

COVER STORY

DREAM COMES TRUE WITH FIRST SANKALP STORE AT PUNJAB



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SANKALP- INDIA'S FIRST TRULY AGRI SOLUTIONS CHAIN

by Surender Mattoo

The dream of creating a retail chain to cater to farmer;s needs has become a reality with inauguration of first store at Punjab. Sankalp becomes India's first truly one stop agri solution retail chain. Currently 12 stores are being launched in Punjab and MP. Company has plans to launch 1200 stores in next 3 years.



SANKALP RETAIL SPECIAL

Creating a store for the farmers

By Surender Sharma



Right Product, Right Service and Right Advice have always been key asks of the Indian Farmer. Traditional outlets were not able to provide a complete solution to the farmer. Sankalp is here to bridge this need gap. We are starting to provide services like Soil Testing to farmers on no profit basis and will be adding more services in future. Our stores will be able to provide timely and unbiased advise to the farmers from our qualified agri clinic doctors. This is a farmer centric concept, which is surely going to help them raise their incomes and standard of living.

Earlier this month, Pooja was completed at the stores of Punjab and MP. Our Store teams are on the ground to carry out farmer connect programs. Farmer databases are already built and are being tracked to ensure that every farmer in vicinity of our store knows about the launch of Sankalp stores. Though, Sankalp is a multi brand outlet, focus will also be on promoting KREPL and ALSC brands in addition to store labels. This will also strengthen our brand equity and boost our trade sales as well. Exciting journey has just started. Going forward,,We will share more interesting news and updates from Sankalp.,

What's In Store?

First Sankalp Store Launched at Punjab

1200 Stores Planned by 2020

Stores offer free advice to farmers

Online sales of products to start soon

QUIZ # 1

What is the full form of term VAM?

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

UP SETAMS UP WITH A MEGA DEALER MEET

by Anuridh Biswas

A key dealers meet was organized at Lucknow and Agra on 14/05 and 17/05 respectively . After the formal lighting of diya , meeting started with a brief presentation of company policy , dealers app , krishi sainik concept , new products etc . Followed by a training of Agrinos products and one of our key product Flick super . This years dealers scheme and foreign tour scheme was announced which was applauded loudly by the business partner . To keep the participants engaged and entertained we kept some games and riddles with small prizes for the winner in between the presentations . The open session was also very interactive as the business partners shared their genuine problems and gave some constructive suggestions . The last item was prize distribution , in which the highest turnover party was felicitated alongwith the cash king and paushak and kmax super cup . During the cocktail dinner each and every customer interacted and emphasized for these type of program to be carried out every year . Overall the evening was very colorful and entertaining .



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I congratulate the team on launhing first issue of our in house news letter " Krishaj Times" . As we will be approaching our 50 Years by 2022, I am expecting all of you to gear up for the new milestones to share.

- Rajesh Agarwal, Executive Director

AP & TS STRENGTHENS TIES WITH DEALERS

by Ravishankar

Pre-season Dealer Meetings were organized in 9 markets during May 2018. Selected dealers were invited for these meetings. Company's vision of becoming a 'Provider of Solutions to problems faced by Indian Agriculture' was shared with them. They were also explained the Company's strategies like long term alliances with R&D company- Agrinos, reaching/educating the farmers with new technologies. About 400 dealers participated in these meetings. They pledged their support in achieving the Vision of the Company.



AGRO PRIORITY PARTNER

CHODHARY KRISHI SEWA KENDRA - DOUBLECHOKI

A Company could be only as strong as its channel partners. We are fortunate to have channel partners like Chodhary Krishi Seva Kendra. A partner that any agrochemical company would be proud to have.

This is an Outlet which is more than 25 years old and enjoys the utmost loyalty of its customers. Some of the farmers have been customers of the firm since its first day of operation. This speaks volumes about the Firm.

Shri Madan Lal Chodhari, who owns the firm, is an B. A by qualification. He has put his diligence and relationships to work in bringing the firm to its current standing in the market. Mr. Chodhary believes that Right Advise is the key to customer retention and loyalty.

Mr. Chodhary loves to work with Agro Life Science Corporation because of the Quality and Impact of its offerings.

His favorites include Agro Power, Yoshi and Superstar. His firm did 19 Lakh worth of business for ALSC in 2017-18 and is confident of joining the 40 Lakh club this year.

Mr. Chodhary is very happy about the new initiatives of the organisation like Dealer App, New Biological Product Range and TV Media Campaigns. He is very fond of the organisation and is confident of growing along with it.



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I AM PROUD TO
BE A PART OF
ALSC FAMILY

AGRO STAR PERFORMER

. NARENDRA MUKATI -DEWAS

"There is no substitute for hard work" is the philosophy, our star performer believes in. Meet our hero, Narendra Mukati, who does not only share his first name with our Prime Minister, but also possesses many of his traits as well.

Son of Sh. Ram Krishna Mukati, He is B. A. by qualification and has worked with organisations like BASF in the past. He is currently headquartered as Sales Executive at Dewas.

Narendra is 35 years old and carries 15 years of rich experience of working in various territories and on varied product segments.

Narendra Joined Agro Life Science Corporation family in April 2017 and achieved 1.3 Crore of turnover in his first year of joining.

His mantra of success is Team Work and Sincerity. He believes in putting his heart in every job he takes up. He stands by his team and works closely with them, He believes he could achieve success early on because of his close coordination with market development officer and strong focus on promotion activities.



KARE PLUS- OUR NEW INSECTICIDE OFFERING

by N K Sharma

We are happy to announce KARE PLUS, a combination of Indoxacarb 14.5 % + Acetamidid 7.7 % w/w suspension concentrate is an insecticide used for the control of Jassids, whiteflies & bollworms on Cotton and thrips & fruit borer on chillies. Product will be available in 50 ml , 100 ml , 250 ml, 500 ml, 1000 ml and 2000 ml packaging. recommended dose for the product is 88.8-111 (gm)(a.i/ha)



KRISHAJ MEDIA CAMPAIGN

By Brand Manager

We have concluded shooting of our TV Campaign for K Max and Agri Power. TVC for both products will go on air from 1st July.

World's leading creative firm JWT has shot these campaigns for us.

The TV campaign will be accompanied by the brand activation at the ground. Also there are very exciting jingles recorded for the campaign on Radio. Watch our TVC and Radio Jingles here. 



"KRISHAJ" IS OUR NEW BRAND IDENTITY

by Brand Manager

Keeping our organisation aligned to new trends and business imperatives, We have created "KRISHAJ" our new umbrella brand. A sanskrit word depicting agriculture will represent us to all the stake holders.

All our brand communications, Including packaging, promotion materials, stationary and online communications will have "KRISHAJ" as the insignia.



FARM CONNECT

"किसान ही भगवान है"



KMAX Promotions at Maharashtra

Series of aggressive promotional activities were conducted by Maharashtra Team to promote our super star product, KMAX. Activities included demonstrations, Spot meetings, Night Meetings, One-on-one farm visits and field days. Maharashtra team is confident of taking this product to record number of farmers.



In Store Product Promotions

In Store product promotions were carried out by the Snakalp Teams at various stores of Punjab. Gift Coupons were distributed and redeemed for attractive discounts for first time buyers.



Mid Night Spot Events

Series of Night Meetings were conducted by Maharashtra Team at Sangli District. Various offerings of the company for Sugarcane crop were explained. Response from the farmers was very encouraging.



Mega Farmer Meeting

A mega farmer meeting was conducted at MP to promote our focus products. Special Mention was made for the focus products like KMAX, KAZUKI etc..

