

## COVID-19 CORONAVIRUS DISEASE

### COVER STORY **COVID-19 SPECIAL! A REVIEW**

*In this issue:*

#### **CHALLENGE AND IMPACT OF COVID-19 IN NORTH INDIA**

India's ongoing lockdown to control the spread of corona virus is threatening the agriculture sector as it overlaps with the time of harvest.

#### **ZOOM CONNECTION**

We at Sankalp Retail Stores as an Agri Input Professionals make a connect between farmer and us through Zoom Meeting.

#### **GO DIGITAL**

We at Krishi Rasayan Group are committed to work for better future of Indian Agriculture and serving our 'Annadata'.

#### **STAY HOME! STAY SAFE!**

In these difficult times, we must stay home and restrict our movements outdoors due to the pandemic.

Wear a mask at all times while outdoors. Wash your hands often and for 20 seconds. Use hand sanitizer and disinfect your homes regularly.



**COVID-19**  
CORONAVIRUS



## WE AT KREPL ARE COMMITTED TO FIGHT AGAINST CORONA



BIHAR

Awareness Drive taken by KREPL through mobile van and announcement.



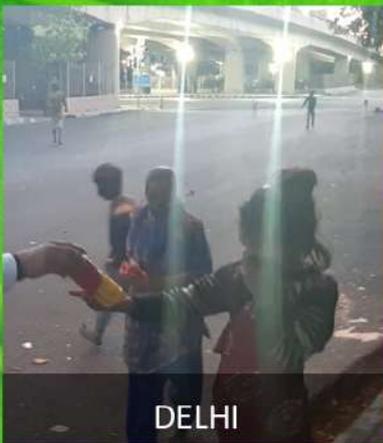
BIHAR

Helping 2000 family with daily Ration and soap to 2000 needy people at Muzaffarpur of Bihar (Wheat flour packets, Rice, Salt, Pulses etc)



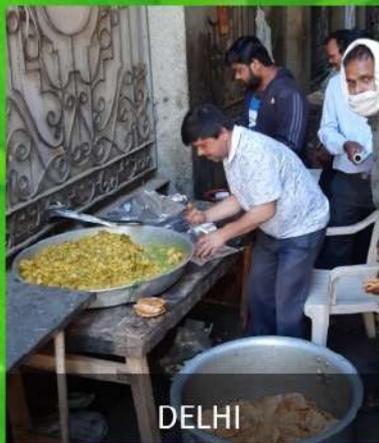
BIHAR

Educating and creating awareness to Farmers about Corona for social distancing, hand washing etc. through SMS and Tele calling



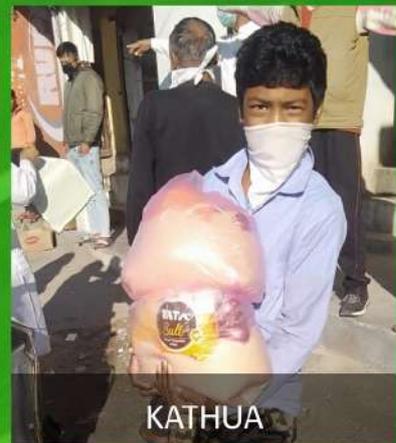
DELHI

Distribution of food packets and Ration at Delhi to needy people



DELHI

Cooking hot and fresh meals for people who are helpless and unable to find food for themselves.



KATHUA

Helping labour families at Jammu, Samba & Kathua by providing foods and food packet

# 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)



## NEW JOINEE SPOTLIGHT- DEBADRITA DUTTA

I am handling the Chhattisgarh State under ALSC. My educational qualification is M.Sc. (Agronomy) and M.B.A. (Marketing) with total experience of more than 17 years under my belt. I have worked with major companies like Isagro(Asia) for 7 years, FIL & Indo Gulf Fertilizers for 5 years and P.I. Industries for 4 years. Major states where I have a strong hold are West Bengal, Odisha and Chhattisgarh. I am also having International work exposure at Nepal & Bangladesh for around 2 years.



# STANDING BY THE COMMUNITY

## BY VIRENDRA ANJANA

Amid the lockdown, Me with complete support of my village farmers and surrounding areas 10 village farmers joined hands to help feed the society. Everyone contributed whatever was suitable to them like wheat, potato, garlic, onion, oil or merely money. Each day during the lockdown period they donate and food packets are made out of it. We have distributed food packets to the daily wage laborers keeping Swaminarayan Temple near Shani Mandir Ujjain as the distribution point. Around 1200 food packets are distributed every day, leading to a total of around 40,000 food packets throughout this period. This small contribution towards the society has brought us great happiness and satisfaction. The efforts were highly appreciated and supported by farmers and administration.



# WORK FROM HOME



## WORK FROM HOME

Working remotely can be hugely rewarding if you follow these easy steps:



<b>Maintain regular hours and create a morning routine</b> 1. Set a schedule. • Have clear guidelines for work.	<b>Keep a dedicated office space and a separate work phone number</b> 2. Keep a desk and peripherals for work. • Set up a phone only for official calls.
<b>Set ground rules with the people in your space</b> 3. Request family members to maintain silence while you are working.	<b>Communicate regularly with your team mates</b> 4. Inform colleagues about your schedule and availability. • Inform your senior on finishing a task.
<b>Look for training opportunities at the workplace</b> 5. Include yourself in training activities. • Request for online or in-person courses, training and coaching.	<b>Schedule breaks regularly and be positive at all times</b> 6. Take regular breaks from work. • Maintain a positive attitude at all times.
<b>Reward yourself by indulging in your hobbies</b> 7. Indulge in hobbies after work to help rejuvenate you.	<b>End your day with a routine</b> 8. Have a consistent daily routine to end your day's work.

## LIFE DURING LOCKDOWN



- Tell us how you have been juggling between home and official work while at home.
- How are you and your family coping with staying at home?
- What do you do at home after work?
- How are your kids adjusting to home schooling?
- Has your neighbourhood/society undergone any changes while in lockdown mode?



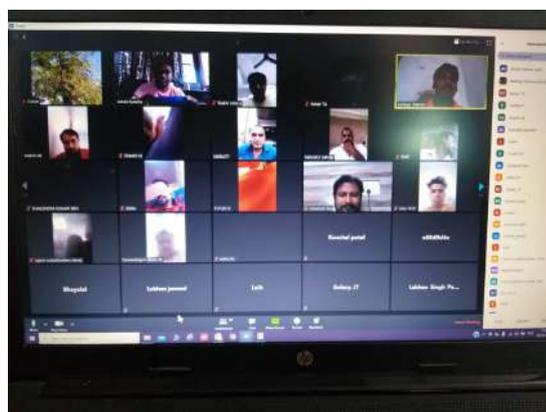
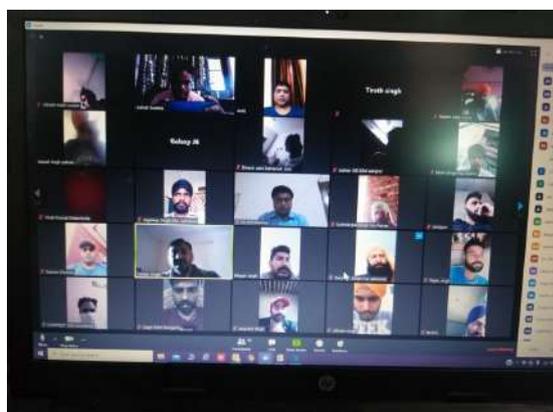

# ZOOM CONNECTION

## BY ASHOK SUNEHA

We at Sankalp Retail Stores as an Agri Input Professionals make a connect between farmer and us through Zoom Meeting. Our Cluster Managers - Mr. Kuldeep and Mr. Alok , Agri Clinic Doctors - Mr. Parbhakar and respective State Heads Mr. Rahul, Mr. R K Singh and Mr. Amit have decided to do two meetings each day. Mr. Lakshay and Mr. Ashok connect with the entire team and help plan the meetings. One concerned agenda is sent to the farmer prior to each meeting and topics are explained using presentations, product literatures and speakers in the meeting. Mr. Sanjay Singh (Seed Expert), Mr. Ashutosh (Cattle Feed Expert) and Mr. Ashok (Agrochemical Expert) also participate in the meetings as and when required.

The store teams invite the famers and help them connect and participate in the meetings.

Dr. R D Singh and Miss Ankita ji also participated in some of the meetings as the special guest to address the farmers. We also emphasis on the value propositions of our Sankalp Retail Store and farmers feel connected with us. Till date we have been able to connect with 1500 farmers via zoom meetings. We will continue to conduct these meetings aggressively as the season progresses.



# STORE OF THE MONTH - KHANNA

Khanna Store is led by our efficient team of Mr. Gaurav Deshwal (Manager), Gurpreet Singh (Accountant) and Mr. Sanjeev Kumar (Field Assistant) under the guidance of Amit Kumar (State Head). They have been in operation for over 1.5 years now and are making great progress by following few simple steps. Their plan is to target biggest farmer in Maize field, contact them individually, visit their field again and again during season. The store inventory planning is very precise and very meticulous according to the season. The team stocks the store with every brand product required during the maize season. Overall the team is very hard working and believes in effective and efficient work.



## NEW JOINEE SPOTLIGHT DURGESH CHAUDHARY

Durgesh Kumar Chaudhary, he is a Registered Indian Patent Agent, LL.B., M.Sc. (Chemistry) by education and has worked at several reputed companies like HPL Additive Ltd., Saurav Chemicals Ltd., Jubilant Life Sciences Ltd., Parijat Industries (India) Pvt. Ltd., have joined Krishi Rasayan Exports Private Limited as DGM-IPR, R&D Support. At KREPL he found an interactive & intellectual platform to work with most authoritative engagement in IPR with my techno-legal knowledge and experiences, where he can enjoy his work with hearty enthusiasm and passion. Collaboratively with team spirit he is continuously doing Infringement/FTO/Patentability analysis, Drafting and Prosecuting the Patent Legal Document and Trademarks. As per Durgesh Ji "I hope this passionately engagement in Intellectual Property Right work will definitely fulfil all my expectations and will help grow Krishi Rasayan Exports Private Limited as one of the best company, performing Patented Innovations."



# “CUMIN” – QUEEN OF SPICES IN GUJRAT BY HARDIK KAPURE

Cumin seeds are native to countries like Egypt but through years of trading and advancement it is grown in a lot more countries like India, North Africa, and China.

Major cumin producing seeds in India are Gujarat & Rajasthan.

For Cumin, our products Flick Super, Paushak Super & K-Max Super are highly effective and help in increasing yield.

Our senior sales officer Mr. Vipul Rathod has conducted multiple demonstrations and conducted farmer meetings for cumin crop in nearby villages of Halvad area (Morbi District) in the month of Jan-20 & Feb-20.

He received good feedback & crop results regarding our products from local farmers. The acceptance of our products amongst our product has increased immensely and we hope it will result in boosting of sales.



## WOMEN DAY'S CELEBRATION BY HUMAN RESOURCES

On the occasion of International Women's Day, we planned a day out for #KRISHAJ WOMAN at Head Office to celebrate this occasion. A special movie screening of Baaghi 3 was organized at INOX Satyam followed by Lunch at Epicuria. At each branch, the women were presented with flowers and chocolate by their branch head in front of everyone as a token of appreciation for their hard work and efforts they put to manage a work life balance.



# NEW PRODUCTS ON THE BLOCK

BRAND	PRODUCT/ CATEGORY	
KRI-KN	Potassium Nitrate ( 13-0-45 )	
KRI-MKP	Mono potassium Phosphate ( 0-52-34 )	
KRI-CN	Calcium Nitrate ( N 15.5 - Ca 18.8 ) F	
KRI-MAP	Mono Ammonium Phosphate ( 12 -61 -0 )	
AGRI-KN	Potassium Nitrate ( 13-0-45 )	
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AGRI-CN	Calcium Nitrate ( N 15.5 - Ca 18.8 ) F	
AGRI-MAP	Mono Ammonium Phosphate ( 12 -61 -0 )	

# GUIDELINES FOR KREPL AND ALSC TEAM



## **Guidelines for KREPL Team post lockdown**

### **Segregation of markets according to risk involved:**

1. Segregate your markets into 3 zones- high risk, medium risk and low risk. Mobility must be restricted according to risk involved. While a market remains under high risk zone, try using virtual communication tools like tele-calling and video calls.
2. Limit your frequency of movement in different markets-plan it meticulously.

### **Remain vigilant of all government guidelines at all the time:**

3. Remain vigilant and take stock of the changing guidelines at 3 levels- district level, state level and national level.
4. Adhere to all the permits and license required towards movement outside home and across different markets; don't move out until and unless there is 100% compliance with required documents
5. Always Carry at-least 2 identity cards- company and government while you are in field or outside home; Be compassionate and show respect in your conversation with all state authorities (like police, Government based administration) in case there is an instance of communication with them.

### **Maintain hygiene and religiously follow social distancing:**

6. Employees to maintain hygiene during transportation- sanitize your car, bike through isopropyl based sanitizer solution daily; wash your clothes daily. Use of public transport should be as minimal as possible
7. All sales staff should mandatorily wear masks and prefer using gloves while in field. Carry a branded sanitizer, duplicate pair of mask and a water bottle all the time; wherever and whenever possible, try washing your hands with soap and water; in case there are not adequate masks, you can use a home-made mask which should be washed and dried daily before re-use
8. Ensure social distancing to be always practiced. Maintain a minimum distance of 6-8 feet while communicating in market. Avoid going inside a retail outlet while interacting. No physical meeting to be conducted with more than 5 members with less than 2-meter distance.



### **Your health and safety remain everyone's top priority for next few months:**

9. Continue consuming food that boosts immunity, exercise and sleep well. Keep a positive and spiritual outlook towards work and life

### **You are brand ambassador of KREPL**

10. You carry legacy of brand KREPL in the market. In this unprecedented time of uncertainty, your carelessness can jeopardize the name of the brand. Be careful and safe in your acts, communications and behavior towards all internal and external stakeholders.

For any queries, pls reach out your manager or write us at [Covid19@krepl.in](mailto:Covid19@krepl.in). Stay healthy and stay safe.

# NEW JOINEE SPOTLIGHT- SUNIL S KAVERI

A competent professional with BSc Agriculture Marketing graduate and PGDBA, with 20+ years of experience in Sales & Marketing of Agro Input Industry, Expertise in Marketing operations with accountability for incremental volume with profit growth & gained significant exposure in establishing 5 Agro Input Start-ups In India

Effectively Developed New Marketing techniques for the Brand Creations for the products Demonstrated abilities in identifying new Combination of generic Pesticides which got patent & appointing dealers and establishing strategic alliances / tie-ups with financially strong & reliable channel partners, resulting in deeper market penetration / reach.

An effective communicator with good analytical, leadership, interpersonal, planning and problem solving skills.

# NEW JOINEE SPOTLIGHT PRAVIN MALEWAR

I have completed my Post Graduation in the subject of Agronomy in year 1993 from Marathwada Agriculture University, Parbhani Maharashtra. I am working in the field of Sales & Marketing of Agricultural inputs from last more than 24 years. I have nearly handled all agri-inputs & worked in states like Maharashtra, Gujarat, Rajasthan, MP,UP etc.

I have work experience of working in areas having different cropping pattern & potential. I worked for launching of complex fertilisers like NPK-12:32:16 & NPK 10:26:26 in bulk fertilizers in MP state. I also have experience of launching of water soluble grade smart(24:24:0) & other crop specific foliar grades & secondary nutrient products with Deepak fertilizers.

I always aims to reach at our ultimate consumer, farmer with variety of quality products which are needed for their crop-plant nutrition.

# PHYSICAL TO DIGITAL

## BY JJ PATTANAIK (PRESIDENT – SALES AND MARKETING)

### COVID-19 provides opportunity for Business Transformation!

COVID-19 has created havoc across the world with a deep impact on the economy and human society, but it might present a unique opportunity to initiate or reimagine strategies around Digital Business Transformation. Although most companies already had a digital transformation program or were working on one, it seems none were equipped enough to make COVID-19 a non-issue. Our priority today should be to continue to focus on business continuity, but at the same time we need to look on what the future business model needs to look like to ensure we remain competitive on the other side of COVID-19. It is no longer possible to delay digitalization in a time when lockdowns, travel bans and social distancing are the new normal.

Our business relies heavily on interactions with distributors, retailers and farmers across the country. The current situation makes it absolutely necessary for our sales representatives to utilize tools like video conferencing, cloud based file sharing and virtual trainings to continue communicating with customers. While these tools cannot fully replace face-to-face interactions, they are necessary right now to keep business relationships intact retailers and distributors. There is also a possibility to continue running our farmer training programs online by running virtual events with the help of digital whiteboard tools. These tools allow visual collaboration and two-sided interaction between farmers and trainers through a virtual board. These initiatives can help in maintaining client engagement with distributors and retailers and also in supporting farmers with our agronomic knowledge during these times.

While it is most crucial to use digital platforms to communicate frequently and effectively with our customers, it is also necessary to do the same with our colleagues within the organization. In the current situation, there are more people working from home than ever before. Communication and collaboration tools are an essential part of the effort to keep collaboration running smoothly. Cloud based collaboration tools allow multiple people to work on creating or editing documents, spreadsheets or presentations simultaneously in real-time. To use tools like these effectively, dedicated channels should also be put in place for internal communication. For example managers can schedule daily or weekly status calls with their team to review progress and performance or individuals working together closely should schedule daily one-to-one calls to brainstorm and collaborate on group tasks. A shared online calendar can help avoid scheduling conflicts and improve time management.

Digital transformation also need to cover commercial areas like order management and sales transactions to ensure the business runs without interruptions. This could include tools like ERP, Customer Relationship Management (CRM). ERP systems should be put in place to automate processes like order entry, discount approval and invoicing as far as possible. With the right inputs from our sales representatives, CRM tools can help us understand customer needs better and can also support in lead management and sales forecasting. It is a no brainer that monetary transactions will eventually need to be carried out digitally rather than with cheques and cash, so it makes sense to invest in digital platforms that can handle accepting payment terms and issuing credit notes This is also the right time to explore digital marketing strategies and advertising platforms on social media as traditional solutions stop being as effective.

Digital transformation doesn't have to be overwhelming. It is not something to check off a list, but instead a mindset that becomes part of the organization's culture and experience. A true digital transformation is a state of mind for a company to continually evolve and adopt new digital solutions internally and externally. The physical to digital journey is filled with challenges and can only be completed through change management initiatives with involvement from all levels in an organization. We have not seen the worst of the coronavirus crisis yet and we do not know when the crisis will end. But it will end, and the leaders who can best prepare their businesses for a digital future will give their companies the best chance for a brighter future.

# GUJRAT KE LIONS

## BY PARIXIT PATEL

Our Gujrat team is not who is ready to give up they are taking all measures possible to help engage farmers with all digital technology possible. Also, to educate and prepare them for the coming season. Since Day 1 of the 'Social Distancing' the team has been making calls to all the farmers through tele callers with the help of HO. The team has been constantly training in different fields to educate farmers the best. Live Video Training sessions are being organized about our star product 'Agro Power Energy,' WSF, Speciality Fertilizers, and Microsoft Excel. The sales team is also following up with dealer on overdue amount.

Due to this lockdown the team is has got to spend a lot of time with family and increasing bonding time through various activities. Due to lock down it is impossible to work with society members. Most of members of our society are obeying the lockdown rules regulation by central governments.

We pray to god for the situation to get back to normal and the routine to resume normal very soon.

# MIND YOUR MINDSET

StayHomeStayHappy

## Mind your Mindset



### Positive Mindset

I am safe with my loved ones  
I have everything I need  
I will schedule and prioritize  
I know that this phase shall pass



### Negative Mindset

I am stuck at home  
I will run out of essentials  
I have too much work  
I feel anxious about the future



# KRISHAJ : MARKETING DURING LOCKDOWN

## BY SURESH REDDY (PRESIDENT - SALES AND MARKETING)

Covid-19 spread threat is really shaking the entire universe and the kind of disruption created is unimaginable and unexplainable and we are all passing thru and experiencing and practicing unusual "Social distancing" and hope to defeat Covid-19 very successfully while entering in to new FY 20-21.

Impact of Coranvirus on Agri Input is almost neutral, Mansoon is predicted normal, but there may be issue due to lack of labour and only 20-30% labours are available than normal.

As KREPL Organisation is enough tech ready to handle the situation, Available farmer data will have major role in this time. Digital Marketing will have major role at this situation.

A cultural moment shifts as dramatically as it has in the face of COVID-19, As KREPL we have address the issue with tact, empathy, and mindful marketing. We faced unique challenges this year but we proactively acted with situation, align our team to act situation accordingly.

We have planned aggressive budget for FY 20-21 as based on market opportunities, Our Aspiration to achieve certain number as we are under playing, It is based on our people strength, our product strength and our channel strength. We acted the situation positively but not ignored.

The Year 19-20, has given all kinds of experiences especially effects of "**Climate Change**" was clearly visible - Drought, Excessive rains, floods, untimely rains coupled with hail storms what not! It proves that we should be ready with "**Climate Smart**" Agriculture to "**Survive**" and "**Sustain**". We have to again Survive, sustain, grow for FY 20-21

Extensive Brand Promotion Products and Exponential Growth Products: Each state has identified 5-7 products for branding and promotion

Zero bad debt company : We are looking towards achieving a vision of "**zero bad debt company**" with utmost focus on the receivables and health of the business in this year. This year we would also focus upon reducing our overdue amounts (greater than 180 days) to zero.

Selection of Channel Partners: The "**Defocus**" approach on less than Threshold business value contributing Channel Partners while dropping the credit limit to "**Zero**" Business happens from 20% customers or at the most in one tier business model - direct dealer model it could be 65:35).

**CONT.**

# **KRISHAJ : MARKETING DURING LOCKDOWN BY SURESH REDDY (PRESIDENT - SALES AND MARKETING)**

**Business Growth Mapping plan** - CMC (Consolidation, Migration and Creation)

- Consolidation : Old Market - Old Customers - Old Products (60% business) - Consumes / deployment of resources 40%
- Migration (a): Old Market - Old Customers - New Products (20% business) - Consumes / deployment of resources 25%
- Migration (b) : New Markets - New Customers - Old Products (10% business) - Consumes / deployment of resources 20%
- Creation : New Markets - New Customers - New Products (5% business) - Consumes / deployment of resources 15%

**Customers Benefits:** We are designing very interesting and attractive schemes for all our stakeholders including sales team, channel partners and end consumers.

**Evaluation of FAs performance :** It will be systematically reviewed basis their sales against a set of 5 target products and mapped channel partners.

**Leadership Ladder:** We would also be running a training program this year for some of our future leaders.

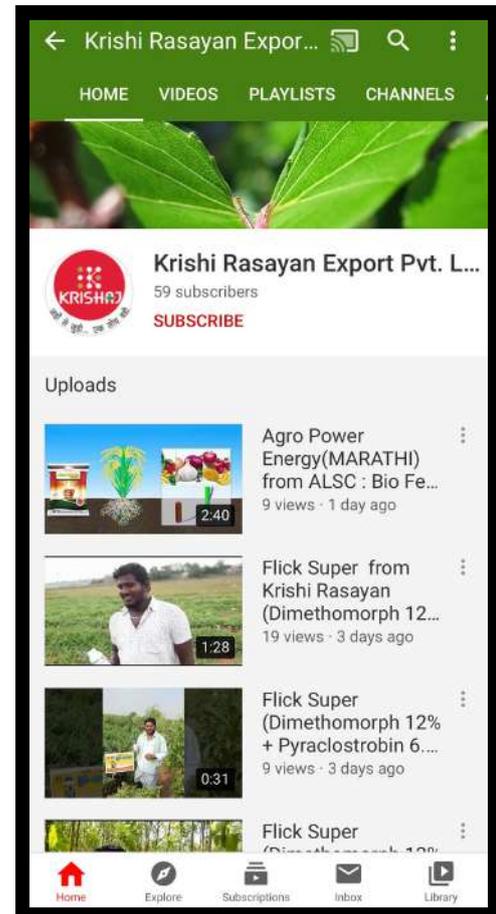
**Team effective:** more emphasis of evaluation of performance and efficiency.

We will be developing a mechanism of measuring the "Efforts V/s Result". **"Employee Effectiveness"** dash boards to be made available across the organization

# GO DIGITAL BY RUBY

We at Krishi Rasayan Group are committed to work for better future of Indian Agriculture and serving our 'Annadata'. Our spirits cannot be shaken by Covid 19; we are working with enthusiasm, efficiency and working towards growth. We are exploring business opportunity with same zeal through digital medium. As per the present situation, most of people including farmers are spending more time on mobile by seeing videos, message, Facebook, WhatsApp, social networking etc. We started to reach out to our farmers through social media.

- Zoom Video Meeting for Budget Exercise: Everyone from the comfort of their homes under the guidance of senior members of the company planned the budget for the coming year. Our agenda was to work towards success and growth amidst these tough times. The local team were also given extensive training trough these conferences about products and personal skill development.
- Tele-Calling: Team members have started to call farmers on daily basis. Calls are also being made to our channel partners to help generate business.
- Youtube Channel: KREPL launched there in-house YouTube channel, where we share Videos, AVs, Farmer Testimonials, and Digital leaflet. Links of which will be shared with our customers through SMS.
- SMS Campaign: SMSs' are being sent about products, awareness about COVID 19 and link of leaflets and video.
- WhatsApp Marketing: Digital inputs are shared with our team members and it is getting disseminated to farmer by them, Team KREPL.
- Audio Conferencing We have contacted large group of farmers through audio conferencing.



# CHALLENGE AND IMPACT OF COVID-19 IN NORTH INDIA BY SURINDER MATTOO

India's ongoing lockdown to control the spread of corona virus is threatening the agriculture sector as it overlaps with the time of harvest. The lockdown has derailed harvest preparation, lack of agricultural labour to harvest and restrictions on transportation of produce despite being given waivers as essential services.

Punjab and Haryana together are expected to contribute about 225 lakh tons of wheat; the major concern of farmers right now is lack of storage spaces. For instance, the harvest of mustard and wheat in Haryana/Punjab state has started but many of the farmers who don't have proper storage space are praying no rain now otherwise it will be disastrous for their yield.

## **Key challenge that will impact on North India Market-**

**Price Volatility and Stock Availability** - This year price volatility will be challenge for the company and customer due to shortage and timely availability of the stock. The companies will be challenged to provide stock on time due to shortage of raw material.

**Supply chain disruptions** – Primary and local transport delivery time will be more as compare to other times.

**Labour availability** – Labour shortage and costing will increase the farmers cost and timely availability of labour would be challenge especially for North India, as the paddy and cotton season will start mid May onwards.

**Cash flows** – We know, Cash is the King and this time probable delay in payment for produce will impact the liquidity crunch at trade level and it will impact the industry business and buying pattern of the customer.

**Farmers and customer outreach** - Farmers and customer outreach will be difficult until the Covid 19 gone away. People will hesitate to travel from one city to another and company will be focusing more on ATL compare to BTL activities.

So overall, we have to prepare ourselves to enter in to the new era after Covid 19 impacts and be ready for the technology adoption, digital marketing pro activeness, innovative ideas, and we will see the low competition from small and unorganised players.

New modes of delivery and reaching farmers could catch up pace and sustainable crop package solution rather than individual product marketing will become the next opportunity.

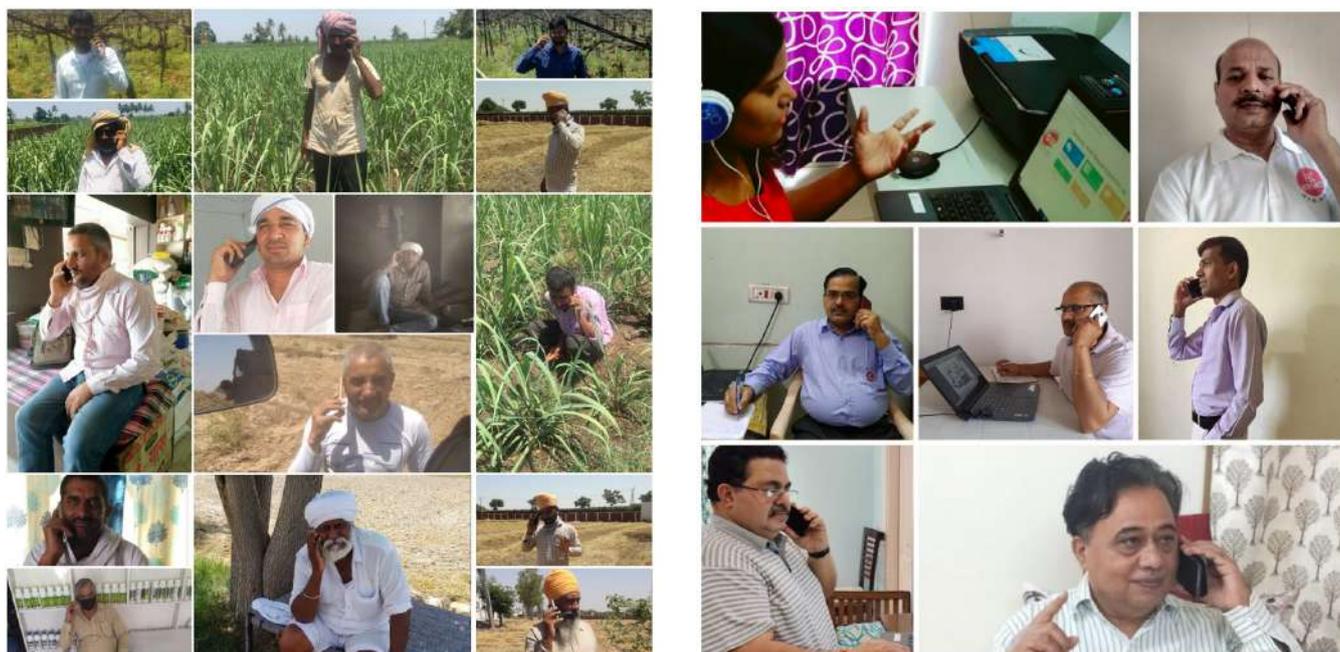
# KREPL AUDIO MASS CONFERENCING: WAY TO CONTACT LARGE GROUP OF FARMERS

BY RUBY

Kharif season was supposed to get started and farmers were unable to contact Agri doctors, Most of the farmers were facing issue like selection of seeds, method of sowing, pest & disease problems. It was very important to connect with the farmers and solve their issues and queries. KREPL under leadership of Mr. Suresh Reddy has taken initiative of mass Audio conferencing for connecting large number of farmers at time. Verbal communication is most preferred over any other medium of communication as it provides flexibility to express views very easily.

KREPL Audio conferencing, is a platform in which large number of people can be connected & addressed live, even on a feature phone having no Internet or smart phone. We conducted farmers sessions through audio conferencing about crop management, selection of seed varieties, weed management, at the end of session farmer can ask questions. KREPL team also connects with farmer after calls to address any pending queries.

Idea to just help farmers to ensure nation food security through guiding farmers for best crop management at difficult time of Corona and showing togetherness against corona.



# KRISHAJ MOMENTS

## SOMETHING TO CHERISH

### **Anirudh Biswas associated for 19 Years**

State Head – Uttar Pradesh

I have been associated with this company for last 20 years due to its friendly working atmosphere and good people at the top. Particularly the top management treats you like family and an association and bond has been created through the years. In fact together we have grown to the position created today.



### **Hardik Kapure associated for 10 Years**

Senior Accounts Executive – Gujrat

During my journey, I have gained lots of experiences, self-reliance, interpersonal skills, and problem solving skills, team work, business communication & commercial awareness. It is my pleasure to get great opportunities which are given by management during my tenure at different level. I've learned from this organization that "Talent wins games, but teamwork and intelligence wins championships".



### **Manish Verma associated for 16 Years**

DGM: Sales – Bihar

Soon after joining, I have enjoyed freedom at work in KREPL. This has guided me to understand my role in the organization's vision and navigate the complexities of the agro-chemicals market in a holistic way. A motivating work culture and equal opportunity in decision – making has bolstered my efforts to yield the best results, which has reflected in the growth of the company in the region and the commitment of my team towards exceeding expectations for on-field performance. This has been recognised by the management, time & again, in ways that have not only encouraged me to contribute more but also develop a sense of belonging to a company that I have been attached for many years now.



# GOLD IN GOA BY HARSHAL PATIL

Krishi Rasayan Pvt. Ltd organised a 4 day trip to Goa for its prestigious Gold club channel partners during 2nd to 5th March 2020. Total of 51 channel partners from 8 different states participated in this fun filled extravaganza. 6 people from KREPL team of different states accompanied our channel partners during this trip and also were responsible for the massive success of the trip.

Our channel partners and team members started arriving at Goa airport from early morning on 2nd of March. The itinerary of the trip included various activities such as water sports, river boating, visit to various beaches and famous churches in Goa. Our channel partners also relished the visit to Cruise casino which is one of the must visit destination in Goa.

Trip ended on a high note with President of KREPL, Mr. Suresh Reddy, interacting with channel partners at a gala dinner organised on 4th of March. During the interaction Mr. Reddy thanked Gold club channel partners for their contribution to KREPL's success and discussed future symbiotic growth strategies.



# DEALER AND SALES PERSON OF THE MONTH

## Dealer of the Month- KREPL



Channel Partner of the Month- KREPL	
State	Party Name
<b>Uttar Pradesh</b>	<b>Aditya Beej Bhandar</b>
Harayana	Alok Khad Bhandar-Kanina
Madhya Pradesh	Unnat Krishi Sewa Kendra (Pipariya)
Gujarat	Mahakali Seeds & Fertilizers-Lakhani
Patna	Maa Sarswati Agro Chemicals
Punjab	Manohar Lal Aggarwal & Sons -Sirhind Mandi
Telangana	Lakshmi Agro Chemicals (Khammam)
Maharastra	Shri Mahalaxmi Agro Services ( Daund )
Uttranchal	Virk Agro Sales Services
Chattish Garh	Shradha Krishi Kendra
Rajasthan	Tirupati Enterprises
Jharkhand	Shree Balaji Agro(Ranchi)
Andhra Pradesh	Sri Lakshmi Narasimha Traders
<b>Muzzafarpur</b>	<b>Tirupati Balaji Enterprises</b>
<b>Muzzafarpur</b>	<b>Gupta Fertilizer Rahta</b>
<b>Muzzafarpur</b>	<b>Choudhary Khad Beej Bhandar</b>

## Sales person of the month- KREPL



Sales Partner of the Month- KREPL	
State	Party Name
<b>Uttar Pradesh</b>	<b>Luc-Sarvan Singh</b>
Harayana	PB-Anil Kumar
Madhya Pradesh	Ind-Rahul Sharma
Uttranchal	Luc-Pradeep Mehta
Maharastra	Pun-Babaso Shivaji Patil
Gujarat	Ahm-Kailash Devara
Punjab	Pb-Pramod Kumar Singh
Telangana	Hyd-Haribabu Reddy Devarapalli
Patna	Muz-RAJESH KUMAR SINGH (HARIPUR)
Jharkhand	Muz-Shankar Pahan
Andhra Pradesh	Gun-Maddena Rajesh Naidu
Rajasthan	Jai-Sachin Tomer
Chattish Garh	Cg-Mukund Kumar
Muzzafarpur	Muz-Raj Kumar Prasad
<b>Muzzafarpur</b>	<b>Muz-RAJESH KUMAR SINGH (HARIPUR)</b>
Muzzafarpur	Muz-Shankar Kumar

# DEALER AND SALES PERSON OF THE MONTH

## Dealer of the Month- ALSC



Channel Partner of the Month- ALSC	
State	Party Name
WEST BENGAL	Piru Prasad Goswami
MAHARASHTRA	Girish Krishi Seva Kendra (Kabnoor)
TAMILNADU	Kaaviyan Crop Care
KARNATAKA	M.C.DHANASHETTI-INDI
ORISSA	Hari Om Traders,Junagarh
HARYANA	Shiv Agriculture Store (Ding Road)
UTTAR PRADESH	Ganpati Trading Co(Simbhaoli)
RAJASTHAN	Kisan Agro Agency -Bikaner
CHATIS GARH	SANTOSHI KRISHI KENDRA, ARJUNDA
TELANGANA	Sri Shiva Shankar Agro Agencies(Nalgonda)
ANDHRA PRADESH	Vamsi Enterprises
GUJRAT	Shri Gurukrupa Agro(Netrang)
MADHYA PRADESH	Sahu Krishi Sewa Kendra (Bayan).
PUNJAB	-

## Sales Person of the month- ALSC



Sales Partner of the Month- ALSC	
State	Party Name
WEST BENGAL	KOL-NIRMAL DEY
MAHARASHTRA	PUN-MILIND M. PATIL
KARNATAKA	HYD-SANTOSH GANAPATI PUJARI
UTTAR PRADESH	Luc-Simon Panwar
CHATIS GARH	IND-LAXMINARAYAN SINGH YADAV
TAMILNADU	TAM-MURUGAN V
HARYANA	HR-Naresh Kumar
ORISSA	ORI-SANGRAM PRADHAN
RAJASTHAN	JAI-AMIT KUMAR
GUJRAT	Ahm-Mahendra Ambalal Patel
ANDHRA PRADESH	GUN-KOTI REDDY MARAM
TELANGANA	HYD-VALLURI RAJU
MADHYA PRADESH	IND-KEDAR SINGH PANWAR

# STAR PERFORMER for KREPL

## Jaswant Singh and Brothers

I have been working with KREPL from last 12 years. Company products quality is high & makes my business grow year on year.

I would encourage all my fellow channel partners to sell high quality KREPL products.



# STAR PERFORMER for ALSC

## Mr. Amitava Mohanty

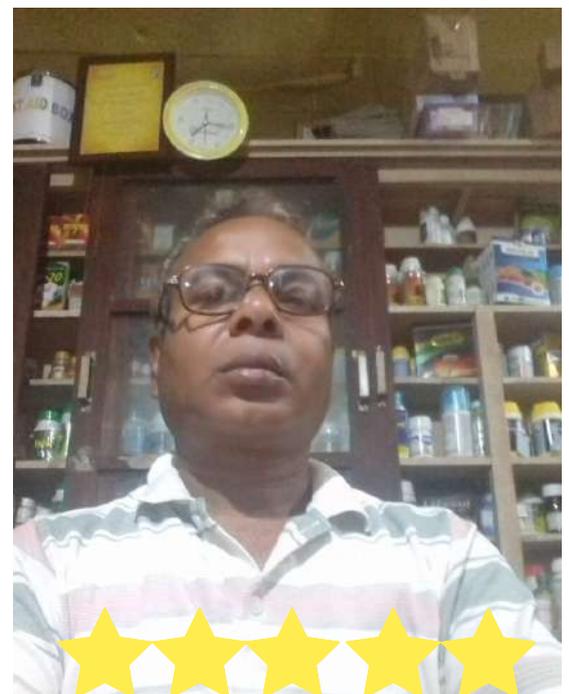
Mr Amitava Mohanty is 50 years old and has an experience of 20 year in Agro chemical industry. He started his journey with reputed companies and joined our organization as a sales officer in 2016. He is looking after the Hooghly district of West Bengal. His speaking and convincing power is very good. He is a graduate with energy and enthusiasm and one of the best in our team.



# STAR PERFORMER for ALSC

## Dinabandhu Samanta

This firm is 28 year of old and owned by a reputed channel partner in the Hooghly District of West Bengal. Major focus crop grown in this area is Potato. Mr. Dinabandhu Samanta personally helps in promoting our star product 'Agro Power Gold' by conducting farmers meeting in the area. His brother Mr. Bablu Samanta also helps in running the operations at the store. Mr. Mriganko Dhara (FA) also plays a major roll promoting our Agro power gold in that area.



# WE WELCOME "New Members Of Our Family"



New Joinees for the month of Feb and March 20 in Krishi and Agro				
Emp Name	Designation	Company	Branch	Email id
SUNIL S KAVERI	STATE HEAD SPECIALITY NUTRIENTS	Agro life Science Corporation	BELLARY	SUNILKAVERI@GMAIL.COM
GURJEET SINGH CHEEMA	AREA MANAGER SPECIALITY NUTRIENTS	Agro life Science Corporation	LUCKNOW	GURJEETCHEEMA14@GMAIL.COM
SACHIN KUMAR JOSHI	SANKALP STORE MANAGER	Agro life Science Corporation	INDORE	JOSHISACHIN2776@GMAIL.COM
JITENDRA SHERIGAR	COMMERCIAL EXECUTIVE	Agro life Science Corporation	TAMIL NADU	SHERIGARJ@GMAIL.COM
SAGAR PRAKASH GAWATE	MARKETING OFFICER	Agro life Science Corporation	PUNE	SAGARPRAKASH09@GMAIL.COM
GOLIKOPPA KRISHNAMURTHY V	REGIONAL MANAGER	Agro life Science Corporation	BELLARY	GKVENKATESH@WILLOWOOD.COM
JITENDRA SINGH JADON	SALES EXECUTIVE	Agro life Science Corporation	INDORE	JITENDRASINGHJADON05@GMAIL.COM
RAJNISH KUMAR	SALES REPRESENTATIVE	Agro life Science Corporation	INDORE	RAJNISHK152@GMAIL.COM
PRADEEP SINGH	ASST AREA SALES MANAGER	Agro life Science Corporation	INDORE	PARDEEP.CHOUHAN121@GMAIL.COM
BIKASH KUMAR NAYAK	DRIVER	Agro life Science Corporation	ORISSA	
KARAN SETIYA	SENIOR ACCOUNTS EXECUTIVE	Agro life Science Corporation	HARYANA	SETIYAKARAN1991@GMAIL.COM
PRAVIN G MALEWAR	MARKETING MANAGER - SPECIALITY NUTRIENTS	Agro life Science Corporation	NEW DELHI	MALEWARPRAVIN@GMAIL.COM
RAJ MANGAL PANDEY	STATE HEAD SPECIALITY NUTRIENTS	Agro life Science Corporation	INDORE	RAJMANGALRMPANDEY@YAHOO.COM
NAVEEN KUMAR	SALES OFFICER	Agro life Science Corporation	CHHATTISGARH	NAVEENDEWANGAN4567.DRB@GMAIL.COM
TRUPTI MANISH KHATRI	TELECALLER	Agro life Science Corporation	AHMEDABAD	TRUPTIKHATRI27@GMAIL.COM
AMIT KUMAR	REGIONAL BUSINESS MANAGER - RETAIL	Agro life Science Corporation	PUNJAB	AMITYADAV2226@GMAIL.COM
SIMRANJIT SINGH	SALES EXECUTIVE	Agro life Science Corporation	PUNJAB	SINGH.GHUMMAN7@GMAIL.COM
RUBY KUMARI	PORTFOLIO MANAGER	Krepl-Baddi	NEW DELHI	RUBY.CABM@GMAIL.COM
ASHOK BALAJI SURANAR	DRIVER	Krepl-Baddi	PUNE	
PATEL DEVENDRA B	ELECTRICIAN	Krepl-Baddi	PANOLI	
SHANTILAL CHANDBHAI PRAJAPATI	ASSISTANT MANAGER ELECTRICAL	Krepl-Baddi	PANOLI	
THAVVA RAMAMUNI REDDY	SALES OFFICER	Krepl-Baddi	GUNTUR	TAVVAMUNIREDDY@GMAIL.COM
NALLAMILLI V V S PRASAD	ASSISTANT AREA SALES MANAGER	Krepl-Baddi	GUNTUR	PRASADNVV51245@GMAIL.COM
SRINIVASU BONDADA	ASST AREA SALES MANAGER	Krepl-Baddi	GUNTUR	MOUNI8303@GMAIL.COM
MANMOHAN KUMAR	ASSISTANT MANAGER - PD & FIELD TRIALS	Krepl-Baddi	NEW DELHI	SIWACH12363@GMAIL.COM
PURUSHOTHAM REDDY S	SALES OFFICER	Krepl-Baddi	GUNTUR	SBOBBY321@GMAIL.COM
MAHAVIR SINGH	AREA SALES MANAGER	Krepl-Baddi	PUNJAB	MAHAVIRBHULLAR.25@GMAIL.COM
SUDHIR KUMAR SAXENA	AREA SALES MANAGER	Krepl-Baddi	PUNJAB	SAXENASUDHIR8205@GMAIL.COM
NITESH PATHAK	ASST MANAGER	Agro life Science Corporation	CHHATTISGARH	NITESHPATHAKMP@GMAIL.COM
SANDEEP PRAJAPATI	SANKALP STORE MANAGER	Agro life Science Corporation	INDORE	SANDEEPSPKUMAR132@GMAIL.COM
RAVINDRA PATEL	SALES TRAINEE	Agro life Science Corporation	INDORE	RAVINDRAPATEL3051994@GMAIL.COM
DINESH YOGI	AREA SALES MANAGER	Agro life Science Corporation	INDORE	YOGID9262@GMAIL.COM
MAHENDRA SINGH	SALES TRAINEE	Agro life Science Corporation	INDORE	MAHENDRARAJPUT9977@GMAIL.COM
SURENDRA GANVEER	ASST AREA MANAGER	Agro life Science Corporation	CHHATTISGARH	SGANVEER25@GMAIL.COM
VARUN KALRA	SENIOR ACCOUNTS EXECUTIVE	Agro life Science Corporation	PUNJAB	KALRA06@REDFMAIL.COM
SANTOSH KUMAR DWIVEDI	STATE HEAD SPECIALTY NUTRIENTS	Agro life Science Corporation	AHMEDABAD	SANTOSHDWIVEDI1234@GMAIL.COM
PATEL PARIXIT K	DEVELOPMENT MANAGER	Agro life Science Corporation	AHMEDABAD	PARIXIT02@GMAIL.COM
SHANKARGOUDA S N	REGIONAL MANAGER	Agro life Science Corporation	BELLARY	NIDAGUNDISHANKARGOUDA@GMAIL.COM
PRASAD MANDADAPU	MARKETING MANAGER	Agro life Science Corporation	GUNTUR	PRASADCF@GMAIL.COM
SHAILENDRA KUMAR SEN	SANKALP STORE MANAGER	Agro life Science Corporation	INDORE	SENSHAILENDRAKUMAR778@GMAIL.COM
NAGENDER SINGH	SR. AREA SALES MANAGER	Agro life Science Corporation	JAIPUR	
DHARAM VIR SINWAL	ASST AREA SALES MANAGER	Agro life Science Corporation	JAIPUR	
S. DINESH REDDY	MARKETING OFFICER	Agro life Science Corporation	GUNTUR	
SHASHIDHAR REDDY	MARKETING OFFICER	Agro life Science Corporation	GUNTUR	
VIPIN KUMAR	SALES EXECUTIVE	Agro life Science Corporation	HARYANA	
VIVEK POSWAL	SANKALP STORE MANAGER	Agro life Science Corporation	PUNJAB	
VALU NARSINHBHAI GOVINDBHAI	MARKETING MANAGER	Krepl-Baddi	AHMEDABAD	VALU.MAIPL@GMAIL.COM
MANOJ RAJENDRA PATEL	SALES EXECUTIVE	Krepl-Baddi	PUNE	PATILMANOJ8104@GMAIL.COM
CHANDRA SEKHAR RAGHUNATH PANDITI	DY-GM	Krepl-Baddi	HYDERABAD	PCSRAGHUNATH@GMAIL.COM
PATEL GUNJANKUMAR SHANTILAL	PRODUCTION SUPERVISOR	Krepl-Baddi	PANOLI	
TEJRAJ SAHU	Sr. MANAGER - FINANCE	Krepl-Baddi	NEW DELHI	TEJRAJ@KREPLIN
PANNEERSELVAM GAMESAN	PORTFOLIO MANAGER	Krepl-Baddi	NEW DELHI	PANNERSELVAM@KREPLIN
PRADEEP KUMAR	DEVELOPMENT MANAGER	Krepl-Baddi	NEW DELHI	P.KUMAR@KREPLIN

