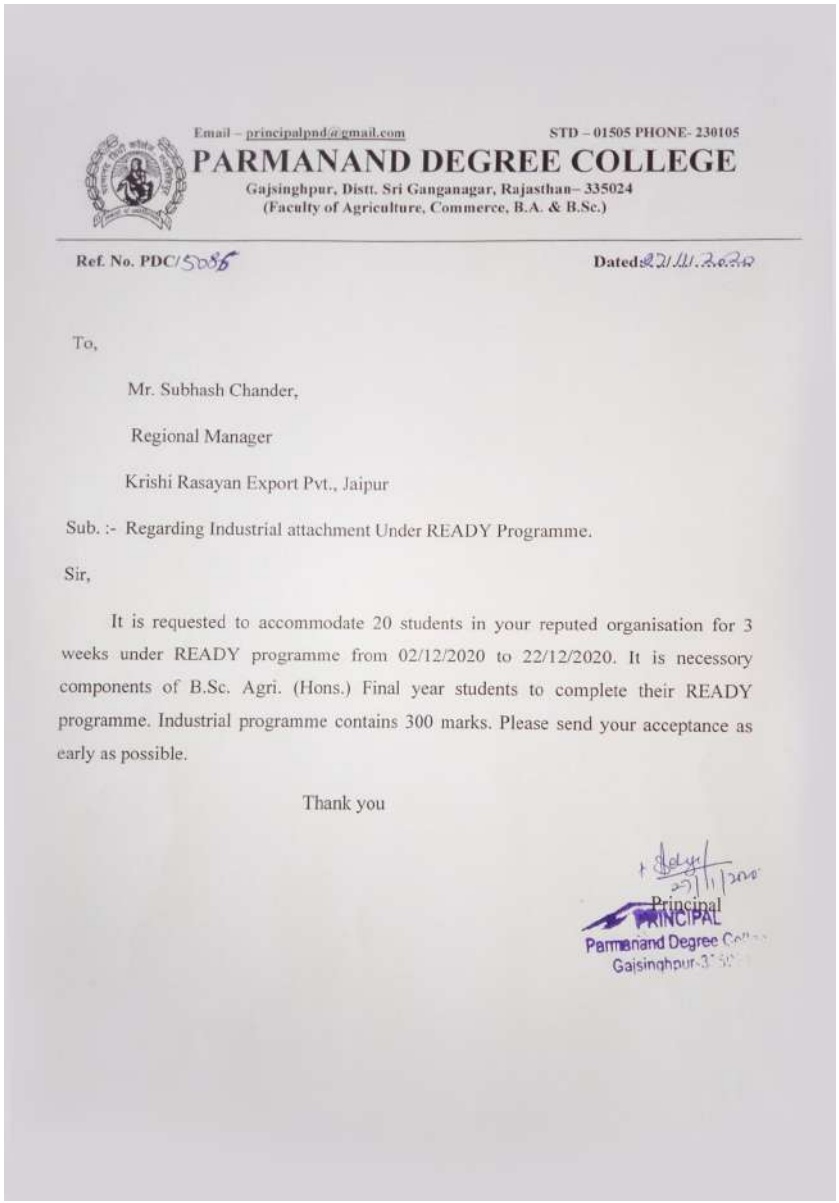
PANNEERSELVAM GANESAN

I am Panneerselvam Ganesan, I have joined with KREPL family in March, 2020 as Portfolio – Fungicides & Crop Manager- Paddy, Corn and Groundnut. I have completed B.Sc Agriculture in Tamil Nadu Agricultural University, (TNAU), Coimbatore and PGDM (Agriculture) from National Academy of Agricultural research Management (NAARM), Hyderabad. I have worked with Dhanuka Agritech Limted as senior Product Executive and Mahindra Agri Solution as a Zonal Marketing Manager. My hobbies are reading novels and playing sports. My interested sports are cricket, volley ball and shuttle badminton. Being from a farming family, I would love to work for empowering farming community. I believe KREPL is the right place and excited to work with KREPL family.

PROVIDING WINGS TO THE NEXT GENERATION

BY SANJEEV KUMAR

In first week of December Parmanand Agriculture College Gajsingpur affiliated to Bikaner Agriculture University approach us for 'READY' (Rural Entrepreneurship Awareness Development Yougna) for their B.Sc. Ag. final year students, we kept a training session for these 40 students to educate them about our organisation and our star product K-Max Energy. These students are now associated with us and are campaigning door to door approaching farmers and spreading awareness about K-Max Energy and KRISHAJ brand. After completing 21 days of Farmer Awareness Program we will present the students with certificate for the same.



Email – principalpnd@gmail.com STD – 01505 PHONE- 230105

PARMANAND DEGREE COLLEGE

Gajsinghpur, Distt. Sri Ganganagar, Rajasthan– 335024
(Faculty of Agriculture, Commerce, B.A. & B.Sc.)

Ref. No. PDC/5085 Dated 21.11.2020

To,

Mr. Subhash Chander,

Regional Manager

Krishi Rasayan Export Pvt., Jaipur

Sub. :- Regarding Industrial attachment Under READY Programme.

Sir,

It is requested to accommodate 20 students in your reputed organisation for 3 weeks under READY programme from 02/12/2020 to 22/12/2020. It is necessory components of B.Sc. Agri. (Hons.) Final year students to complete their READY programme. Industrial programme contains 300 marks. Please send your acceptance as early as possible.

Thank you

Principal

PRINCIPAL
Parmanand Degree College
Gajsinghpur-335024

UTTAR PRADESH MEIN MAZBOOTI

BY A BISWAS

December is the month of consumption, so carrying out field activities is very important. During this month our UP team conducted many small and medium farmers meeting for liquidation of our speciality products, particularly Kmax super, Paushak super and Flick super. Aggressive vehicle campaign in potato and wheat areas were also carried out with lot of spot demonstration and we used the product umbrella in an unique way, as beside the demo plot, under the umbrella one FA was deputed to make the passer by farmers understand about our product and activity.

HEALTH POSTER

KRISHAJ MOMENTS

LC Bairwa associated for 10 Years

Deputy Manager Accounts – Delhi

I heartily enjoy working at KREPL throughout my time here which is the primary reason for me to be associated with the company for the longer period of time. Not to mention, the support of the management, my seniors, peers and colleagues has been excellent that has always been encouraging me to be a part of the family for many years to come. Heartily thanks to KREPL family for great moments!

Ram Khilawan associated for 18 Years

Business Manager – Uttar Pradesh

I am with KREPL since 2000. Ever since I joined, I have never seen any unsolved issues in any level. I am from a village back ground and at the market all the products are very well accepted by the farmers and Channel Partners. We enjoy tremendous respect in the market as KREPL officer and that adds up to my social value also.

Ganesh Sahu associated for 12 Years

Manager Accounts – Delhi

I have been working for 13 years & my experience with this company is awesome.The Atmosphere at KREPL is warm, friendly and courteous. I am especially impressed by the senses of belongingness amongst the employees. I explored a lot of possibility & challenging projects taught me a lot. I hope to work with the organization till the last of my career.

DEALER AND SALES PERSON OF THE MONTH

Dealer of the Month- KREPL

Channel Partner KREPL November-2020		
State	Party Code	Party Name
Uttar Pradesh	DR-GZB-0381	Om Traders (Hathras)
Madhya Pradesh	DR-IND-0048	Bharat Khad Beej Bhandar
Harayana	DR-KAR-1159	Shiv Agriculture Store-Kundli
Patna	DR-MUZ-0231	Maa Sarswati Agro Chemicals
Muzzafarpur	DR-MUZ-0248	Shankar Khad Beej Bhandar
Andhra Pradesh	DR-AP-6474	Sri Lakshmi Agro Chemicals(Nellore)
Punjab	DR-LUD-1447	Jiya Ram Jawahar Lal-Malout
Maharastra	DR-MH-0099	Gajlaxmi Sheti Bhandar
Gujarat	DR-GJ-0772	Green Agro World
Rajasthan	DR-JAI-0282	Anjana Agro Traders
Chattish Garh	DR-RAI-0268	Hulash Krishi Kendra (Sahas pur Lohara)
Jharkhand	DR-RNC-0063	Pandey Beej Bhandar
Telangana	DR-AP-5587	Sree Seetha Ramanjaneya Marketing Company
Karnataka	DR-FKT-0011	AJ Dhanashetti and Co (Indi)
Uttranchal	DR-RUD-0085	Charan Das Ramprakash (Kichha)

Sales person of the month- KREPL

Sales Person KREPL November-2020		
State	Sale Person Code	Sale Person Name
Uttar Pradesh	LUC-154	Luc-Akhilesh Kumar
Patna	MUZ-189	Muz-RAJESH KUMAR SINGH (HARIPUR)
Madhya Pradesh	IND-359	Ind-Karu Singh Sisodiya
Maharastra	PUN-315	Pun-Rahul Vilas Mali
Punjab	PB-204	Pb-Pramod Kumar Singh
Andhra Pradesh	GUN-025	Gun-Ballarapu Surendra Reddy
Harayana	HR-135	HR-Ajay Kumar
Jharkhand	MUZ-168	Muz-Shankar Pahan
Gujarat	AHM-188	Ahm-Jaydip N Sorathiya
Telangana	HYD-213	Hyd-Malevar Dayakar
Rajasthan	JAI-081	Jai-Gurvinder Singh
Muzzafarpur	MUZ-189	Muz-RAJESH KUMAR SINGH (HARIPUR)
Chattish Garh	CG-002	Cg-Abhishek Kumar Singh
Uttranchal	LUC-174	Luc-Pradeep Mehta
Karnataka	HYD-118	Hyd-Karnati Chandrahasa Reddy

DEALER AND SALES PERSON OF THE MONTH

Dealer of the Month- ALSC

Channel Partner ALSC November-2020		
State	Party Code	Party Name
WEST BENGAL	DR-WB-0056	Dinabandhu Samanta (Chiladangi)
GUJRAT	DR-FGJ-0006	Agro Traders - Himmatnagar
HARYANA	DR-HR-0668	Well Green Kisan Bazar Private limited (Dabra)
TAMILNADU	DR-TN-0089	Kathir Agri Clinic (Kumbakonam)
ANDHRA PRADESH	DR-AP-1283	CVR Agro Chemicals (Gollapudi)
CHATIS GARH	DR-CG-0281	SHRI GANESH KRISHI KENDRA-THANKHAMARIYA
KARNATAKA	DR-KT-0042	Sri Venateshwara Fertilizers
RAJASTHAN	DR-RAJ-0027	Ganpati Agro Sales-Dechu
MAHARASHTRA	DR-MH-0297	Samrat Krushi Kendra (Takali Sikandar)
MADHYA PRADESH	DR-MP-0509	Shree Gurukripa Krishi Sewa Kendra (Barnagar)
UTTAR PRADESH	DR-GZB-0635	Shiram Beej Bhandar(Thariyaon)
PUNJAB	DR-PB-0523	Gupta Kisan Khad Agency (Phagwara)
TELANGANA	DR-AP-1283	CVR Agro Chemicals (Gollapudi)
ORISSA	DR-ODI-0092	SACHIDANANDA SWAIN (KENDRAPARA)

Sales Person of the month- ALSC

Sales Person ALSC November-2020		
State	Sale Person Code	Sale Person Name
ANDHRA PRADESH	GUN-047	GUN-RAJASEKHARA REDDY KUSAM
GUJRAT	AHM-061	AHM-SANTOSH KUMAR DWIVEDI
RAJASTHAN	JAI-016	Jai-Sanjay
WEST BENGAL	KOL-007	KOL-AMITAVA MAHANTY
HARYANA	HAR-053	HR-PURSHOTAM SINGH
TAMILNADU	TAM-002	TAM-ELANGOVAN R
KARNATAKA	HYD-115	HYD-MALLIKARJUNA K
MADHYA PRADESH	IND-071	Ind-NARENDRA Mukati
CHATIS GARH	IND-111	IND-SOURAV VYAS
UTTAR PRADESH	LUC-116	LUC-SURYA KANT SHUKLA
MAHARASHTRA	PUN-196	Pun-Uttam Navnath Munde
PUNJAB	LUD-055	PB-RAKESH BEDI
TELANGANA	GUN-061	GUN-BHIMAVRAPU NAGARAJU
ORISSA	ORI-023	ORI-SANJAYA KUMAR DAS

STAR PERFORMER for KREPL

Shiv Agriculture store, Kundli

Shiv Agriculture store, Kundli is a very good party and has been doing business with us from last 20 years. The firm is owned by Mr. Rajkumar. He is a very family oriented man with 2 kids. They are one of the biggest partners in the district. They are also doing business with many other reputed companies like Syngenta, Swal, Dhanuka & Shri Ram Fertilisers. Mr. Rajkumar's total turnover is 4 Crore and conducts his maximum business on cash and carry basis.

STAR PERFORMER for KREPL

Akhilesh Kumar

Akhilesh kumar is working as a sales officer in Farukhabad Hq , since 2014. He is a very down to earth and field activity oriented staff.

Being the son of the soil, he enjoys tremendous rapport with big farmers of his area. During the month of November, he has registered the highest sales figure .

STAR PERFORMER for ALSC

M/s Dinabandhu samanta

Mr. Dinabandhu Samanta (Proprietor of M/s Dinabandhu samanta) is into agriculture inputs Distribution since 1989. He is supported by his brother Mr sankar Samanta in his regular business activity. Mr. Samanta has a daughter, a son and wife. Mr Samanta has long term association with ALSC and he very much appreciates diversified ALSC product basket. He personally takes interest in selling and promoting our offerings. He attends all organized farmers meeting in ALSC. He is a good promoter distributor. We wish him best wishes is his journey.

STAR PERFORMER for ALSC

Kusuma Rajasekhar Reddy

Kusuma Rajasekhar Reddy is a native of Anantpur District, Andhra Pradesh.He is currently working with ALSC as Area Sales Manager at Anantpur. He joined ALSC on Feb 19th 2020 and till now is enjoying every bit of his work with this company. He has done B. Com and worked with NACL for 10 years. He has a wife and two lovely daughters. He looks forward for a long term association.

WE WELCOME
"New Members Of Our Family"

New Joinees for the month of November 20 in Krishi and Agro				
Emp Name	**Designation**	**Company**	**Branch**	**Email id**
DIPENDAR ROKA	SECURITY GUARD	Krepl	NEW DELHI	
SUDAMA THAKUR	BUSINESS DEVELOPMENT MANAGER	Krepl	INDORE	SUDAMA.THAKUR@GMAIL.COM
MANJEET SINGH	PEON	Krepl	NEW DELHI	MRANA7071@GMAIL.COM
VAIBHAV SHARMA	MARKETING OFFICER	Krepl	INDORE	VAIBHAV.IPL09@GMAIL.COM
NISHA KUMARI	CUSTOMER CARE EXECTUIVE	Krepl	NEW DELHI	KASHYAPNISHAK@GMAIL.COM
SATYENDRA KUMAR	SALES OFFICER	Krepl	LUCKNOW	
AKASHY KUMAR	SALES TRAINEE	Krepl	LUCKNOW	AKASHYKUMARKREPL@GMAIL.COM
DHARMVEER SINGH RTHORE	SALES OFFICER	Krepl	INDORE	DHARMVEERSINGHRATHOD@GMAIL.COM
VIKAS MISHRA	REGIONAL SALES MANAGER	Krepl	INDORE	MISHRAVIKAS999@GMAIL.COM
AMARNATH GOND	PRODUCTION SUPERVISOR	Krepl	PANOLI	AMARNATHGHD2010@GMAIL.COM
RAKESH TEDGYA VASAVE	CHEMIST	Krepl	PANOLI	RTV1437@GMAIL.COM
KIRAN SUBHASH KHARAT	SALES EXECUTIVE	Krepl	PUNE	KIRANKHARAT87@GMAIL.COM
RAVINDRA ASHOK KHEDKAR	SALES OFFICER	Krepl	PUNE	RAVINDRAKHEDKAR100@GMAIL.COM
SHOUBHIK DUTTA	AREA SALES MANAGER	ALSC	KOLKATA	SHOUBHIK.DUTTA@GMAIL.COM
SANDIP BALIRAM RAUT	MARKETING OFFICER	ALSC	PUNE	SANDIP2737@GMAIL.COM
RAMENDERA PAL SINGH	MARKETING OFFICER	ALSC	PUNJAB	RPSINGHKPR@GMAIL.COM
SATISH KUMAR SHARMA	SALES EXECUTIVE	ALSC	INDORE	SATISH997799@GMAIL.COM
SATISH SINGH YADAV	AREA SALES MANAGER	ALSC	INDORE	SATISHSINGHYADUWANSHI@GMAIL.COM
SWATI SHARMA	CUSTOMER CARE EXECTUIVE	ALSC	NEW DELHI	SWATI70654@GMAIL.COM
LAKSHMIKANTA GOSWAMI	SALES EXECUTIVE	ALSC	KOLKATA	LAKSHAMIKANTAGOSWAMI@GMAIL.COM
RAM SAVROOP KAMBOJ	SALES OFFICER	ALSC	HARYANA	RS_DBW@YAHOO.IN
KORLA PAPARAYUDU	SALES EXECUTIVE	ALSC	GUNTUR	PAPARAYUDUKORLA@GMAIL.COM
RANJEET DASHRATH BHALSE	SANKALP STORE MANAGER	ALSC	INDORE	BHALSERANJ001@GMAIL.COM
GOPAL LODHA	SANKALP STORE MANAGER	ALSC	INDORE	GOPALLODHA0140@GMAIL.COM
MANENI BALAJI	SANKALP STORE MANAGER	ALSC	GUNTUR	BALUJKC6@GMAIL.COM
SANDEEP KUMAR	SANKALP STORE MANAGER	ALSC	HARYANA	SK141760@GMAIL.COM

Weather Update

RAIN BUTTON

CLICK TO KNOW MORE

Nov-Dec Birthday Cloud #TogetherWeCelebrate

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