



26<sup>th</sup>  
REPUBLIC DAY  
January

## COVER STORY

# REPUBLIC DAY! A REVIEW

*In this issue:*

### NEW WEBSITE LAUNCH

We are excited about the launch of our newly designed website and hope you will be too!

### VAN CAMPAIGN

We have undertaken Van campaign in Nashik grapes pocket for Jai-Gibb, Masaki energy and Flick super which are our SLL products.

### ENVIRONMENT FRIENDLY PEST MANAGEMENT

Dr. Rauf has several tips to help us better understand environment friendly pest control.

### A WEEK INTO THE NEW YEAR

This New year, we are all eagerly awaiting the major nationwide Covid 19 vaccine drive to combat the deadly virus.

At work, we are still determined to work relentlessly and with all sincerity. We have put aside the festivities of last year and look forward to celebrating Republic Day and honouring all our great martyrs and national heroes. That includes our farmers too!



# SPEAK UP-TAKING A BIG LEAP TOWARDS TRANSPARENCY!

Last year KREPL introduced Speak Up initiative for all its employees. This initiative was rolled out with a vision to build along a culture of transparency and parity across all levels and departments in the organization. The requests received through this platform goes through 3 levels of inter-mediation starting from the dedicated 3rd party team, followed by concerned department and finally to the senior management. Though received hesitatingly in beginning by the employees, this initiative has gained momentum in past 6 months with more than 10 grievances received and successfully addressed. Mr. Rajesh Agarwal, Jt. Managing Director of KREPL feels excited about this initiative and says “As an organization, we are steadily trying to build a culture where each and every employee feels respected and delighted while being associated with us; initiatives like Speak Up are milestones towards achieving our vision”. KREPL would like to appreciate each and everyone in the organization who showed a brave face and came up with their grievances and suggestions through this platform.

Speak Up...We are listening...

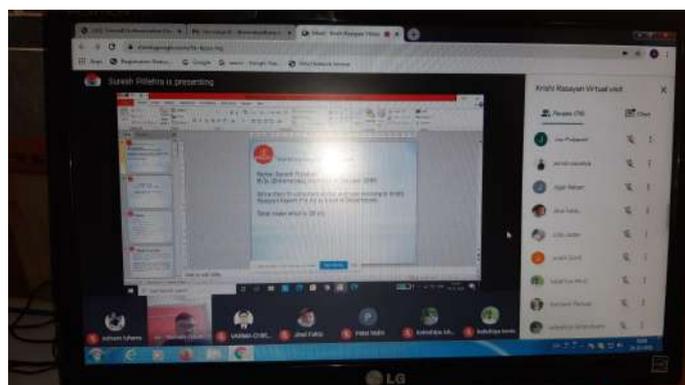
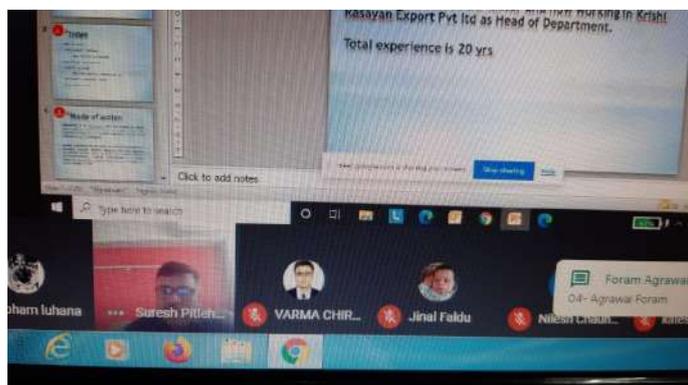
Email- [speakup@krepl.in](mailto:speakup@krepl.in)



## MAKING KREPL PROUD!

Mr. Suresh Pitlehra Ji was invited to deliver an online lecture to M.Sc. students in Anand Agricultural University about our company and top products. Pitlehra Ji quoted "It was really an excellent experience and in-fact it's one of the best way to explore our company and our products. I had presented corporate ppt and the ppt of Buprofezin+cartap."

We are sure it was nicely narrated and many students will benefit from it.



# KNOW YOUR MANUFACTURING UNIT! MUZAFFARPUR UNIT

KREPL's unit at Muzaffarpur district in Bihar is a state-of-the-art manufacturing facility spreading over an area of 50148 Sq. ft. The production started here long back in 1973 and has proven its track record in quality manufacturing of Agro chemicals. The unit manufactures the following formulations.

1. Cartap hydrochloride 4% Gr
  2. Fipronil 0.3% Gr
  3. Atrazine 50% Wp
  4. Fenvalerate 0.4% Dp
  5. Paraquat 24% Sl
  6. Glyphosate 71% Sg and 41% Sl
- The facility produces 18 MT of Agrochemicals in a single shift. The output is transported across the country along with export to Nepal. All the products manufactured are as per BIS certification. The plant has special focus on quality and all raw materials, packing materials, technical and formulated products are regularly tested as per standard requirement.

The facility employees total 80 manpower (Company Role - 27 & Contractual - 53). The plant's factory in charge is Mr. Bishan Chand Khandelwal ([krepl.muzaffarpur@krepl.in](mailto:krepl.muzaffarpur@krepl.in)) and Quality In charge is Mr. Reoti Raman Singh ([reoti.raman@krepl.in](mailto:reoti.raman@krepl.in))



# CROP FORECASTING

## Progress of Area Under Rabi Crop as on 8th January (Acerage In La.Ha)

Source: [Agricoop.nic.in](http://Agricoop.nic.in)

**Wheat:** - About 335.46 lakh ha area coverage has been reported compared to last year (326.75 Lakh ha). Thus 8.71 Lakh ha more area has been covered compared to last year. Higher area is reported from States of Madhya Pradesh, Bihar, Maharashtra, Haryana, Jharkhand, Jammu and Kashmir, Chhattisgarh, West Bengal, Uttarakhand and Assam. Less area is reported from the states of Rajasthan, Uttar Pradesh, Karnataka, Gujarat and Punjab.

**Rice:** About 18.76 Lakh ha area coverage has been reported this year compared to last year (41.79 Lakh ha). Thus 0.49 Lakh ha more area has been covered compare to last year. Higher area is reported from the state of Telangana, Andhra Pradesh, Chhattisgarh, Odisha, Kerala and Karnataka. Less area is reported from the states of Assam and Tamilnadu.

**Pulses:** About 159.58 Lakh ha area coverage has been reported compared to last year (152.67 Lakh ha). Thus 6.91 Lakh ha more area has been covered compared to last year. Higher area is reported from the states. Maharashtra, Odisha, Jharkhand, Uttar Pradesh, Chhattisgarh, Bihar, Himanchal Pradesh Assam and west Bengal. Less area is reported from the states of Madhya Pradesh . Andhra Pradesh, Manipur, Rajasthan , Karnataka, Telangana, Haryana, Meghalaya, Nagaland, Uttrakhand, Jammu and Kashmir and Arunachal Pradesh

**Coarse Cereals:** About 48.45 Lakh ha area coverage has been reported compared to last year (52.18 Lakh ha). Thus 3.73 Lakh ha less area has been covered compared to last year.

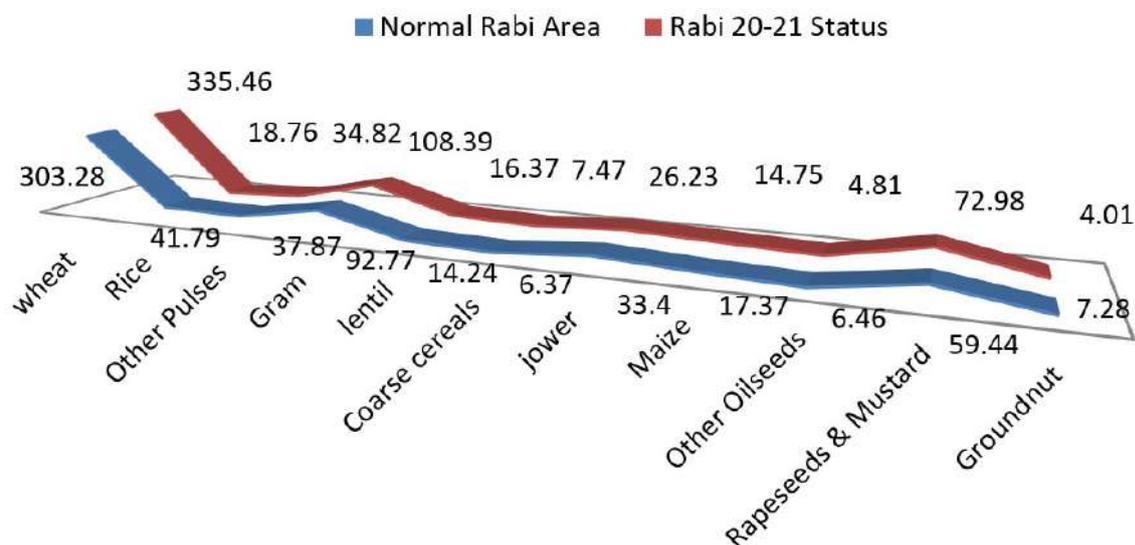
**Oilseeds:** About 81.80 Lakh ha area coverage has been reported compared to last year (77.79 lakh ha). Thus 4.00 Lakh ha less area has been covered compared to last year.

**Apple** 2.96 Lakh ha will have full fledge season Feb onwards in HP, J & K & Uttrakhand etc.

**Sugarcane** (55 Lakh ha) planting is going in different part of country like UP, MH, KT, Bihar, Gujarat & MH etc.

**Mango** season has also get started January month onward, (approx. 20.48 Lakh ha Mango acreage)

## Rabi Crop 20-21 Status ( Lakh Ha)



# CROP FORECASTING

## Crop Map India



- ➔ MH: sugarcane/Paddy
- ➔ Rajasthan: Cumin/Vegetables/Wheat
- ➔ MP: Gram/Mung/Onion/Wheat
- ➔ UP: Potato/Wheat/Mango/Mentha
- ➔ Bihar: Sugarcane/Maize/wheat
- ➔ Gujarat: Cumin/Sugarcane
- ➔ WB: Potato Paddy
- ➔ Assam: Tea
- ➔ Orrisa: Paddy
- ➔ PB: Wheat/sugarcane
- ➔ HR: Wheat
- ➔ J & K: Apple
- ➔ HP: Apple
- ➔ KT: Paddy/Pulses
- ➔ TN: Paddy/Veg
- ➔ AP & TLG: Mango/Paddy

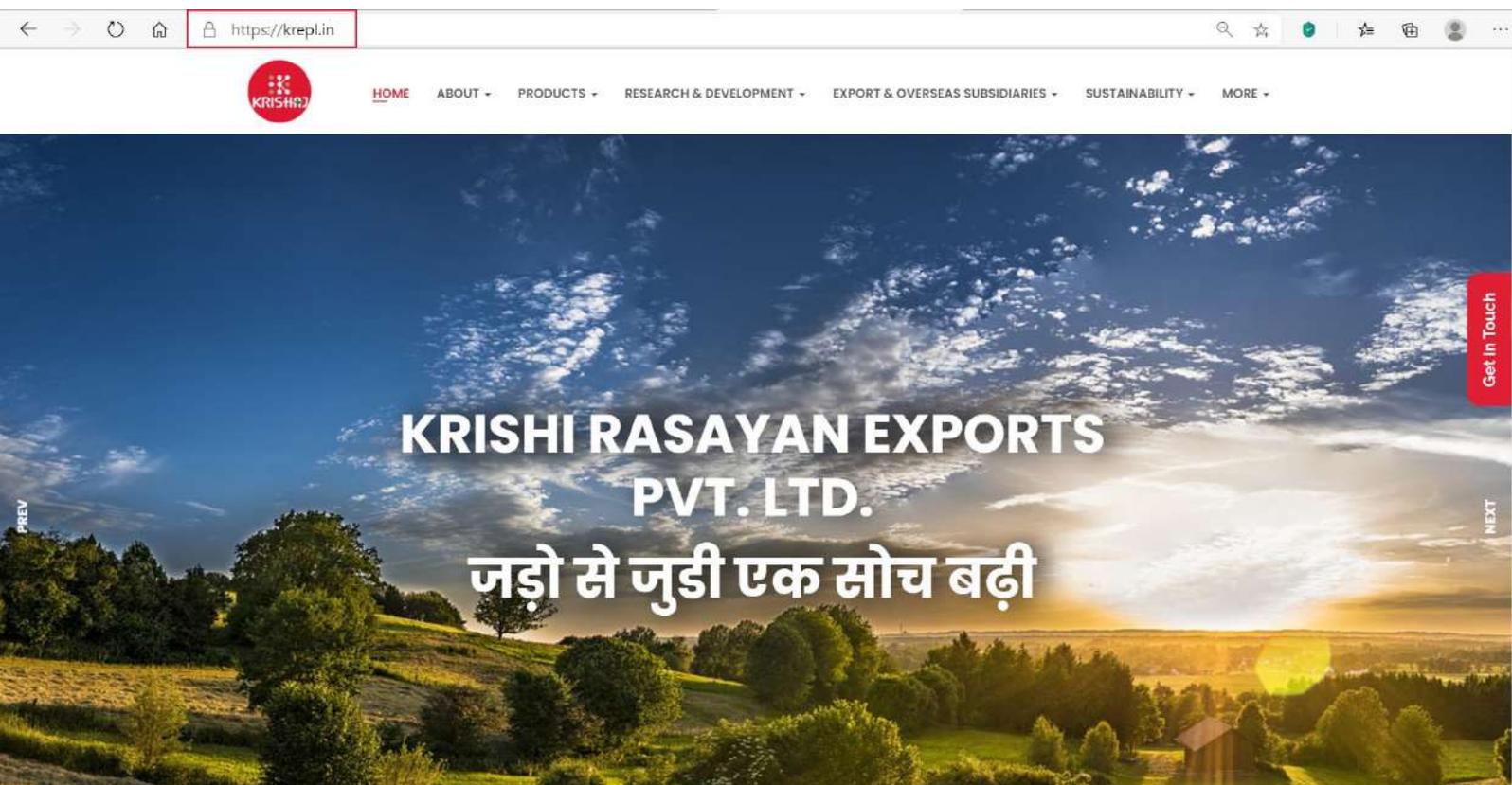
# NEW WEBSITE LAUNCH!

We are delighted to announce the launch of our brand-new website (Krepl.in). This has been possible after months of hard work and dedication and we would like to thank each one of the team members involved in making the launch successful.

The main goal with this new website is to provide our visitors an easy way to learn about our product & services. The new website is creative, interactive and gives better experience while navigating through different sections.

Our employees, customers and all the stakeholders will find useful information about our product & services. We shall be constantly updating our content with helpful information, articles, newsletters, company announcements and channel partner success story in the Krishaj Times Section.

We hope you find the new website with a fresh look, easy to access information and we wish to establish this website as a source of information for those who visit our site.



# KRISHI RASAYAN GROUP OPENING DOORS TO CROP NUTRITION

Starting with the aim to provide best quality products at most competitive price & best in class farm services gave birth & wings to "Krishaj Nutrients Division"- KND in Krishi Rasayan Group to progress & prosper. KND business has been focusing to utilize following trends of Indian Agriculture:

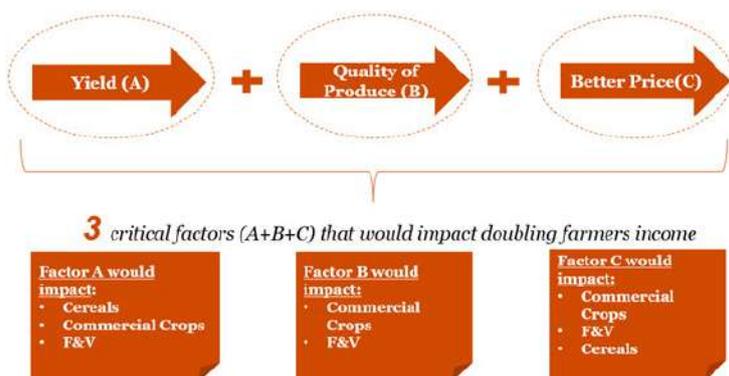
- Increasing Agricultural production in India by increasing area under cultivation is no longer possible. In fact, the increase in Agricultural production has to come from increased crop & land productivity by adopting improved products & technology.
- It is universally accepted that the use of fertilizers is an integral part of the package of practice for raising the agricultural production to a higher level. It is believed that there is direct co-relation between fertilizer consumption & food-grains production. India has recorded an impressive increase in the usage of fertilizers year on year.
- As Fertilizer is a costly input, increasing the return per unit is of paramount importance for the company as well as the farmer.

Krishaj Nutrients Division has the ultimate aim of helping Indian farmers double their income. Various products and services provided by the business have impacted 3 critical factors, hence, Impacting the overall farmer income.

We, KNDians feel proud to highlight our journey till date-

- Developed competent leadership team at HO to lead KND business
- KND is operational with 2 brand's (KREPL and ALSC) and 3 Channels (KREPL, ALSC and Exclusive SND)
- KND Operational in 11 States – Maharashtra, Karnataka, AP, Gujarat, MP, Chhattisgarh, Punjab, Haryana, J&K, UP and Uttarakhand. In process to start operation in 4 States – HP, Bihar, West Bengal & Tamil Nadu
- Developed exclusive Sales and Marketing team with domain knowledge and experience in 8 States to lead SND Business. In process to add 2 more states.
- Launched 27 Products with 117 SKU's & 7 more products with 38 SKUs are in-line.
- Developed 300+ SND exclusive Dealers Network
- Imported products from Fertilizer Giants of the world i.e. Rio Tinto-USA; Rosier-Belgium/ Netherlands; Agrin FZE- Jordon / Taiwan / UAE / China.
- Positive & Applauding feedback on Product packing
- Initiated Marketing & Promotional activities across operating states for product awareness & market penetration

KNDians extend our heartily thanks our Leaders & management for supporting & believing in us through thick & thin situations of 2020. We are still in the game of FY-2020 & confident of achieving the company's vision.



# STORE OF THE MONTH - SANOLI

LAKSHYA GARG

Our heartiest congratulations to “Sanoli” store team for their consistent performance in Haryana region, again they have topped in December month (in Haryana region) as per overall score criteria. To reach this position they have worked so hard in field. All field team members reached to villages at 8 AM every day. In peak season they have announced the schemes and offers from village Temples and Maszids, organised various product demos and field days to show the product USP. Increase the awareness among farmers for to our Sankalp stores and product quality. Conduct several group farmers meeting and strong 1-1 meeting contact with farmers by each and every field staff. With all these well planned field work Sanoli team succeeds to achieve this position.



# RICKSHAW CAMPAIGN AT SANKALP BY LAKSHAY GARG

In rural marketing there are many ways to do promotions, out of them Rickshaw campaign is one of the best and effective tool used to promote brands and products, majorly in small towns and rural areas. Simplistically speaking, companies use Rickshaw campaign to enhance branding efforts and to undertake promotional activities. The objective of our campaign is to create awareness about Sankalp brand, products and our customer value proposition.

With an aim to create awareness of the Sankalp stores, all rickshaws were well equipped with Sankalp banners, audio jingles, handbills and at least one Sankalp employee always with it. These rickshaws roam around the nearby villages making appropriate stops to interact with farmers and do aggressive promotions. The campaign is organised in Madhya Pradesh, Punjab and Haryana region, in total 28 stores. These types of activities make the difference and will bring our Sankalp a step ahead of others.



# FAMILY ACHIEVEMENTS

A Biswas Ji's son Rajarshi (Rishi) has received a prestigious opportunity to do his masters from Purdue University - USA. He will pursue his degree in Business analytics and information management. A BTech graduate Rishi is presently working with IT giant Deloitte in SAP team. He has also worked for major companies like Accenture and Siemens.

We wish him the best of luck for his future endeavours!!



## CORONA SAFETY TIPS

**कोरोना को अनदेखा न करें।**

**कोरोना से अगर बचना है, मुंह पर मास्क पहनना है।**

**स्वास्थ्य का ध्यान रखें**

**मास्क जरूर लगाएं**    **दो गज की दूरी बनाएं**    **सैनेटाइजर का प्रयोग करें**

**जब भी घर से बाहर जाएं**  
**मास्क जरूर लगाएं**  
**मास्क को ठीक से लगाएं**

**6 feet**

**Vinay Kumar**  
KREPL\_Designer

# KNOW YOUR TEAM

## SANTOSH KUMAR DWIVEDI



Santosh Kumar Dwivedi Ji joined ALSC SND division in March 2020 as State Head Gujarat. He is an Agri Graduate & post graduate from JNKVV, Jabalpur. He has a vast experience of 25 years' in leading companies like TATA CHEMICALS (Crop Nutrition Agri business division.) Santosh Ji is married to his wife Luxmi Dwivedi who is home maker. He has three sons: elder one Puneet is working as Software Engineer in France, middle one Rajnish is Manager at Axis bank and younger Pankaj is a Business manager in Agri division in Paris, France.

In his free time he likes travelling, listening to Bhagwat Puja and Ved Path.

# KNOW YOUR TEAM

## KOMAL SINGH



We would like to welcome Mr. Komal Singh Dakre who has recently joined ALSC as State Head for Punjab region. Mr. Singh has done his masters in Agronomy and brings with him a rich experience of more than 16 years in the field of Agro Marketing. He has been associated with reputed companies like Deepak Fertilizers, Godrej Agrovet etc. During his entire career progression, he has worked closely in the Punjab & Haryana Market. Mr. Singh has a liking towards Photography and Plantation.

We wish him best wishes and wonderful time at ALSC.

# KRISHAJ ART COMPETITION



## KRISHAJ Art COMPETITION

Theme:

1. Aspiration of New Generation Farmer
2. Agriculture in the face of Modern Technology
3. Agriculture Globally

- Start Date: 30th Dec 2020 | End Date: 20th Jan 2021
- Best Drawing/Painting entries will be sent to Delhi office
- Open only to KREPL, ALSC, TPS or Sankalp Employees or their immediate relatives
- You can draw, paint or sketch to submit your entries.
- One entry per person. Artwork must be original.

To submit your entries please fill out the form attached. For any queries email [hr@krepl.in](mailto:hr@krepl.in)

This is your chance to shine!



## कृषज कला प्रतियोगिता

विषय :

1. नई पीढ़ी के किसानों की आकांक्षाएं
2. आधुनिक तकनीक के सामने कृषि
3. विश्व स्तर पर कृषि

- आरंभ करने की तिथि 30 दिसंबर - 2020 एवं अंतिम तिथि 20 जनवरी - 2021 तक
- सर्वश्रेष्ठ ड्राइंग / पेंटिंग प्रविष्टियाँ दिल्ली कार्यालय में भेजी जाएं।
- केवल KREPL / ALSC / TPS और संकल्प के कर्मचारियों या उनके निकटतम संबंधियों के लिए खुला है।
- आप अपनी प्रविष्टियां जमा करने के लिए ड्रा, पेंट या स्केच कर सकते हैं।
- प्रति व्यक्ति एक प्रविष्टि कलाकृति मूल होनी चाहिए।

अपनी प्रविष्टियां जमा करने के लिए कृपया सलंगन फॉर्म भरें।  
किसी भी प्रश्न के लिए [hr@krepl.in](mailto:hr@krepl.in) पर ईमेल करें।  
यह आपके लिए चमकने का मौका है।



# KNOW YOUR TEAM

## PRAVIN MALEWAR



Mr. Praveen Malewar joined us in February 2020 in our “Specialty Nutrient Division”. Mr. Malewar has a positive attitude and always like to work with positive set of surrounding. Mr. Malewar has done his masters in Agronomy and brings with him diverse work experience of more than 20 years with companies like Deepak Fertilisers, Pardeep Phosphates and has handled all agriculture inputs like Chemical fertilizers, Micronutrients, Seeds, Pesticides, Bio fertilizers. Mr. Malewar hails from Nagpur city in Maharashtra. He has a daughter and son and both are pursuing their graduation in mass communication & Business Administration respectively. Mr. Malewar likes to listen old Hindi songs & classical instrumental music in his free time and he is a strong believer of the power of all mighty God.

# KNOW YOUR TEAM

## HIMADRI BHARDA



A Post Graduate in Agronomy with assertive, analytical and effective leader with upward functioning for 26 years and managing overall operations, involving visualization, creation and planned management of Profit Centers with reputed companies in agricultural and rural retail marketing. Competent and Professional approach to generate business by exploring and identifying new business avenues and strategically positioning products in saturated markets of operation with an honest approach to increase the bottom line.

Mr. Bhadra started his career in 1994 with BILT in Ashti, Gadchiroli, Maharashtra and thereafter worked with companies like Hoechst Schering AgrEvo Ltd, Gharda, Hariyali Kisan Bazar, Nagarjuna Agrichem, Indo Gulf Crop Sciences & Tamron Astra.

The journey wouldn't have been possible without the support of friends, relatives and my two sons and my wife.

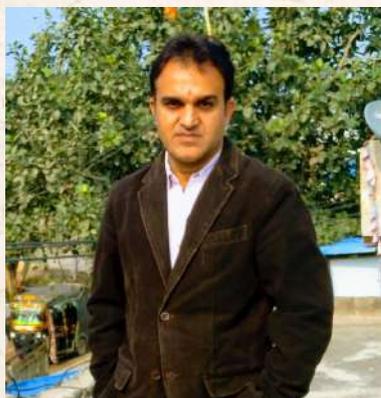
# KRISHAJ MOMENTS



**Ram Singh associated for 18 Years**  
**Deputy Marketing Manager – Uttar Pradesh**

In the trade it is known as one of the most reputed and non-controversial company. Seniors always behave so sweetly that we feel at home always.

**Ashwani Pandita associated for 21 Years**  
**Regional Business Manager – Haryana**



My journey with KREPL has been a wonderful experience for me from working with different team members to working at different location. I learnt a lot from my senior colleagues from time to time. KRISHAJ itself is a brand in the market; I have always worked with my full heart, determination and sincerity to maintain the decorum of this organization. I always enjoyed working in this friendly environment and am happy my company is touching new heights day by day.

**Ganesh Dutt Thakur associated for 26 Years**  
**Assistant Manager Accounts – Delhi**



I started my journey in 1993 with our Esteem Organization as an Accountant, previously based out of Patna (Bihar). Initially when I started all the accounts books were handwritten and in Hindi; with the changing time we computerized everything to grow the company at new horizons. In Krishi Rasayan Family I worked with dedication and motivation which was given to me by my seniors. I always believe in hard work for which I spent nights to deliver my work on time. I and my family always pray for this Organization to grow year after year; bright like Sun in the Sky.



## ENVIRONMENT FRIENDLY PEST MANAGEMENT



BY DR. ABDUL RAUF

Repeated application re-application of toxic organophosphates, carbamates and chlorinated hydrocarbons is affecting the environment. Indiscriminate pesticide use has polluted air, water and soil and it is still continue in many forms. It is causing may problems like disrupting the food chain, loss of biodiversity and upsetting the delicate balance of nature. A small fraction of pesticide can be hazardous to human beings. Chronic exposure has been linked to birth defects, genetic changes, cancer, nervous system disorders, skin and eye irritation and nausea etc. Insect pests develop resistance due to prolonged use of toxic pesticides. The resistance may be genetic due to mutation and may pass down to their offspring. These chemicals have adverse effects on the grasses, bushes and other plants. They accumulate in soil due to the continuous use and effects the fertility of the soil.

Truly Pest Solution Pvt. Ltd. uses Environment-friendly Integrated Pest Management methods that is rendered in three zones and five steps is highly effective than the traditional methods. Environment friendly approach addresses the root causes of pest infestation and is preventive in nature. Treatment in green zone minimises the pests where they live. We make the building structure pest proof by our inspection and closing the entry ways of pests in yellow zone. The yellow zone treatment prevents the entry of the pests into structure. The proactive preventive five steps method ensures a long term effective control of pests with a minimal use of safe products. Our pest management technician uses only gel and dust in red zone areas. He does not carry the spray pump inside the red zone.

We use odourless, safe and targeted products that do not effect the non-target organisms. It ensures safety for non target and beneficial insects in the environment. Traditional methods of pest control require to cover food items, clean the fridge, and remove all utensils from cabinets. The hotel kitchens are treated at night when the kitchens stop service. Our approach is totally different and is called 'quit service'. There will not be any disturbance due to our service. The PMT renders service even when the kitchen and restaurants are in operation. Our truly dust application require special dusters. There is no need to take the spray pumps inside.

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# MAN OF THE MONTH AWARDS



CONGRATULATION



LET'S SALUTE

## Man of the month Award Winner-December



**Mr. Gurvinder Singh**  
Territory Manager (Jai.)  
KREPL



**Mr. Thotireddy Kondareddy**  
Territory Manager (Hyd.)  
KREPL



**Mr. Bharat Singh Dhakad**  
Territory Manager (MP.)  
KREPL



**Mr. Mohit Kumar**  
Territory Manager (Raj.)  
KREPL



**AGRO POWER ENERGY**

**AGRO POWER GOLD**

**K MAX SUPER**

**K MAX ENERGY**



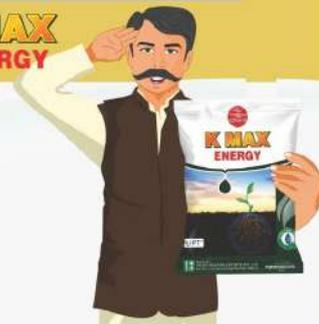
**Mr. Balraj Bhakar**  
Territory Manager (HR)  
ALSC



**Mr. Sanjay**  
Territory Manager (Raj.)  
ALSC



**Mr. Purshotam Singh**  
Territory Manager (HR)  
ALSC



NOMINATION



## Man of the Month Award-December

**AGRO POWER ENERGY**

**AGRO POWER GOLD**

**K MAX SUPER**

**K MAX ENERGY**

**Mr. A Anjaneyulu**  
State Head ( AP & TLG )

**Mr. Anirudha Biswas**  
State Head ( UP & UTR )

**Mr. Suresh Kumar Poonia**  
State Head (Haryana)

**Mr. Bhim Singh**  
ASM/RM ( Haryana )



**Mr. Gurvinder Singh**  
Territory Manager (Jaipur)

**Mr. Mohit Kumar**  
Territory Manager (Jaipur)

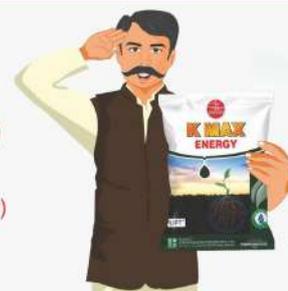
**Mr. Thotireddy Kondareddy**  
Territory Manager (Hyderabad)

**Mr. Balraj Bhakar**  
Territory Manager (Haryana)

**Mr. Bharat Singh Dhakad**  
Territory Manager (MP)

**Mr. Sanjay**  
Territory Manager (Jaipur)

**Mr. Purshotam Singh**  
Territory Manager (HR)



# MAN OF THE MONTH AWARDS

**CONGRATULATIONS FOR WINING**

MAN OF THE MONTH AWARD



Mr. Bhim Singh  
Regional Manager (HR)

for winning Man of the Month Award-December  
for remarkable achievement in



**AGRO POWER ENERGY** **AGRO POWER GOLD**  
**K MAX SUPER** **K MAX ENERGY**



**CONGRATULATIONS FOR WINING**

MAN OF THE MONTH AWARD



Mr. Suresh Kumar Poonia (State Head: Haryana)

for winning Man of the Month Award-December  
for remarkable achievement in



**AGRO POWER ENERGY** **AGRO POWER GOLD**



**CONGRATULATIONS FOR WINING**

MAN OF THE MONTH AWARD



Mr. A Anjaneyulu (State Head: Gujarat)

for winning Man of the Month Award-December  
for remarkable achievement in



**AGRO POWER ENERGY** **AGRO POWER GOLD**  
**K MAX SUPER** **K MAX ENERGY**



# MAN OF THE MONTH AWARDS

**CONGRATULATION**

  
कर्म से बुढ़ी... एक सेब बढ़ी

## Man of the month Award Winner December







**Mr. Surya Dev Singh**  
Territory Manager (Luc.)  
KREPL

**Mr. Rajesh Kumar Singh**  
Territory Manager (Muz.)  
KREPL

**Mr. Vikash Kumar**  
Territory Manager (Muz.)  
KREPL

**Mr. Raj Kumar Prasad**  
Territory Manager (Muz.)  
KREPL

**Mr. Rahul Vilas Mali**  
Territory Manager (Pun.)  
KREPL



## PAUSHAK SUPER



**PAUSHAK SUPER**

## Man of the month award December-2020

  
कर्म से बुढ़ी... एक सेब बढ़ी

**NOMINATION**

**Category: State Head**

Mr. Anirudha Biswas (UP/UTR)

Mr. Manish Kr. Verma (Bihar/Jhr.)

**Category: ASM/RM**

Mr. Dinesh Kumar Ch. (Muz.)

Mr. Shailendra Tiwari (Ind.)

Mr. Yogendra Pratap Singh (Luc.)

Mr. Mahesh Jha (Muz.)

**Category: TM**

Mr. Surya Dev Singh (Lucknow)

Mr. Rajesh Kumar Singh (Haripur)

Mr. Raj Kumar Prasad (Muz.)

Mr. Rahul Vilas Mali (MH.)

Mr. Bharat Singh Dhakad (Ind.)

Mr. Vikash Kumar (Muz.)

Mr. Nikunj J Vadodariya (Ahm.)



**CONGRATULATIONS FOR WINING**

**MAN OF THE MONTH AWARD**




for winning Man of the Month Award-December for remarkable achievement in



## PAUSHAK SUPER



**CONGRATULATIONS FOR WINING**

**MAN OF THE MONTH AWARD**

**LET'S SALUTE**



for winning Man of the Month Award-December for remarkable achievement in



## PAUSHAK SUPER



# VAN CAMPAIGN AND FIELD ACTIVITIES IN GRAPES- NASHIK AND SANGLI

We have undertaken Van campaign in Nashik grapes pocket for Jai-Gibb, Masaki energy and Flick super which are our SLL products. During the campaign activity we have undertaken poster activities of the above products. Also conducted Farmer meetings for Jai-Gibb, Masaki Energy and Flick Super.

Also in Sangli pocket of grape we have undertook field activities like field visits, on-field discussion and farmer meet for Jai-gibb, Masaki Energy, Flick Super and Paushak Super. Farmer were very happy to see the results of Masaki Energy and Flick Super as the products are new to them with new chemistry and combination.



# PUNJAB KA TASHAN

Punjab Team has demonstrated their great effort in marketing and building value to the brand KREPL. They have successfully completed jeep campaign and conducted demonstration on Wheat and Potato crops. They conduct regular farmer meeting and the valuable farmer feedback helps us in improving ourselves. Punjab team has witnessed very good response of K Max Energy and farmers are very much appreciating the use of K Max Energy in their crops. Below mentioned is their recent achievement:

- Mr. Bansi Lal purchased 4.00 MT K Max Energy for his Pears crop from our party M/S Mahajan Traders-Amritsar on cash payment after satisfied result of K Max Energy
- Mr. Aadpurakh Singh from village Lakhewali purchased 460 kg K Max Energy for his wheat crop. Kudos to Punjab Team for their effort!!!



# K-MAX ENERGY KA TASHAN

BY ARVIND PUNIA

On 18th Dec 2020 we had organised a channel partner meeting at Safidon market to promote K-max on wheat crop. 60 Dealer participated in this meeting and we got very good mileage. After that we sold 8MT K-Max in this market. Mr.Himadri from KREPL , Mr. Kapil and Mr. Lokesh from Alga Energy also attended this meeting. Overall it was a very successful event.

## RAJASTHAN KI TAYARI

In Rajasthan, we are very aggressively doing field activities to make our KRISHAJ brand more strong among the farmers as well as Channel Partners. We are focusing on liquidation of K Max Energy and getting good response in the field. Milk Cane distribution also in full progress in the state, on purchase of 24 Kg. K Max Energy we are giving 5 Kg capacity milk cane free of cost to our farmers. A group of Loyal farmers will create with the help of this type of activities thanks to management to take initiative. KRISHAJ FARMER HAPPY FARMER In Rajasthan 3 members got promotion. Thanks to Management we for giving reward to my team members for their hard work dedication.

1. Mr. Subhash Chander promoted Regional Manager
2. Mr. Vipin Ujjwal promoted Regional Manager
3. Mr. Mohit Kumar promoted Sales Executive



# GRAM BELT PE PAKAD IN CHATTISGARH



Group Meeting in Campaign



DEMO-Agro Power Gold



DEMO-Joy Super

# DEALER AND SALES PERSON OF THE MONTH

## Dealer of the Month- KREPL



### Dealer of the Month- KREPL-Branch wise-for the m/o December-2020

State	Party Name
Uttar Pradesh	Om Traders ( Hathras)
Andhra Pradesh	Sri Lakshmi Agro Chemicals(Nellore)
Patna	Agroline
Madhya Pradesh	Bharat Krishi Sewa Kendra
Punjab	Harry Seed Store-Panjawar
Maharashtra	Shri Agro Chemical ( Tasgaon )
Telangana	Sree Seetha Ramanjaneya Marketing Company
Chattish Garh	Hulash Krishi Kendra (Sahas pur Lohara)
Gujarat	Green Agro World
Muzzafarpur	Sri Maruti Agro Agency
Rajasthan	Rajesh Traders
Jharkhand	Shree Balaji Agro(Ranchi)
Uttranchal	Sana Enterprises ( Sambhal )
Harayana	Zamidara Beej Bhandar - Palwal
Karnataka	Anjanadri Agro Distributors (Hiryur)

## Sales person of the month- KREPL



### Sales Person of the month- KREPL-Branch wise-for the m/o December-2020

State	Sale Person Name
Madhya Pradesh	Ind-Karu Singh Sisodiya
Patna	Muz-Vikash Kumar
Telangana	Hyd-Ch. Venkataiah
Uttar Pradesh	Luc-Sanjeev Kumar Singh
Maharashtra	Pun-Babaso Shivaji Patil
Andhra Pradesh	Hyd-K. Subhash Chandra Bose
Gujarat	Ahm-Jaydip N Sorathiya
Rajasthan	Jai-Rohit Kumar Jat
Punjab	PB-Kulvir Singh
Muzzafarpur	Muz-RAJESH KUMAR SINGH (HARIPUR)
Jharkhand	Muz-Shankar Pahan
Chattish Garh	Cg-Abhishek Kumar Singh
Harayana	Hr-Sanjeev Kumar Sharma
Uttranchal	Luc-Pradeep Mehta
Karnataka	Kat-Kiran Yadav G

# DEALER AND SALES PERSON OF THE MONTH

## Dealer of the Month- ALSC



### Dealer of the Month- ALSC-Branch wise-for the m/o December-2020

State	Party Name
ANDHRA PRADESH	CVR Agro Chemicals (Gollapudi)
TAMILNADU	Kathir Agri Clinic (Kumbakonam)
CHATIS GARH	SHRI GANESH KRISHI KENDRA-THANKHAMARIYA
WEST BENGAL	KAMALA KRISHI NURSERY(RADHANAGAR)
HARYANA	Sandeep Agriculture (Ratia)
RAJASTHAN	Shri Rajeshwar Agro Seeds-Jeewana
UTTAR PRADESH	Tyagi Sales Corporation (Agra)
MADHYA PRADESH	Choukesy Krishi Sewa Kendra (Ganjbasoda)
GUJRAT	Agro Traders - Himmatnagar
MAHARASHTRA	Samarth Seeds (Kalwan)
PUNJAB	Grover Pesticides & Fertilizers (Ferozpor)
KARNATAKA	Sermad Traders (Chikkamagalore)
TELANGANA	Krishna Agro Services(Nalgonda)
ORISSA	ROUT SEEDS STORE (NATAPADA)

## Sales Person of the month- ALSC



### Sales Person of the month- ALSC-Branch wise-for the m/o December-2020

State	Sale Person Name
ANDHRA PRADESH	GUN-RAJASEKHARA REDDY KUSAM
RAJASTHAN	Jai-Sanjay
TAMILNADU	TAM-ELANGO VAN R
WEST BENGAL	KOL-NIRMAL DEY
CHATIS GARH	IND-SOURAV VYAS
UTTAR PRADESH	LUC-PAWAN KUMAR DIXIT
GUJRAT	AHM-SANTOSH KUMAR DWIVEDI
MADHYA PRADESH	Ind-NARENDRA Mukati
HARYANA	HR-PURSHOTAM SINGH
MAHARASHTRA	PUN-MAYUR KUWAR
KARNATAKA	HYD-SRINIVASU B
TELANGANA	HYD-CHANDRA SEKHAR RAGHUNATH PANDITI
PUNJAB	PB-HARJINDER SINGH
ORISSA	ORI-GOURANGA CHARAN OJHA

# STAR PERFORMER for KREPL

## M/s SRI LAKSHMI AGRO CHEMICALS

Mr. Pentyala Anjaneyulu (Proprietor of M/s SRI LAKSHMI AGRO CHEMICALS, Nellore Andhra Pradesh) is into agriculture inputs distribution. He has done B.Sc Agriculture and has 30 years of experience in Pesticides Sales & Marketing. Mr Anjaneyulu has a long-term association with KREPL and shows his keen interest in selling diversified KREPL product basket. He is having a special interest in Agri Business & is very aggressive in Sales & Marketing. We wish him best wishes is his journey.



# STAR PERFORMER for KREPL

## Mr. Venkataiah

Mr. Venkataiah hails from Hyderabad and currently based out of Nalgonda as S.R looking after Nalgonda Territory. He has been associated with us for more than 5 years. Prior to this he has been associated with us for 3 years in the third party role. He also brings diverse experience for 4 years with NACL. During his entire career progression he has acquired good product knowledge and excellent relationship with channel partners along with good service to them. He is graduated in Arts and his spouse is house wife. He is having two children studying in upper primary school. We wish him heartiest congratulation for being in long association with us.



# STAR PERFORMER for ALSC

## M/s CVR Agrochemicals

Mr Chinnam Venkateswarlu of M/s CVR Agrochemicals possess a Bachelor Degree in Science. He has 15 Years of Experience in Pesticides Industry. Presently he is Distributor for Indofil, SWAL Corporation, Bharat Insecticides and Agro Life Science Corporation. He has a retail network of 160 dealer in Krishna District of Andhra Pradesh with excellent relationship with them. He is a very good human being and down to the Earth in his approach. A thorough Gentlemen in all sense.

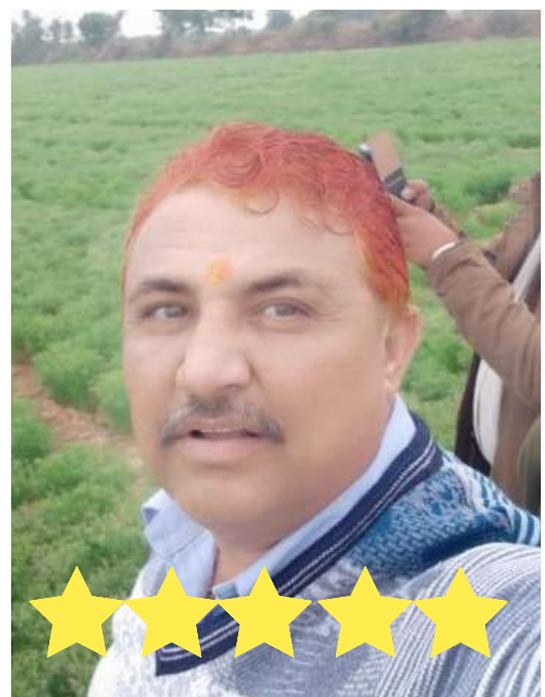


# STAR PERFORMER for ALSC

## Mr Sanjay Dadhich

Mr Sanjay Dadhich hails Rajasthan and is currently based out of Sumerpur HQ. He joined ALSC in Apr'2020. He has graduated from Jodhpur and also holds B.Ed degree.

He has one daughter and one son and his spouse is house wife. He brings with him rich experience of 9 years with Bayer Crop Science and similar experience from Sulphur Mills limited. We wish him a wonderful time at ALSC.



# WE WELCOME "New Members Of Our Family"



## New Joinees for the month of December 2020 in Krishi and Agro

Emp Name	Designation	DOJ	Company	Branch	Email id
SUMIT SOLANKI	SENIOR MANAGER ACCOUNTS	07-12-2020	Krepl	NEW DELHI	SUMIT_SOLANKI@KREPL.IN
RAVI KANT SINGH	KAM AND BUSINESS ANALYST	05-12-2020	Krepl	NEW DELHI	RAVISINGH.SINGH068@GMAIL.COM
ANIL KUMAR	ASSISTANT MANAGER - IMPORT & EXPORT	16-12-2020	Krepl	NEW DELHI	ANILDOBHAL@REDIFFMAIL.COM
PATEL NIKUNJ VINODBHAI	BUSINESS MANAGER	01-12-2020	Krepl	AHMEDABAD	NIKUNJ186@GMAIL.COM
AVINASH KUMAR SINGH	SALES OFFICER	01-12-2020	Krepl	LUCKNOW	AVINASH.SINGH.2592@GMAIL.COM
GOVIND NARAYAN SINGH	DEVELOPMENT TRAINEE	01-12-2020	Krepl	LUCKNOW	GOVINDSINGH12@GMAIL.COM
AJEET KUMAR PANDEY	REGIONAL MANAGER	08-12-2020	Krepl	INDORE	AJEETBH@GMAIL.COM
SHASHANK SHEKHAR SINGH	ASSISTANT AREA MANAGER	03-12-2020	Krepl	INDORE	RAJP.UT.SHASHANKS27@GMAIL.COM
PATEL JITESH KUMAR	MANAGER OPERATIONS	01-12-2020	Krepl	PANOLI	JITESH.PATEL659@GMAIL.COM
NAR SINGH	SALES OFFICER	24-11-2020	Krepl	JAIPUR	NARSINGH1993@GMAIL.COM
ASHISH LADDHA	SENIOR EXECUTIVE - ACCOUNTS	14-12-2020	Krepl	PANOLI	ASHISHLADDHA007@GMAIL.COM
KUNJAL KUMAR RASIKBHAI PATEL	STORE SUPERVISOR	14-12-2020	Krepl	PANOLI	KUNJALPATEL126@GMAIL.COM
MUKESH KUMAR	MAINTENANCE FITTER	09-12-2020	Krepl	PANOLI	M1895319@GMAIL.COM
VIJAY KUMAR	MAINTENANCE FITTER	09-12-2020	Krepl	PANOLI	VKPRAJAPATI9451@GMAIL.COM
PARMAR DIVYESHKUMAR	ELECTRICIAN	10-12-2020	Krepl	PANOLI	PARMAR.DIVYESH34@GMAIL.COM
AMIT SUDHAKAR PAWAR	REGIONAL SALES MANAGER	03-12-2020	ALSC	PUNE	PAWARAMIT17@GMAIL.COM
MAHENDRA KUMAR BHATTA	DRIVER	10-11-2020	ALSC	ORISSA	MOHANBHATTA780@GMAIL.COM
ASHISH AGRAWAL	SALES REPRESENTATIVES	14-12-2020	ALSC	CHHATTISGARH	KAVYAAGRAWAL0304@GMAIL.COM
SMITRAJ CHOUDHURY	MARKETING EXECUTIVE	15-12-2020	ALSC	ORISSA	CHOUDHURYSMIT@GMAIL.COM
VIVEK VISHAL GIRI	MARKETING EXECUTIVE	15-12-2020	ALSC	ORISSA	VIVEKVIRI@GMAIL.COM
SHAIKENDRA KUMAR	AGRI CLINIC DOCTOR - SANKALP RETAIL STORE	15-12-2020	ALSC	INDORE	SHAIKENDRAAMETHI06@GMAIL.COM
SACHIN PANWAR	SANKALP STORE MANAGER	09-12-2020	ALSC	PUNJAB	SACHINPANWAR301098@GMAIL.COM
KAUSIK DEY	SALES OFFICER	15-12-2020	ALSC	KOLKATA	KAUSIKDEY93@REDIFFMAIL.COM
JASVEER	SANKALP STORE MANAGER	08-12-2020	ALSC	HARYANA	JASBIRPUNDIR@GMAIL.COM
ASHWANI SAHU	SALES REPRESENTATIVE	16-12-2020	ALSC	CHHATTISGARH	ASHWANISAHU22016@GMAIL.COM
POSHANLAL SAHU	SALES REPRESENTATIVE	26-12-2020	ALSC	CHHATTISGARH	POSHANSAHUSAHU1090@GMAIL.COM

