

COVER STORY

AUTUMN SPECIAL! A REVIEW



In this issue:

KRISHAJ MANTHAN: A ROARING SUCCESS

annual Channel partners meet to reward and recognize its key loyal channel partners

ABG SUMMIT ATLANTIC CITY 2019

our International Business Division has participated in ABG Summit- Atlantic city, USA

A STEP TOWARDS CHILDREN'S FUTURE

We constructed a Basketball court at a Girls High school in Matasukh- Village, Rajasthan.

THE WINTER CHILL IS IN!

After a prolonged monsoon, we are all set to welcome the winter season in all its splendour.

At work, we have been going about our daily tasks as usual but are all excited to experience yet again the transition in weather.

Our farmers can now focus on their rabi crop cultivation. They are hopeful their crops will yield better profits. Many farmers experienced major hardships during this monsoon as we witnessed major flooding in several parts of our country which destroyed many farmers crops and hopes.

We look forward to a peaceful winter!



KRISHAJ MANTHAN

A ROARING SUCCESS

KREPL recently conducted its Annual Channel Partners meet to reward and recognize its key loyal channel partners from all over India. It was conducted with great pomp & show on 11th October, at Radisson Blu, New Delhi. The event, which is still in its second year since inception, was conducted to with the aim boost to our esteemed partners and dedicated sales staff. This year's theme was in-line with the transformational phase our organization is going through, which can be summarized as "How to Grow without compromising on our Core Values". The event was inaugurated by Mr. Rajesh Agarwal, JMD, Krishi Rasayan Exports Private Limited along with other senior leaders of the organization. This was followed by sessions from respective business heads, post which our flash discount scheme was unveiled, which was followed by the most awaited event of the evening – Channel Partner Rewards Ceremony, Channel Partner Recognition Ceremony & announcement of Bumper draws. The evening concluded with a vote of thanks from our senior sales leaders.

Key highlights from the event:-

Inaugural Session by Mr. Rajesh Agarwal: -

Mr. Agarwal inaugurated the event by thanking and congratulating our channel partners who were able to make it to the event despite. Being the leader, he is, he shared his vision for the future of company, and what KREPL wants to achieve in upcoming 3-4 years, which is to "realize a turnover of INR 5000 crores". He also elaborated on what should be our strategy going forward into future, and it can be very well summarized as –"Take risks, lead by example and I am there to support you". He did stress upon the importance of Krishaj Nutrients Division (KND) on achieving the ambitious target, which was later aptly covered in the session of Dr. RD Singh, Business Head of the division.



Session by Ms. Ankita Agarwal:- Ms. Ankita, who has been leading KREPL in Sustainability & CSR, Social, Branding and many other domains, gave us a brief overview on how unlike other corporates, KREPL has been giving back to the society as well. Majority of the audience was awestruck by the impact these activities were having on target communities/locations, since this was new to them. Further, she elaborated on future plans for broadening the project funnel for such initiatives and collaborating with respective state teams on strengthening our bid to bring a positive change.

Session by Mr. Suresh Reddy:- Mr. Reddy's session was focused on engaging further with our channel partners and showcasing his roadmap for increasing the footprint of KREPL. He shared snippets from his vast experience of the industry, and reinforced KREPL's goal of touching newer horizons as we move forward in our journey of becoming best.

Session by Dr. RD Singh: - Dr. Singh who has recently joined the organization, gave an engaging presentation which not only managed to successfully launch the Nutrients Division, but also drove home the synergies of Core & Nutrients business. His session not only created a buzz of excitement in the dealers', it also has motivated them to provide support in establishing the new business, which has now become the in-thing of Indian Agriculture scenario.

Session Mr. JJ Pattanaik:- Mr. JJ's who has extensive experience of transforming businesses across Pan-India geographies, shared his tips on how to go about transforming your business, and achieve 2X growth. Audience really appreciated his session cum workshop because of real life experiences which he very well elaborated and concluded with respective learnings.

Session by Mr. Debu:- Mr. Debu's session was an informative one. Being the person who is leading the JV of KREPL with AGMA energy, he explained his vision for the JV as well as one of our flagship product, K-Max Energy for the upcoming year. His session concluded into a Q&A session, which focused on developed joint strategy for K-Max Energy basis inputs from our esteemed channel partners.

Session by Mr. Sevak:- Mr. Sevak through his interactive approach conducted an audience led session focused on ongoing changes in finance processes, grievance redressal and improving mobile app. Channel partners' queries and doubts, were thoroughly resolved by Mr. Sevak. He concluded the session on the possible improvements which channel partners felt should be incorporated in the process to make it more seamless and smooth

KRISHAJ MANTHAN CONTINUED

Award & Recognition Ceremony: - The ceremony was led by two of KREPL's more dynamic Sales Leaders, Mr. Mattoo & Mr. Biswas, who did an excellent job of engaging the audience through informative quizzes and attractive prizes. Following which marquee channel partners were felicitated, and bumper draw prizes were announced by Senior Management and seasoned KREPL managers. Every channel partner was awarded with exciting prizes by Mr. Agarwal himself, who again expressed his heartfelt gratitude for their enthusiastic participation and continued support.

For an event, which is mere two years old, it has been able to grab the attention of our esteemed channel partners and our staff equally as - something they look forward to, something they aspire to be a part of, something which is much more than a "typical" sales conference/rewards ceremony. An Event which was attended by more than 150 people, required huge leg work from the core organizing team. During the preparatory phase, organizing team reached out to all the state heads and senior management to reflect upon the learnings from previous event and develop strengths to conduct a better one this year. Organizing team also liaised with multiple vendors, field staff, and AV guys to put up a great show. Multiple discussions, several brain storming sessions and many iterations later, the D-Day arrived; and we were able to step-up to the expectations and put up a good show.

At the outset, it has been an event well executed by the KREPL team, will support from various internal and external stakeholders. It has set a high bar for various such events in future, and has become a platform to engage, brainstorm and collaborate with our esteemed channel partner.



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



RABI SEASON READY

The Cultivo Team in Madhya Pradesh is all set to help farmers and provide the best quality products in the coming Rabi Season. There are regular farmer meetings, demonstrations, field days and campaigns being done.



ABG SUMMIT ATLANTIC CITY 2019

Recently, our International Business Division has participated in ABC Summit- Atlantic city, USA 2019. International business division was represented by Shri Atul churiwal (MD), Shri Rajesh Agarwal (Jt MD) and Ms. Yogita Kale (Senior GM Regulatory Affairs.) We have received very enthusiastic response from the distributors in LATAM as well as USA markets and we had very fruitful discussions as well. We hope to build-up on these meetings at ABC.



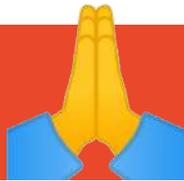
NEW PRODUCTS ON THE BLOCK

Brand Name	Technical Name
Kwincyp	Cypermethrin 3% + Quinalphos 20% EC
Krifix	Pyriproxyfen 10 % EC
Agropyr	Pyrazolsulfuron Ethyl 10% WP
Kri-Go	Pyrazolsulfuron Ethyl 10% WP
CM- 75 Blue	CARBENDAZIM 12%+MANCOZEB 63%
Chloro-San	CHLOROPYRIPHOS 20% EC
KRIMIX SUPER	BUTACHLOR 50% EW
KRITAP GOLD	Cartap Hydrochloride 50% + Buprofezin 10% WP
SCALA	Cartap Hydrochloride 50% + Buprofezin 10% WP



FRESH FACE

Mr.Sachin M Gore has obtained his Post Graduation in Agriculture (Plant Physiology)from Dr.Panjabrao Deshmuk Krushi Vidyapeeth Akola.He has 15 year experience in Agro Chemical Industry and worked at different geography in Maharashtra.He work with companies like U.S.Agri Seeds, Rallis India Ltd and Swal Corporation Ltd.His last assignment was with Swal Corporation ltd as Senior Manager. In coming two years I expect that KREPL should stand in top 5 Indian Companies with 100 Cr turnover in Maharashtra due to its able leadership,Brand building activities, Introduction of New molecules ,Channel management and team building activities.



DURGA PUJA



On the behalf of our KRISHAJ Staff & with support from the Management, we organized “Bhandara” on the occasion of Ramnavami. A small puja and hawan was organized which was later followed by Bhandara (Prasad) distribution. It was open not only to the members of KRISHAJ family but for the public. There was unconditional support from everyone as each one of us could be seen participating in it. We had around 220 people come for bhandara.We hope to organize this each year with Mata Rani's blessings.



DIWALI BASH BY DELHI OFFICE

Just like every year we celebrated Diwali Festival at our Head office. A Lucky Draw was organized at our Delhi Office on the auspicious occasion of Dhanteras 25th October 2019. The event was filled with interesting and assured prizes. The entire KRISHAJ Delhi team got together to make to enjoy an memorable evening. The winners name was picked from a bowl full of chits and there was cheering, happiness and excitement in the room. Each time we named the winner, there were big round of clapping from all over the room which made each moment worth memorable. 1st Prize- Saregama Carvaan to Mr. Ganesh Sahu 2nd Prize- A 50gm silver coin to Mr. Ganesh Thakur, Mr. Sevak Ram Yadav, Mr. Rajesh Jha, Mr. Pranaya Mishra and Ms. Ratna 3rd Prize- Dinner Set to Mr. Surinder Mattoo, Mr. Suresh Pitlehra, Mr. Mayank Jha, Mr. Mahesh Chandra and Mr. Vikash kumar



CREATING A SOCIAL BUSINESS CREATING A POSITIVE IMPACT.. BY SEVAK RAM

Social responsibility is defined as the “responsibility of business of contributing to society. There can be many levels of social responsibility, like the responsibility of the business to be profitable for growth of GDP, legal responsibility (businesses must comply with the law and regulations), ethical and moral responsibility. All these converge into a single end objective: To bring about a positive change in society. For an organization catering to agribusiness sector and having farmer at the center of its offerings; research spending of millions for developing new crop production products, which ultimately contribute to increasing crop yields is a noble way of doing the same. KREPL in its endeavor to give back has taken multiple initiatives for the same. Some of ongoing initiatives are: Donating medicines to poor, Monetary help to poor and needy, constructing infrastructure to encourage sports participation, awareness programs focused on sanitation and hygiene. To further enhance the impact and develop an organization wide approach towards social responsibility, we have decided to establish “KRISHAJ Foundation”. Various CSR initiatives of our organization, ongoing as well upcoming will be undertaken by the foundation. Geographically, our foundation will be catering to 15 states across the country, basis the inputs from local team and NGO partners. Core team of KRISHAJ Foundation will be consisting of social entrepreneurs, industry stalwarts, field workers, industry experts having competent & experienced professionals who have been working in social domain. Moving forward, our plan is to develop a society centric approach in our organization through various initiatives/workshops led by senior leaders. As of now, we have shortlisted few areas to focus our interventions in the domain, these include Poverty alleviation, rural hygiene and nutrition, agriculture, sports infrastructure, and female health. At the outset, we are still a long way from developing our footprint in the social domain, but we are progressing in the right direction.

A STEP TOWARDS CHILDREN'S FUTURE

At Krishi Rasayan we believe in giving back to the society in all forms. We recently constructed a Basketball court at a Girls High school in Matasukh- Village, Rajasthan. For the opening ceremony 64th district level Basketball competition for Girls and Boys under 17 & 19 years was held for 4 days. The chief guest for the event was Jayal MLA Dr. Manju Meghwal. Teams from all over Rajasthan participated in the event. A gathering of total 700 people were there to experience the event. The idea for the court was brought to us by our esteemed dealer M/S Shiv Shakti Beej Bhandar who was also an active participant for the event. Krishi Rasayan's team members also actively participated including myself (Mr. Sanjeev Kumar), two area Managers Mr. Vipin Ujjwal & Mr. VP Singh. Majority of the villagers in the nearby area were KRISHAJ BRAND users and highly appreciated the efforts that were made by the company.



CLEAN WATER.. A BASIC NECESSITY EVERYONE DESERVES

Clean water is a basic requirements of every human body. On the onset of Krishaj trust we have installed Water Coolers in Rajasthan. A cooler was installed at Gram Sewa Sahakari Samiti Khara Khera district Hanumangarh, a village where our Krishaj Brand is popular and farmer is well aware about our company and its products. More than 2000 Farmers and their families will be benefited. Another installation was at Sr. Secondary school Silwani District Sri Ganganagar. At this school students from three villages study more than 700 children will be benefited. All villagers are happy and promise to maintain water cooler.



NEW JOINEE BLOG: HARSHAL PATIL

Born and brought up in a farmer family I decided to pursue my education in Agriculture. I have Post graduated in Agri. Business Management from NIAM, Jaipur and in the meantime developed a knack for data interpretation and visualization. I am working with KREPL since July 2019 and wish to play a major role in accomplishing mission 2022.



NO PARKING SIGN

Truly Pest solution team at Karnal did Promotional activity for truly visual appeal.

They Installed "NO parking in front of the gate ".
They continuously engage in such activities to help create Pest control awarness for the public .





USE OF DRONES IN INTEGRATED PEST MANAGEMENT



Rodents (Rats and Mice) cause many damage to the house structure and property. They damage wooden structure, papers, plastics and electrical wirings. It has been established that a number of fires are caused by rodents.

Rodents gnaw every thing they get. Rodents' teeth are constantly growing, which have to be filed. So they gnaw things continuously. If they do not gnaw frequently to file and size their teeth their teeth can grow so long that they can no longer feed themselves and die of starvation. If they find the electrical wires they chew it too. The electrical wires have insulations for safety. When rodent gnaw the wire, it gets short circuited causing a spark, that causes fire in some wood, paper or other material nearby. Always remember the Ten Signs of presence of rodents. It help in a very thorough inspection. While it is very difficult for the service technician to inspect gnawed wires. But presence of excreta old and new near electric wires or in electrical room will confirm the rodent activity where proper treatment is required.

The houses should be thoroughly cleaned as the rodents are attracted towards the junk and waste to feed and make their nests. Secondly, the houses should be made rodent proof. There should not be any gap, hole or entry point through which the rodent may enter your property. Even a gap of less than half inch is enough for mice to enter.

Truly Nolen's Three Zone Rodent Management Plan is implemented by our professional team to manage the rodents. It closes all the entry points in Yellow Zone with the help of clients. Several types of treatment are rendered in Green Zone in outside area along with installation of rodent bait stations. In inside areas we do not use any poisonous bait. Only Glue baits and cages are used in Red Zone inside the houses. Our proactive method makes a premises safe from zoonotic diseases, structural damages and safety from electrical short circuit leading to fire.



NEW MEMBER SPOTLIGHT

MR. RAVI KUMAR

Mr. Ravi Kumar has done his MBA from PTU in Sales and Marketing and has an experience of 13+ years in Pest Management and Environmental Hygiene Services in Sales and Operation. He has worked with big names in the industry like ISS (Denmark), Cannon Hygiene(UK) and Godrej Group(India). Since his joining he has displayed innovativeness in thought and solutions across crucial assignments. Quick to foster confidence and trust as well as committed to value for all Customers. Mr. Ravi believes "Together, we can use our talents to get people excited about the service we promote. And till Now I am really enjoying the all Moment with truly Pest solution. I have dream to see Truly Pest solution in 100 Crore by providing safe and healthy environment to the people of India."



**CULTIVATION
IN THE DAYS TO
COME**

**THIS ARTICLE APPEARED
RECENTLY THE IN
TIMES OF INDIA**

KRISHAJ-MOMENT

Have you ever shared a truly memorable moment with your bosses or fellow-workers that that has stayed on in your memory and that you are thankful for?

You can pen down your moments on a sticky note which will be attached to a board and later made into a collage and shared on the social media.

Do share this moment with us. We truly would love to hear your stories and showcase them for the viewing pleasure of all.



MARKETING HOT ZONE

During the occasion of Dussehra we inaugurated our new marketing office at Head Office. The purpose of this office is to hold strategy meetings regarding marketing promotions and sales. The office was inaugurated by our Honourable LR Agarwal ji with Sushil Agrawal ji. On this occasion Laxmi Pujan was done with all the custom and traditions. Everyone in the House feel very motivated and full of energy at this moment.



“KRISHAJ NUTRIENTS” - “WIN N WIN” FOR ALL STAKE HOLDERS

“Krishaj Nutrients Division” was formally launched in the “Krishaj Manthan”. “How introduction of “Krishaj Nutrients” is “Win n Win” for all stake holders” including Farmers, Channel Partners and Company was presented and discussed in detail.

Intensive farming has caused depletion of Micro Nutrients in the soil, which has become major limiting factor for increase in crop growth and yield. This has led to very low agri-input use efficiency. Therefore, it's must for all stake holders including , Company and Channel Partners to educate farmers and sell quality Micro Nutrients. Introduction of “Krishaj Nutrients” will help Channel Partners in further strengthening existing Crop Protection business, broad basing their customer base and leverage on fast growing Micro Nutrients business. Best quality products at most competitive price along with best in class farm services offered by Krishi Rasayan Exports Pvt. Ltd (KREPL) will help dealers in establishing and managing their business more efficiently without much of extra efforts. Micro Nutrient business in India is growing @15-20% CAGR. Considering widespread usage of Sulphur, Boron and Zinc and other nutrients, KREPL has decided to introduce following Micro Nutrient products:

- Zn 39.5%; Zn 12%; Zn 33%
- Boron 20%; Boron 14%;
- Sulphur 90%; Bentonite Sulphur
- Magnesium Sulphate
- Manganese Sulphate
- Calcium Nitrate with 0.2% Boron
- Sulphur-Boron-Zinc
- Calcium-Magnesium-Sulphur
- Silicon Fertilisers

Fertiliser use efficiency in India is very low. Like only small portion of Phosphorus applied is used by plant. Rest is becomes unavailable. KREPL has introduced K-max Energy / Agro Power Energy which not only adds nutrients to the crop plants but also helps crop plants in absorption of large portion of otherwise unavailable form for nutrients present in soil.

• Rapid urbanisation and middle class is growing very fast. This has led to increased per capita income and thereby increased consumption of high value farm produce like Fruits and Vegetables. Therefore, high value commercial crops are growing at significantly faster rate than of basic food like food grains. India Horticulture production has reached to 315 Million MT as against food grain production of 275 Million MT. High value commercial crops like Tomato, Chilli, Banana, Pomegranate, Grapes, other Fruits and Vegetables, flowers needs support quality water soluble Fertiliser for getting desired yield and quality. Consumption of water soluble fertilisers is growing @10-15 % CAGR. Considering need of best quality water soluble fertiliser at most competitive price along with best in class farm services, KREPL will launch MAP, MKP, Potassium Nitrate, Potassium Sulphate sourced from strategic partners and manufacturing in own plants.

To be the best in the segment, KREPL is planning to produce and launch exclusive geography specific, crop specific and crop stage specific products.

KREPL is in discussion with global leaders to source best quality Liquid Fertilisers, Green products, Biological and Nano Fertilisers.

With this KREPL “Krishaj Nutrients Division” aiming to leverage existing all India network of KREPL and ALSC and establish network of additional channel partners to attain 200 Cr business in next 3 years.

VAN CAMPAIGN FOR SANKALP STORES

For The coming season of Rabi crops in Haryana , Punjab and Madhya Pradesh our Sankalp Team has been planning and promoting schemes that are in benefit of the progressive farmers. By understanding the need of the farmers we offered them schemes under “धमाकेदार ऑफर.” Subsidised wheat seeds were available throughout Sankalp stores from authorized government agencies. Private company seeds that are available at high prices at private shops were also available at subsidised rates at our stores with the purchase of our star product KMAX Energy. Weedicides (MetriSan) were also available at competitive rates with the purchase of KMAX Energy. Our team promoted the schemes with full enthusiasm and zeal. We had banners put up, literature distributed and ad van campaigns done. Our efforts were very well received by the villages and farmers approached. Small farmer meetings were conducted on daily basis at local villages by our Store Managers and Field Officers. Also informative communication on one to one basis was done. In addition vans played company and product Jingles throughout the audio system. Over all a good campaning was conducted with effective communication creating a word of mouth among farmers.



KRITAP GOLD DHAMAKA IN UTTAR PRADESH

Our new product kritap gold (cartap S.P. + buprofezine) was launched at Lucknow. This was a launch cum training program, in which 49 distributors and 63 staffs were present. The program was started with traditional Ganesh aarti by two senior distributors. Then the mega launch took place, as the covers of the hoardings and standees and pack shots were showcased, followed by sprinkling of flower petals and balloons. The first trade stock (customary) was handed to one of our platinum club channel partners. Mr Suresh Pitlehra, then briefed the audience about the technical aspects of the product. He explained the mode of action and longer persistence of the product. Channel partners asked him several questions which were answered by him very efficiently. Then A. Biswas explained the commercial scheme and importance of the product. He emphasized that all the 3 major insects of Rice crop: the stem borer, leaf folder and BPH are controlled by our Kritap Gold. So it should be a huge success in the paddy growing area. Mr Anuj of PWC took the chance to explain the Channel partners loyalty scheme and need to popularize the Krishaj brand amongst the farming community. Mr Lokesh for Agma Energy also was present and he briefed about the improved Kmax Energy . Overall, the program was a grand success and we got spot booking of 2250 kg instantly. After lunch, a small token gift was distributed among the trade partners. They thanked the KREPL team for this wonderful arrangement and an interactive session.



FLICK SUPER CAMPAIGNING IN NASIK

We have organized group campaign in the Vani and Dindori Pocket of Nasik Districts for grapes. Grape pruning was initiated; we decided this campaign in main pockets of grapes for promoting and liquidating Flick super and other KREPL (SLL) products. The objective of the campaigns was to create awareness and the Promotion of Flick super among the Grape growers. Create branding amongst farmers on KREPL products. The campaigns were organized with the help of individual progressive farmer's visits, retailer visits - for sale motivation, posters of Flick super were put up to increase visibility. All the activities were conducted by our Development officers and field assistants.

Sr. No.	Activity details	No of activities	Remarks
1	Individual progressive Farmer visits	695	In orchards and Homes
2	Retailer visits	19	Major Markets
3	Demo conducted	17	Prophylactic



INTERACTIVE SESSIONS IN RAJASTHAN

K Max Energy technical training programme and dealer interaction session was held at Sri Ganganagar on 9th of November 2019. In this training program 50 distributors from Sriganganagr, Hanuman Garh & Bikaner participated. Mr. Kapil from Alga Energy, explained about technical knowledge of K Max Energy to Distributors. Mr. Sanjeev (State Head) talked about Company Mission and Vision, new products launched and to be launched very soon. In this meeting we launch Goa tour scheme on 3 Mt. K Max Energy purchase and received positive responses from participants. Mr. Subhash (Area Manager-North Rajasthan) talked about the field activities done in the Kharif season and discussed our plans for the coming Rabi season.



ACTIVITY IN GUJRAT

We had organized farmer meeting at Himatnagar under our dealer Agri Business Centre –Himatnagar, to promote our K-Max Super product during K Max Super Pakhwada (Jeep campaign) on 5th November 2019. Total 60 potential potato farmers (having 25 acres & mote land coverage) were participated in this meeting. Our Marketing Manager Mr. Pinakin Patel & Development Manager Mr. Kamal Singh have conducted meeting and motivated farmers to use K Max Super, Paushak Super & Flick Super. Our Marketing Manager has declared good attractive K Max Super spot booking farmer scheme on behalf of our dealer & got good response from farmer through spot order booking of 4 MT K-Max Super. Also our dealer M/s Agri business centre – Himatnagar , Mr. Prakash bhai distributes last year K Max Super scheme gift (trolley bags) to the farmers and create good atmosphere for spot booking. Overall good response gets from farmers as well as dealer.



PRODUCT INFORMATION SESSION IN GUNTUR

In the month of October our esteemed channel partners were invited in the presence of our President Mr. Suresh Reddy Sir to discuss our key products for the coming Rabi Season. Our top products like K Max Energy, Krifix, Pack up and Konnect crop usage and commercial value was discussed in length. Our new product Kritap Gold was launched at the event and our President Mr. Suresh Reddy sir addressed the gathering and presented the corporate presentation to all the participants .



FLICK SUPER ACTIVITIES IN GUNTUR

We have done 50 demonstrations of flick Super on Chilli crop in Guntur Region, followed by that we have conducted the Field days and farmer meetings with the Projector show. So far we have liquidated 1000 Kgs of flick Super on chilli Crop. Field day on Flick Super in Chilli Crop in Macherla Territory.

Some Key observations about Flick Super:

- FLIKSUPER is showing excellent efficacy in Arresting Coinophora Blight in Chilli Crop compared to all other Fungicides combination available in the market.
- The efficacy of FLIKSUPER is continued up to 12 to 15 Days.
- Flik Super not only effective against Coinophora but also effective against Dieback, Fruit rot & Powdery Mildew of Chilli Crop.
- Now the winter season & Fog has been started & Farmers started irrigating the Chilli Crop. Hence all above mentioned Diseases will affect the Chilli Crop.



STAR PERFORMER for KREPL

Mr. Ajay Kumar Singh

Mr, Ajay Singh based at Hoshangabad MP, he is with us since April 2018 as Sale Executive. Mr. Ajay Singh is very aggressive, innovative, dedicated to his job responsibility. He's always involved and active in sales and promotional activities running at village level. Mr. Ajay has great communication skills, he is very clear and well received while communicating with farmers and channel partners. He actively participates in field promotional & local social activities and promote KRISHAJ brand.



STAR PERFORMER for KREPL

M/s Mohan Beej Agency, Shikohabad (UP)

Mohan Beej agency shikohabad dist-firozabad is one of the most prominent pesticides firm in UP. The shop is an unique mixture of wholesale and retail sales. Since last 25 years, they are serving the farming community with their quality products and are dealing only with those companies which are of immense reputation in the market. He is one of our platinum category channel partner and involved with our organization with emotion

Congratulations to him for his exceptional achievement.



STAR PERFORMER for ALSC

M/s Suraj Krishi Sewa Kendra- Neemach

The firm Suraj Krishi Sewa Kendra has been owned by Shri Rajkamal Kala ji S/o Shri Balaram Kala ji. He is graduate in Arts and live with his family at Neemach. He is having four siblings and all four brothers are in the same business as wholesaler of Agri inputs. The kala family own four shops with turn over around 40 Crores. He deals with companies viz. Agro Life Science Corporation, Crystal Crop Pvt Ltd, Biostat Ltd and Agastya Agro Ltd etc. With ALSC, he is having business plan of 40 Lakhs. There are around 5000 famers and approx. 200 dealer/retailers associated with him. The secret of his successful business lies in the point that he is having great control over field and marketing strategies and very trustworthy relationship with the farmers.



STAR PERFORMER for ALSC

Mr. Ayaj Ahamad

Mr. Ayaz Ahamad Jin, S/o Mehaboob Khan Joined ALSC on 14-09-2012 at Sindhanur, Raichur, Karnataka and he is the oldest employee at present in Karnataka. He has very good rapport with all the Agro Dealers in his area and also personally knows more than 150 farmers in his area of operation. When he joined ALSC the territory sales was just Rs. 10 lakhs and with his continuous follow up and bringing good dealers to ALSC fold by creating demand among the farmers in his territory he reached peak sales of Rs. 2.25 Cr in 2015-16, but due to unfavourable weather condition during last 4 years which resulted in only one crop in a year made situation worst, in this tough situation also he maintained good cash collection ratio with no bad debts in his entire tenure. However he is always positive and proactive in his approach and is confident in touching Rs. 2.0 Cr this FY. He is blessed with 2 boys aged 5 & 4 years respectively and lives in Sindhanur talik, Raichur district of Karnataka.



DEALER AND SALES PERSON OF THE MONTH

Dealer of the Month- KREPL



Channel Partner of the Month- KREPL	
State	Party Name
Uttar Pradesh	Mohan Beej Agency
Harayana	Royal Trading Company-Ratia
Madhya Pradesh	New Sangtani Traders
Muzzafarpur	Sri Ganpati Trading
Maharastra	Gajlaxmi Sheti Bhandar
Patna	Sri Maruti Agro Agency
Telangana	Anil Farm Chemicals
Andhra Pradesh	Sri Srinivasa Fertilizers (East Gangavaram)
Rajasthan	Shri Ganganagar Pump And Agro Sales
Gujarat	Vijay Agro Center - Tharad
Chattish Garh	Kesharwani Krishi Sewa Kendra
Jharkhand	Ganesh Beej Bhandar
Punjab	Jain Khad Bhandar- Banur
Uttranchal	Kisan Khad Bhandar (Gadarpur)

Sales person of the month- KREPL



Sales Person of the month- KREPL	
State	Sale Person Name
Madhya Pradesh	AJAY KUMAR SINGH
Maharastra	RAHUL VILAS MALI
Gujarat	SAVALIA BHARATBHAI KHODA BHAI
Andhra Pradesh	BALLARAPU SURENDRA REDDY
Uttar Pradesh	LOKESH KUMAR JADON
Patna	ANAND KUMAR
Telangana	JAMMULA SRIKANTH REDDY
Harayana	SANJEEV KUMAR SHARMA
Muzzafarpur	RAJ KUMAR PRASAD
Rajasthan	VIJAY PRATAP SINGH
Jharkhand	SHANKAR PAHAN
Chattish Garh	PRADEEP SHARMA
Punjab	HARBHAJAN SINGH HIRA
Uttranchal	PRADEEP MEHTA

DEALER AND SALES PERSON OF THE MONTH

Dealer of the Month- ALSC



Channel Partners of the Month- ALSC	
State	Party Name
MADHYA PRADESH	Suraj Krishi Sewa Kendra (Neemuch)
WEST BENGAL	Dinabandhu Samanta (Chiladangi)
KARNATAKA	Prabhakar Agro Services (Gangavathi)
TAMILNADU	K. Ramadoss & Co
HARYANA	Janta Pesticides (Kamoda)
PUNJAB	KHULLAR BROTHERS (BHIKHIWIND)
MAHARASHTRA	Mhaisdhune Agro Center (Panchwati)
ORISSA	Choudhary Store (Attabira) (Bargarh)
ANDHRA PRADESH	Sri Srinivasa Agro Traders (Macherla)
UTTAR PRADESH	Janta Khad Bhandar-Iglash
TELANGANA	Sai Traders (Siddantham)
CHATIS GARH	KISHAN KHAD BHANDAR (SAKTI)
GUJRAT	Anjana Agro Center (Lakhani)

Sales Person of the month- ALSC



Sales Person of the month- ALSC	
State	Sale Person Name
HARYANA	Hr-Sukaram Pal
KARNATAKA	Hyd-Ayaj Ahamad
MADHYA PRADESH	Ind-Kedar Singh Panwar
WEST BENGAL	Kol-Amitava Mahanty
ANDHRA PRADESH	Gun-Nimmala Srinivasa Reddy
MAHARASHTRA	Pun-Sachin Sampatrao Pawar
TAMILNADU	Tam-Murugan V
UTTAR PRADESH	Luc-Brajesh Kumar
PUNJAB	Hr-Kiran Pal Singh
GUJRAT	Ahm-Raval Bharat F
TELANGANA	Gun-Mutyala Narasimha Rao
ORISSA	Ori-Sarat Chandra Parida
CHATIS GARH	Ind-Sunil Kumar Deshmukh

WE WELCOME "New Members Of Our Family"



NEW JOINESS for the Month			
Emp Name	Designation	Branch	Email id
ARJUN KUMAR	GODOWN ASSISTANT	LUCKNOW	
KAILASH PATNI	CATEGORY MANAGER - FERTILIZER AND SPECIALITY NUTRIENTS	NEW DELHI	KAILASH_PATNI@YAHOO.COM
APPISSETTY MALAVYA TEJA	ASST AREA SALES MANAGER	GUNTUR	MALAVYA.AGRI@GMAIL.COM
SRIDHAR KUDITHIPUDI	SPECIALITY NUTRIENTS - MANUFACTURING HEAD	PANOLI	SKPUDI@GMAIL.COM
ANJANI KUMAR GARG	SALES EXECUTIVE	CHHATTISGARH	ANJANI.GARG1978@GMAIL.COM
AMANDEEP	REGIONAL SALES MANAGER	PUNJAB	AMANDEEPMKS01@GMAIL.COM
SANDEEP SINGH	AREA SALES MANAGER	PUNJAB	VICKYBRAR8210@YAHOO.COM
HARJEET SINGH	SALES OFFICER	PUNJAB	HBHULLAR01@GMAIL.COM
SAGAR MOHAPATRA	MANAGEMENT TRAINEE	PANOLI	SAGAR.MOHAPATRA077@GMAIL.COM
ABHISHEK KUMAR SINGH	AREA SALES REPRESENTATIVE	CHHATTISGARH	ABHISHEKBPSINGH@GMAIL.COM
MUKUND KUMAR	SALES OFFICER	CHHATTISGARH	MUKUND1SAHU@GMAIL.COM
SAGARKUMAR JAYSUKHBHAI PATEL	ACCOUNTS ASSISTANT	PANOLI	SAGAR28893@GMAIL.COM
MADIREDDY KOTI REDDY	SALES OFFICER	GUNTUR	KOTIREDDYM18@GMAIL.COM
JANGA SREENIVASULU	MARKETING MANAGER	GUNTUR	JSRJSR9@GMAIL.COM
KALLAM RAMIREDDY	AREA SALES MANAGER	GUNTUR	RAMIREDDYKALLAM8@GMAIL.COM
SURENDER BOMMAGANI	AREA SALES MANAGER	HYDERABAD	SURENDER.B365@GMAIL.COM
G NAGESWARA RAO	SALES OFFICER	HYDERABAD	GNAG1981@GMAIL.COM
RAVINDER SINGH	DRIVER	NEW DELHI	RAVINDERSINGH19107@GMAIL.COM
KRISHAN KUMAR SINGH	MARKETING MANAGER	PUNJAB	KKTCL@REDIFFMAIL.COM
ASHUTOSH KUMAR JHA	CATEGORY MANAGER - VETERINARY	PUNJAB	ASHUTOSH_MCX@YAHOO.CO.COM
RAJINDER SINGH	SALES OFFICER	PUNJAB	RAJINDERSINGH.SYNGENTA@GMAIL.COM
NAMJEET SINGH CHATHA	AREA MANAGER	PUNJAB	SINGH_NAMJEET@YAHOO.COM
SANKET KUMAR	SALES TRAINEE	HARYANA	SANKET.ISAGRO@GMAIL.COM
RAMESH NITHARWAL	DRIVER	JAIPUR	MUKUND1SAHU@GMAIL.COM
POLIMERA RANJITH KUMAR	BUSINESS DEVELOPMENT MANAGER	HYDERABAD	RANJITHP.ABM@GMAIL.COM
EDARA RAMAKRISHNA	SALES EXECUTIVE	GUNTUR	EDARA22744@GMAIL.COM
GOPAJI MADHU	SALES EXECUTIVE	GUNTUR	GOPAJIMADHU053@GMAIL.COM
JASWINDER SINGH	AREA SALES MANAGER	JAIPUR	JASWINDERSEKHON55@GMAIL.COM
CHAMPA LAL NAGAR	AREA SALES MANAGER	JAIPUR	CHAMPALALNAGAR@YAHOO.COM

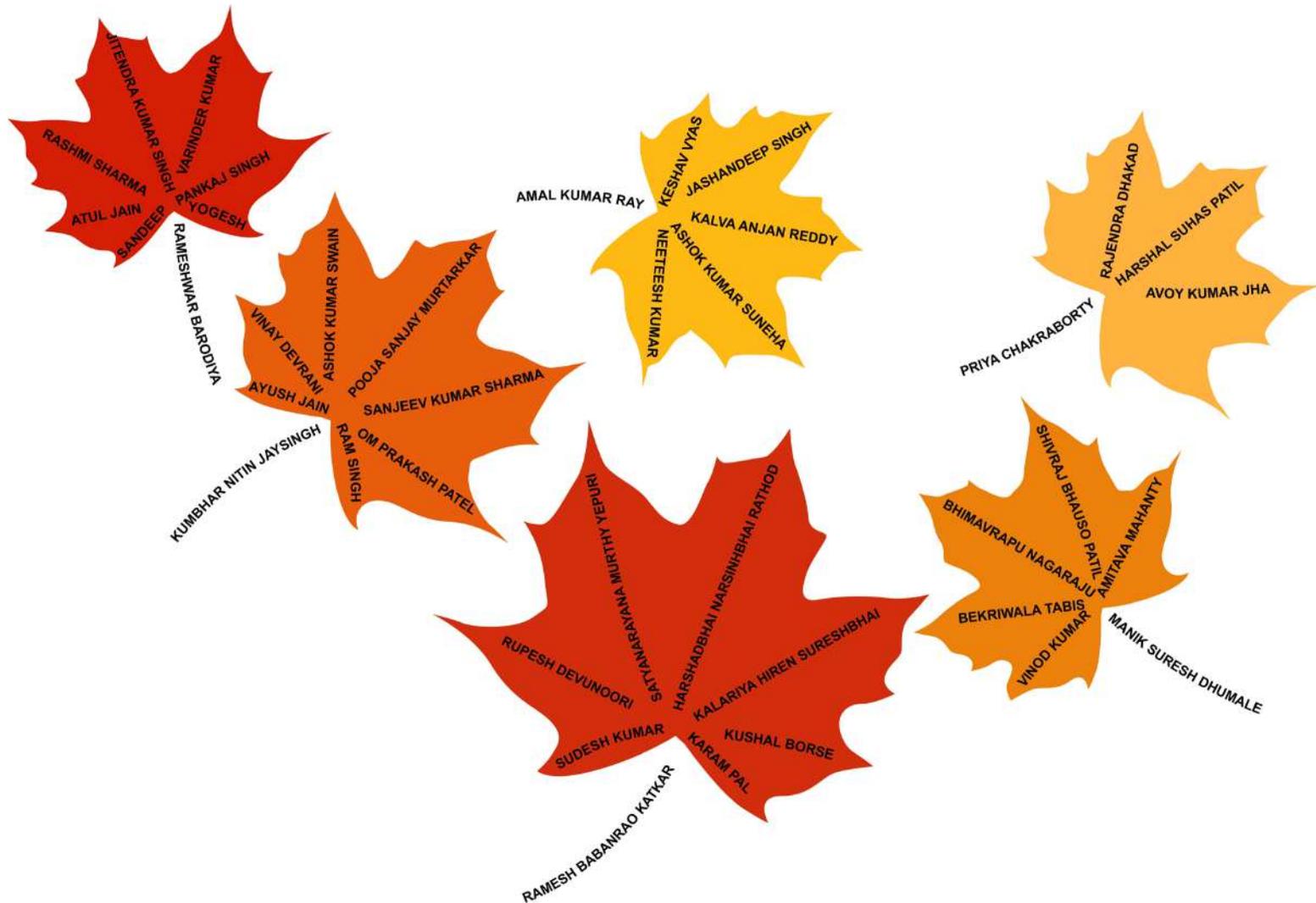
Monsoon Update



RAIN BUTTON

CLICK TO KNOW MORE

Oct-Nov Birthday Cloud #TogetherWeCelebrate



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

