

COVER STORY

New Identity comes with New Dreams for Krishi Rasayan



जड़ों से जुड़ी। एक सोच बड़ी



KRISHI RASAYAN EXPORTS PVT. LTD.

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Krishi Rasayan launches Metiram 55% + Pyraclostrobin 5% WG under brand name FLICK SUPER
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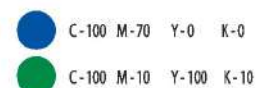
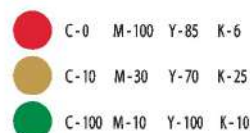
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North Team hits the road to educate the farmers about offerings that can enhance their yield
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KRISHAJ - A NEW IDENTITY FOR US

by Rajesh Agarwal, Exec. Director

Man is known by the values it keeps, so is true for the organisation. It is only the clarity of vision and firmness on its values, that makes an organization great. We are happy to reveal our new identity which comes with our mission vision, our quality promise and seven core values that will become our guiding force in future and will help us take right decisions every day. These are not just values but pillars of strength on which we will be building our organization.



OUR MISSION

“To become one of the largest and cost effective crop care solution providers for the farmers across the globe”

OUR VISION

“To be a global brand of choice for customers and other stakeholders through partnerships, performance and innovation in crop care solutions”

OUR VALUES



KRISHI SAINIK LAUNCHED IN MP

by Surender Sharma

It was a sunny morning and a new sun dawned with launch of our new unique concept “Krishi Sainik”. Ten new members were welcomed in KREPL family who will be brand ambassadors of our organization at our select channel partner outlets. Liquidation of KREPL stock, Advisory to the farmers and brand building for Krishaj will be the key responsibilities of the Sainik. They will also be doing field level activation and brand promotions in addition to the farmer connect at the select dealer outlets. Farmer data of visiting farmers will be collected with the help of our newly launched “Krishi Sainik App”. Necessary guidance and training was provided by PwC team to our sainiks. Mr. Shinde will be the anchor person, acting as Krishi Senapati, deriving this initiative by monitoring and advising Sainiks as needed. Mr. Agarwal, our respectable Executive Director found time to attend the launch meeting and his presence was a very big motivation for young Sainiks and rest of MP Team. He emphasized on need of giving right advice, building strong brand name of KRISHAJ and increasing our vallet share with dealers.



“

We are here to serve our customers. What is good for them is good for us. Krishi Sainik is another step to provide our farmers with right advise and to empower our channel partners

- Rajesh Agarwal, Executive Director



SANKALP MARCHES AHEAD

by Mohit Mahajan & Virender Anajana

Lot of exciting things happening at Sankalp stores in MP and Punjab. Two more stores at MP started business in the month of June. Sanwer became the first store to cross 50,000 mark for single day invoicing. Fertiliser Sale started at Punjab. We have inaugurated new loyalty schemes for the farmers. Dr Azad took charge as the Agri Clinic Doctor for Sankalp Stores at Punjab. A new SMS campaign for farmers was successfully started to create buzz and promote our store brand . Team is now slowly inching towards 1 Lac Sales Mark.



KRISHI SEVA RALLY BY NORTH TEAM

By Surender Mattoo

What's so special?

Krishi Seva Rallies by Punjab and Haryana

Bikes, Cars and Vans used for the Rally

Immediate boost to KMax sale seen

Major Newspapers covered the event



Punjab Team kicked off "Krishaj Seva Rally " in Bathinda, Kotkapura and Raikot covering more than 20 villages, 1200 Farmers on 15th June. Farmers were educated about the beneficial products and the right usage practices. All members of the sales team attended the event to make it a grand success.

Similar Roadshow on K-Max was organized by Haryana team on 19th June, starting from our very good distributor M/s Royal Trading Co. covering 8 potential villages There were 35 participants in this show with around 20 motorcycles, 3 Cars and 3 audio vans.

Dhols were used to create excitement in the show. Each and every person in the market and field was amazed to see these rallies. Two rounds were made in the major markets and farmer meetings in nearby villages were also conducted. Events were captured by major newspapers. There was a significant sale of K-Max from our distributors after the show. These rallies will definitely give us a great mileage in sale of K-Max and will also help in establishing company image.

KRISHI RASAYAN EXPORTS PVT. LTD. ने अपने किसान संपर्क कार्यक्रम शुरू कर दिया है। इस कार्यक्रम में कंपनी ने विभिन्न किसान संपर्क गतिविधियों को शुरू कर दिया है। जिसमें व्यक्तिगत संपर्क, समूह बैठक, ग्राम मीटिंग्स और राइड रैली महत्वपूर्ण हैं। केआरईपीएल विशेषज्ञों के इस किसान संपर्क कार्यक्रम में किसानों के क्षेत्र में वर्तमान आवश्यकताएं और समस्याओं को समझने के लिए दौरा किया गया है। हरियाणा में मुझा जिलों में करनाल, पानीपत, हिसार, ज़िंद, फतेहाबाद, रोहतक, सोनीपत, महेंद्र गढ़ इत्यादि शामिल हैं।



AGRO PRIORITY PARTNER

GORA KRISHI BHANDAR - GADAMARA

A strong partner can make life so easy and that's true with business partnerships as well. Its partners like Gora Krishi Bhandar who make this belief even stronger. A perfect partner to have for the agribusiness terrain.

This is an outlet which is less than 8 years old but has created a place for itself in the hearts of farmers in this small period of time. Credit for this goes to the owner of the firm.



Shri Gora, who owns the firm, is 42 years old and has been running the firm with utmost sincerity since its inception. He has earned a good name for himself amongst the farming community because of his honest and transparency.

He loves to work with Agro Life Science Corporation because of the high values and well defined policies of the company, Farmer acceptance of the ALSC products is a key factor.

His favorites include Agro Power and Paralife. His firm has already done 30 Lakh worth of business for ALSC in Q1 of 2018-19 and is confident of joining the 1 Cr club this year.

Mr. Gora thinks highly of the company's policies. He believes transparency maintained by ALSC is a key trait that other companies should learn. He is hopeful of creating newer milestones with ALSC in future.

“

MY LIFE
TRANSFORMED
WITH ALSC

AGRO STAR PERFORMER

TOTAN GHOSH

"Marketeer should be always in the market" is the philosophy, our star performer believes in. Meet our performer of the month, Mr. Totan Ghosh, who has not only won business but also the hearts of channel partners and farmer of his territory.

Father of two, He is Madhyamik by qualification and has worked with organisations like Pradeep Phosphate Limited in the past. He is currently headquartered as Sales Representative at Barasat

Totan is 45 years old and carries 18 years of rich experience of working in various territories.

Totan Joined Agro Life Science Corporation family in June 2016, He created a new mile stone by achieving 36 Lac of turnover in the month of June.

His mantra of success is Field Work, Market Visits and Relationship Building. He believes in putting farmers first and loves to walk an extra mile to ensure that farmers get desired benefits from our offerings. He is a people's person who enjoys working closely with his team, He believes he could achieve success early on because of the quality of ALSC products and his good relationships with channel partners in his territory.



FLICK SUPER- OUR NEW FUNGICIDE

by N K Sharma

Here comes our new offering, FLICK SUPER, a combination of Metiram 55% + Pyraclostrobin 5% WG is a fungicide used for the control of numerous diseases like Early Blight, Late Blight, Purple Blotch, Lef Spot and Tikka Disease of various crops. Recommended dose for the product is 900-1050 (gm) (a.i/ha)

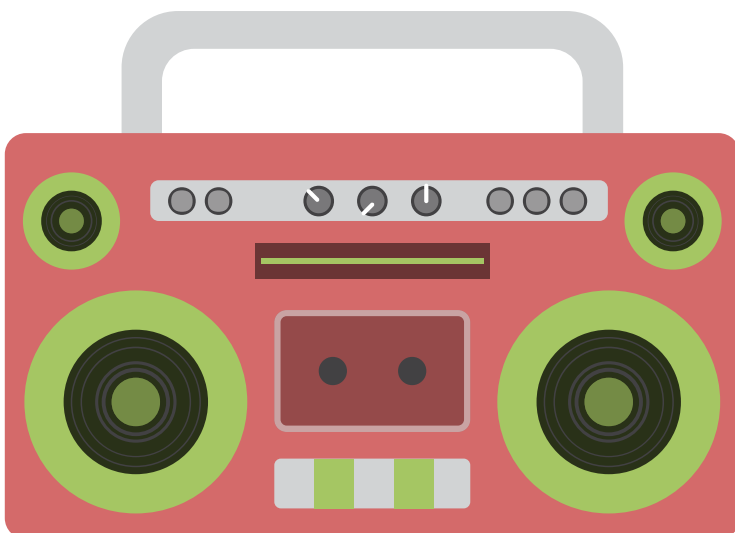


QUIZ # 1 Winner
Congratulations!!
"MEENAKSHI"

What is the full form of term VAM?
 Answer: Vesicular arbuscular mycorrhizae

QUIZ # 2
 Which agency helped KREPL with design of KRISHAJ LOGO?

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



HEY! WE ARE ON RADIO

by Brand Manager

Here goes the broadcast schedule for our KMAX Jingles . Don't forget to tune in.

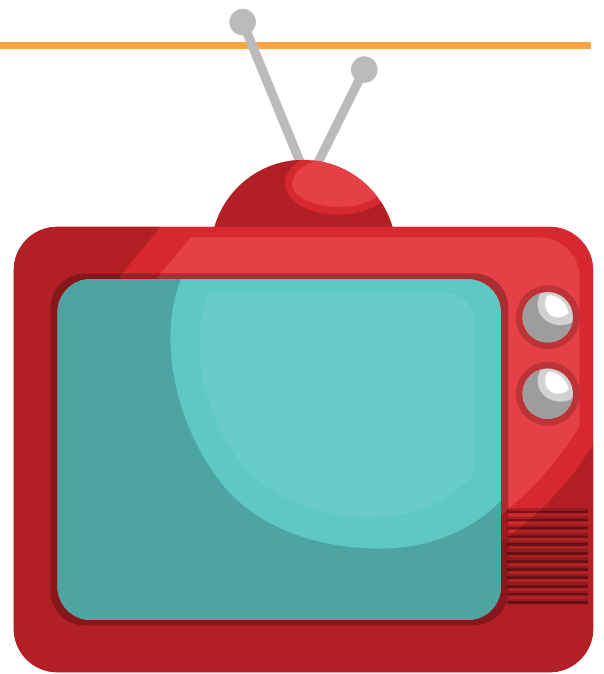
State	Channel	City Name	From	To
Bihar	Air	BIHAR	30-06-2018	7/29/2018
UP	Big FM	BAREILLY	07-05-2018	7/24/2018
	Big FM	GORAKHPUR	07-05-2018	7/24/2018
	Radio City	AGRA	07-05-2018	7/24/2018
	Radio Mirchi	KANPUR	07-05-2018	7/24/2018
Punjab	Radio Mirchi	VARANASI	07-05-2018	7/24/2018
	Big FM	AMRITSAR	07-05-2018	7/24/2018
	Big FM	CHANDIGARH	07-05-2018	7/24/2018
	Big FM	PATIALA	07-05-2018	7/24/2018
Haryana	Radio Mirchi	JALLANDHAR	07-05-2018	7/24/2018
	Big FM	HISSAR	07-05-2018	7/24/2018
	My FM	KARNAL	07-05-2018	7/24/2018

SWITCH ON THE TV

In line with our strategy to aggressively promote KMAX and AGROPOWER brands through mass media, we have already started the TVC Campaign for the twin brands from 28th June 2018.

TVCs for Agro Power & K Max will be aired on below channels on alternate days.

This is the largest ever campaign by any agrochemical company for a single product category. The TV Campaign is being accompanied by the equally aggressive field activation campaign for these products.



NATIONAL

INDIA TV

0700-1200, 1200-1800 & 1800-2400 hrs

ZEE NEWS

0700-1200,
1200-1800 &
1800-2330 hrs

PUNJABI

PTC News

1900-2300 hrs

DD Punjabi

1730-1800 hrs
1900-2300 hrs

Manoranjan Movies

1900- 2300 hrs

UP, UK & BIHAR

Zee Bihar

Throughout the day

Big Ganga

0700-1200 hrs
1800-2400 hrs

News 18 (UP)/ ETV UP

1900-2100 hrs



MAXIMISE THE IMPACT

by Brand Manager

In order to maximise the impact of the TV Campaign, you should take the following actions:

- Inform all your channel partners about it
- Share time slots in local whatsapp groups
- Ask Feedback from dealers and farmers
- Evaluate impact of the campaign
- Provide feedback to the Head Office



FARM CONNECT

"किसान ही भगवान है"



Krishi Sainik Promotions at MP

Multitude of promotion and liquidation activities were conducted by Krishi Sainik Team to promote our products both in the field and at the dealer shop.. One to one visits, Group Meetings, Technical Education Sessions, Farmer Data Recording, Dealer Shelf Decoration and many more activities were performed.



Wheel of Fortune Promotions

Wheel of Fortune promotions were carried out by the Punjab Sankalp Teams at various stores in Punjab. Buyers were allowed to spin the wheel of fortune and win attractive prizes

Key Account Management

Mr. V K Singh, DGM, visited our No. 1 dealer of Gujarat ,Green Agro World ,Mr. Tushar Chaudhry who has crossed the benchmark sale of Rs. 50 Lakhs plus in 2017-18. He motivated Mr. Chaudhry to set next goal of 1 crore plus business in 2018-19

KMax Brand Campaign

An attractive branded vehicle was designed and used for promotion of the brand via a jeep campaign at Junagadh and Rajkot district to promote our product K MAX Super in Groundnut Crop.

FIGHT DENGUE AND CHIKUNGUNYA

BY DR ABDUL RAUF

With the onset of rainy season, the mosquito population increases. The two most prominent species *Aedes aegypti* and *Aedes albopictus* which transmit the viruses that cause dengue and chikungunya. *Aedes* mosquito, breeds in artificial and natural containers where the water is present. The mosquito's eggs develop to adults within 8 to 10 days under favorable conditions. The following are the typical areas around the residence where the mosquito breed. Care must be taken and water should be removed or treated specially at the following:

**STAY CLEAN
STAY SAFE**



1. Standing water in bird baths, flower pots, clogged gutters and other containers is the perfect breeding ground
2. The location of ponds or lakes will dictate the abundance of mosquitoes.
3. Heavy shrubbery or vines against the home is resting spot for mosquitoes.
4. Leaking faucets should be repaired
5. Old thrown out tins, flower pots, discarded motor tires, thrown out bottles unused drums may hold water and are perfect breeding sites.



WE WELCOME

"New Memebers Of Our Family"

Company	Name	Unit	Designation	Mobile no	Email ID
KREPL	D SATYANARAYANA REDDY	HYDERABAD	ASSISTANT AREA MANAGER	9966068572	dsatyanarayana.reddy@krepl.in
ALSC	VISHAL KHANDERAO BHONG	PUNE	ASSISTANT AREA SALES MANAGER	9890719055	vishal.bhong@alsc.co.in
ALSC	PRASHANT GULABRAO CHAUDHARI	PUNE	AREA SALES MANAGER	9423191439	prashant.chaudhari@alsc.co.in
ALSC	RAHUL NAMDEO PARIHAR	PUNE	ASSISTANT AREA DEVELOPMENT MANAGER	8888334234	rahul.parihar@alsc.co.in
ALSC	GOKUL VASANTRAO LAD	PUNE	DEVELOPMENT SUPERVISOR	7588928417	gokul.lad@alsc.co.in
ALSC	SWAPAN KUMAR MAISAL	KOLKATA	AREA SALES MANAGER	9732752294	swapan.maisal@alsc.co.in
ALSC	ANILKUMAR S JADHAV	BELLARY	AREA SALES MANAGER	9845212191	anilkumar.jadhav@alsc.co.in
ALSC	MANISH SINGH	CHHATISGARH	AREA SALES MANAGER	8817707303	manish.singh@alsc.co.in
ALSC	SHIVAM GOUR	PUNJAB	SALES & MARKETING COORDINATOR	9411827732	shivam.gour@alsc.co.in
KREPL	ASHOK KUMAR SUNEHA	NEW DELHI	BUSINESS DEVELOPMENT MANAGER	9729111885	ashok.suneha@krepl.in
KREPL	PENUGONDA ARJUNA RAO	HYDERABAD	ACCOUNTS ASSISTANT	9908688075	arjuna.rao@krepl.in

Training Corner

Technical Training at Punjab & Haryana

We have started promotional activities in an aggressive way across the states of Punjab and Haryana.

All Field Assistant appointments were completed and training program were arranged. Training was provided on our Focus products by Dr. Lokesh. Special emphasis was given on our key offerings of K Max, Kazuaki and Masaki.

Dr. Phutela gave the training on Paddy crop which was followed by an evaluation questionnaire. Mr. Mattoo motivated the team members and provide guidelines to improve performance



Monsoon Update



RAIN BUTTON

[CLICK TO KNOW MORE](#)

June Birthday Cloud #TogetherWeCelebrate



Do you want your story to be published. Click and Upload here

