

Happy  
Diwali



## COVER STORY **FESTIVE SPECIAL! A REVIEW**

*In this issue:*

### **COLLEAGUES RETIRING**

We said farewell to our precious colleagues on retiring.

### **SOLAR PANEL INSTALLATION**

We installed solar panels in Sanouli Village after facing many hurdles with electricity.

### **KRISHAJ NAMED 7TH LARGEST COMPANY**

Krishaj has been named the 7th largest Indian Agrochemical company in our country.

### **LET YOUR LIGHT SHINE!**

This Diwali, we have been encouraging our family members, colleagues, friends, neighbours and other acquaintances to GO GREEN this festive season. Let's pledge to say NO to firecrackers that can cause severe health problems and pollution.

Make Diwali extra special this year by feasting on mouth watering treats and frolicking with our beloved families and friends like never before. Let your true light shine on from within and eliminate all sorrows!



# KRISHAJ NAMED 7TH LARGEST

It is with great pride we present to you that we have been named the 7th Largest Indian Agrochemical Company. We have come a long way in our journey of almost 5 decades. Each team member working in the fields to our backbone channel partners; we couldn't have achieved this milestone without efforts from everyone. It is a matter of pride for each and every individual associated with the company.

A big thank you to each and everyone for your love, support and constant hard work. May we continue to achieve many more milestones in the months to come!

**AGROPAGES** Sales of top 20 Indian agrochemical companies 

Ranking	Company <sup>1</sup>	FY2019-20 sales <sup>2</sup>		FY2018-19 sales <sup>3</sup>		Growth
		Cr INR	mn US \$ <sup>4</sup>	Cr INR	mn US \$ <sup>5</sup>	
1	UPL Ltd.	31626.0	4461	18777.0	2688	66.0% <sup>6</sup>
2	Gharda Group	2854.3	402	3010.0	430	-5.2%
3	PI Industries Ltd.	2815.7	397	2400.9	343	17.3%
4	Coromandel International	2127.6	300	1802.0	258	18.1%
5	Bharat Group	2106.0	297	1831.9	262	15.0%
6	Indofil Industries Ltd.	1900.6	268	1927.1	276	-1.4%
7	Krishi Rasayan Group	1790.4	252	1312.1	188	36.5%
8	Tagros Chemicals	1732.0	244	1299.0	186	33.3%
9	Rallis India Ltd.	1719.4	242	1481.5	212	16.1%
10	Sharda Cropchem Ltd.	16850.0	238	1682.2	241	0.2%
11	Crystal Crop Protection	1586.9	224	1480.0	212	7.2%
12	SML Group	1450.0	204	1400.0	200	3.57%
13	Insecticides India Ltd.	1363.2	192	1193.5	171	14.2%
14	Willowood Chemicals	1286.3	181	1170.6	167	9.9%
15	Best Agro	1152.0	162	828.0	118	39.1%
16	Dhanuka Agritech Ltd.	1120.1	158	1005.8	144	11.4%
17	NACL Industries Ltd.	1014.9	143	865.5	124	17.3%
18	Meghmani Organics Ltd.	973.4	137	790.5	113	23.1%
19	Heramba Industries Ltd.	945.0	133	1000.0	143	-5.5%
20	GSP Crop Science	912.9	129	820.0	117	11.3%

Note:

- The list of rankings focuses only on the sales of pesticide products (TC & Formulation) of Indian native enterprises, excluding the branches of multinational companies in India.
- Fiscal Year 2019-20: from April 1, 2019 to March 31, 2020.
- Fiscal Year 2018-19: from April 1, 2018 to March 31, 2019.
- Data were converted by using the average annual exchange rates for FY2019-20.
- Data were converted by using the average annual exchange rates for FY2018-19.
- The Arysta acquisition completed in January 2019, so the FY2018-19 numbers considered only 2 months of Arysta acquisition. The FY2019-20 numbers is more reflective of the correct numbers considering Arysta acquisition for all 12 months.

Data are from the enterprises and/or their financial reports. The data and the rankings in the list are for reference only.

# 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)



## 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



# CONNECTING FARMERS

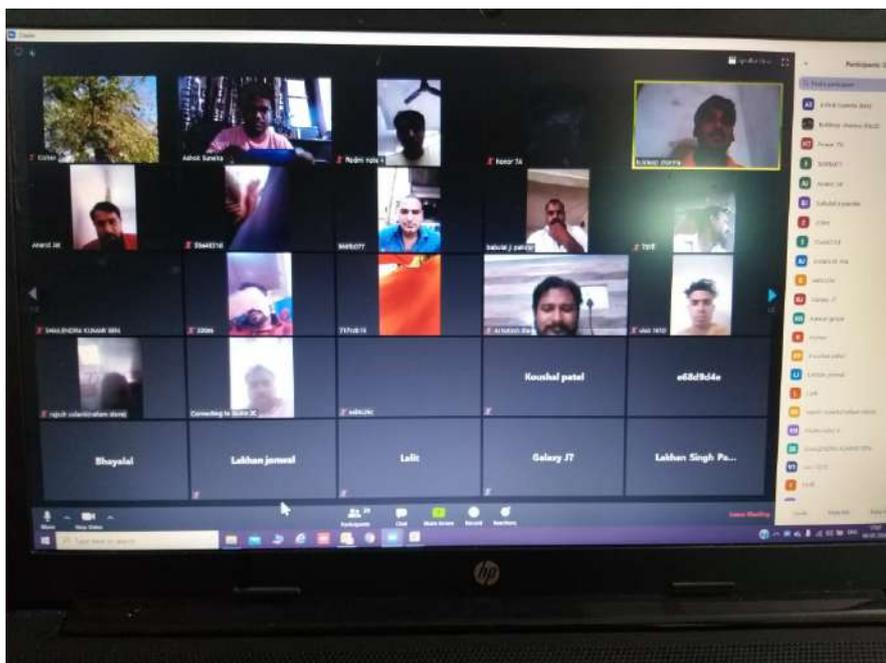
## MEENAKSHI

We are very glad to share with you a very important initiative taken by SANKALP team, during the COVID pandemic. We as Agri Input Professionals make a constant connect between farmers and our Agri Experts through ZOOM meeting. On daily basis under the vibrant leadership of Dr R D Singh we hold educational meetings. Initially, It was a very challenging task for our entire team to bring farmers on video call, but as the time passed and the continuous hard work of whole team has shown us tremendous result.

I am very Glad to share with you that just in a span of 6 months we have conducted over 1300 meetings connecting over 25,000 farmers with us. The meetings are conducted by State heads, Category heads, Cluster managers, Agri doctors as well as the store managers to get in touch with farmers.

Major advantage of this digital platform is that, Large number of farmers can be connected at one time, Farmers can be heard and their problems can be solved on the spot by our expertise, deep interior areas plus huge coverage get connected and because of that farmers can easily show their field and crop during meeting too, and their issues can be resolved at the same time. For the best practice approach our team is provided with a specific designed Presentation, which is played during the meetings.

These video conferencing session are very interactive and fruitful. Farmers ask several questions related to crop condition and various diseases. We always try our best to resolve all their queries and issues, and they seemed satisfied with our approach.

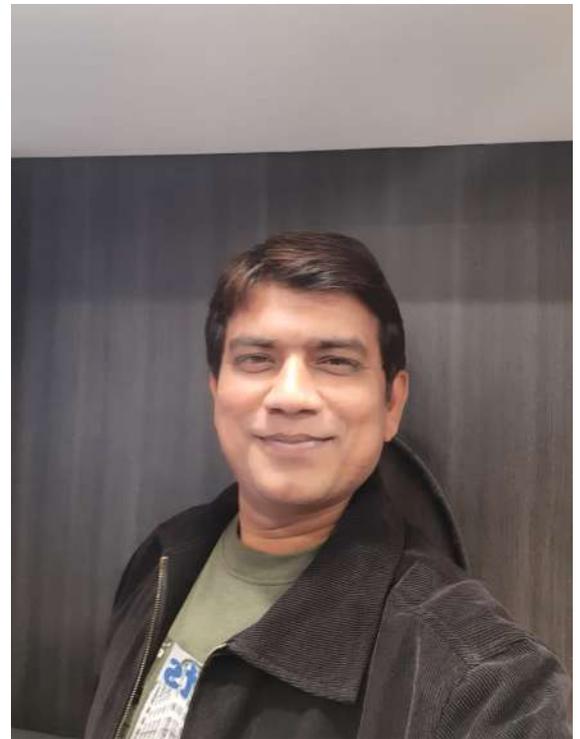


# NEW JOINEE SPOTLIGHT

## AMIT KUMAR

Amit Ji is a Post graduate(MBA) from IMS Ghaziabad. He has a total experience of 15 year in Retail and Marketing under his belt. Earlier he used to work at CITY BAZAAR where he served as a State Head for 1 year. Prior to that he has also been a part of many big names like SFC, AASH RAJ GROUP and Hariyali Kishan Bazaar.

He is very excited for his new post as the State Head - Punjab for SANKALP RETAIL STORES. He says "I would like to thank the Management to have shown their interest and faith in me to serve in this organisation as a State Head. I ensures that I will fulfil all the exaptation which management has from me."



## NEW JOINEE: RAHUL DWIVEDI



Rahul Dwivedi has done M.Sc. Ag from AAIDU Allahabad. He has been associated with Sankalp Retail store MP as a state head for over 6 months. He has a 15 years experience in the pesticides industry and he has worked in companies like Dhanuka, HPM, Atul LTD. & Adama India.

# SOLAR PANEL INSTALLATION AT SANKALP STORE SANOULI BY HARYANA TEAM

At the Sanouli Village, Electricity supply is hardly for 2-3 hours in Day and night time. We were facing a huge issue daily of charging our inverter to make billing possible and moreover the rise in temperature made us struggle more. At our request, management installed a solar panel of 1 KW. Our team is so satisfied with it as our inverter remain fully charged and all our power points, Fans, Lights etc. are working directly from the solar energy without use of inverter or electric supply. It is a great source of energy. We are very happy and satisfied and hoping to move towards more renewable sources of energy in future.



## SPECIAL SHOUTOUT!!

Our heartiest congratulations to the Sankalp team of Madhya Pradesh for such a commendable performance in the month of June'20. The sales figure are very impressive even during this pandemic. The sales recorded the growth of over 700% in comparison to the previous year. We would like to appreciate the efforts of every single individual of the team. They have set a high standard for others to follow. We are fortunate to have such dedicated and hardworking staff, and we look forward to more success in the future. We are proud of our team.

# PRECAUTIONS TO BE TAKEN WHEN OUR FIELD TEAM GOES OUT

- **Wash your hands often with soap and water for at least 20 seconds**, especially after being in a public place, or after blowing your nose, coughing or sneezing. If soap and water are not readily available, use a hand sanitizer with at least 60% alcohol.
- **Avoid touching your eyes, nose and mouth with unwashed hands.**
- **Practice social distancing by keeping at least 6 feet away from others** if you must go out in public.
- **Wear a cloth face covering to cover your mouth and nose** when around others and when you must go out in public. The cloth face cover is meant to protect other people in case you are infected.
- **Cover your nose and mouth with a tissue when coughing or sneezing** and throw the tissue away after use. If a tissue isn't available, cough or sneeze into your elbow or sleeve, not your hands.
- **Keep your hands to yourself:** there is always a chance that you might touch someone who is infected, and this is why shaking hands is a strict no-no. Also, touching doorknobs, and other surfaces can also cause trouble, hence try not to touch anything or anyone. Always, wash your hands at every chance you get, and keep a sanitizer to yourself. If you are travelling with a companion, do not touch each other.
- **Watch where you put your phone:** Use disinfecting wipes to clean phones, just keep phone in a pocket or purse. Avoid keeping Phones on sharing surface.
- **PI carry extra napkins, disinfecting wipes and facial tissue**
- **Stop handling cash:** While it's believed that the highest risk of acquiring the coronavirus comes from person-to-person transmission, we do know that shared surfaces can transmit the virus. Keep yourself safe by setting the cash aside for now and relying more on contactless payments.

**KRISHAJ**  
कड़ों से जुड़ी... एक सोच बड़ी

## CORONAVIRUS INSTRUCTION OUTSIDE

- NO CROWD
- WEAR A MASK
- COUGH ETIQUETTE
- DISINFECT HANDS
- NO HANDSHAKE
- NO FACE TOUCH
- WEAR GLOVES OUTSIDE
- KEEP DISTANCE (2M)

**K MAX ENERGY**

**KRISHI RASAYAN EXPORTS PVT. LTD.**  
Office: 1115 Hemkunt Tower, 9B, Nehru Place, New Delhi-110019

# PRODUCT LAUNCH

## PANNEERSELVAM GANESAN

We have launched new product for Agro Life Science Corporation "AZO -LIFE" at Agra, UP. In this event 30 channel partners participated. The event was organised keeping in mind all social and government norms. 'Azo-Life' is worldwide well accepted broad spectrum fungicide. Which is very effective against early blight, late blight, downy mildew, powdery mildew, fruit spot, leaf spot and Anthracnose in many crops. Azo Life is well suited tool for integrated disease management. Azo-life acts in both preventive and curative basis. Azo life also ensures better crop health and yield through its effective disease control and phyto tonic effect. We believe, Azo life would be right product for ALSC towards prospering farming community.



IN THE  
PRESS

फसलों का  
इम्यूनिति बूस्टर

KRISHAJ  
कृषि से शुरू... एक जीव की

K MAX ENERGY

KAZUKI ENERGY

Masaki ENERGY

FCO  
RSCOA  
ECCOERT  
INPUTS  
UPT  
अधिकतम फसल उत्पादन के लिए  
सर्वोत्तम  
सुप्लीमेंट

द्वारा अनुमोदित

Toll Free Number : 1800-572-5065

KRISHAJ RASAYAN EXPORTS PVT. LTD. ALGAENERGY

# MAN OF THE MONTH AWARD: K MAX & AGRO POWER



CONGRATULATION



LET'S SALUTE

## Man of the Month Award Winners



Mr. Sanjeev Kr. Sharma Territory Manager (HR)   Mr. Rajesh Kr. Singh Territory Manager (Haripur)   Mr. Omprakash Dhakad Territory Manager (Ind.)   Mr. Anand Kumar Territory Manager (Muzzafarpur)   Mr. Virendra Singh Panwar Territory Manager (Indore)



AGRO POWER ENERGY

AGRO POWER GOLD

K MAX SUPER

K MAX ENERGY



Mr. Sanjay Territory Manager (Raj.)



Mr. Kokashwaran Territory Manager (TN)



Mr. Narendra Mukati Territory Manager (Indore)



Mr. Dinesh Yogi Territory Manager (Indore)

CONGRATULATIONS FOR WINING

MAN OF THE MONTH AWARD

Mr. Dinesh Chaudhary Regional Manager (Bihar)

Mr. Harish Anjana Regional Manager (MP)

LET'S SALUTE

AGRO POWER ENERGY   AGRO POWER GOLD

K MAX SUPER   K MAX ENERGY

CONGRATULATIONS FOR WINING

MAN OF THE MONTH AWARD

Mr. Anilesh Kumar (State Head: Punjab) for winning Man of the Month Award for remarkable achievement in

LET'S SALUTE

AGRO POWER ENERGY   AGRO POWER GOLD

K MAX SUPER   K MAX ENERGY

# KRISHAJ MOMENTS



**Brijesh Pal Singh associated for 15 Years**  
**Business Manager – Uttar Pradesh**

I started my journey with this organization at a very junior level, since then the behaviour of seniors, product quality and transparency in dealing made me a fan of this organization. Our voices are always heard and issues are taken care of timely.



**Manoj Shinde associated for 16 Years**  
**Asst. Marketing Manager – Madhya Pradesh**

I have witnessed KREPL achieve remarkable milestones in my journey. The company policy and the unparalleled quality of its products hold the key to its success. Another vital factor behind the company's progress has been its focus on intensive field work which has allowed it to attain a strong grip over the market and has made it a household name amidst the farmers.

The company has always stood firmly behind the farmers and has served their interests by coming up with effective & innovative products whenever they were in need. It has also aligned the interests of the Channel Partners and ensured their profitability. It is pertinent to note that employees have also been appreciated and recognized for their efforts, from time to time, through promotion, increments and awards. The higher management has always fulfilled its commitment to the market and has always prioritized quality which sets the company apart.



**VK Singh associated for 20 Years**  
**DGM: Marketing – Gujrat**

I really feel honoured & proud to serve KREPL for more than 20 years. I introduced KREPL & ALSC in Gujarat 20 years back with pure faith in quality products as well as excellent policy of the company & we never looked back. I am really thankful to our Shri Rajesh Agarwal (Jt. MD) as he has treated me like a family member during my tenure of service. I am also thankful to all my colleagues; we always worked as a team for betterment of our organisation. I extend my gratitude to the entire team of KREPL and ALSC who have shown me tremendous support from time to time.

# NEW JOINEE SPOTLIGHT

## LAKSHAY GARG

Lakshay recently started contributing his efforts here at Krishaj and is working at the Sankalp department. Previously, he has worked at Tata Chemicals Limited for over 3 years, posted in Gujarat. In his free time he likes to watch movies, and sometimes to sit and talk to people. He says "I look forward to working with all of you towards our continued success in the future. If I can be of service at any moment, please feel free to contact me."



An environmental Diwali poster with a green background. At the top, it says "HAVE A HAPPY &amp; SAFE Diwali" in yellow and white. On the left, a hand holding a lit sparkler is crossed out with a red 'X'. In the center, it says "SAY NO TO CRACKERS!" in white. On the right, a cartoon Earth character looks sad and is coughing up white smoke. At the bottom left, there is a lit green diya (oil lamp) on a lotus flower. At the bottom right, it says "SAY YES TO LIFE!" in yellow and white, and the KRISHAJ logo is in a red circle.

# NEW JOINEE SPOTLIGHT

## RUBY GUPTA

Ruby joined KREPL in Feb 2020 as a portfolio manager for horticultural crops and crop nutrition division. Previously she has worked with 2 other Agro-Chemical companies over the past ten years. She has studied B.Sc Ag from MPKV Rahuri University and MBA from G.B.P U A & T, Pantnagar. She is a strong headed talented woman. With only a short time at Krepl she has shown self-motivation, having team spirit, creative & analytical thinking, determination, dedication and enthusiasm towards her goals. She is very keen on learning new things and acquiring as much knowledge as possible. She is married and blessed with a beautiful daughter. Her hobbies are travelling and reading. She is excited about her journey here at KREPL.



## STORE OF THE MONTH - SHUJALPUR

Many many congratulations to Shujalpur store team for the extraordinary performance in October month, they have topped in October month (in MP region) as per overall score criteria. To reach this position they have worked so hard in field and also made few changes in their strategies. In month of October Shujalpur team have highly focused on door to door farmers visit, organised daily morning and evening farmers meetings by maintaining social distancing, strong follow up calls with old customers, give more focus on Sankalp and KREPL products, and lastly in day end before closing of stores they always have internal team meeting to discuss the daily progress and next day plan. With all these aggressive strategies and proper execution Shujalpur team succeeds to achieve the top position.

# COLLEAGUES, WHO RETIRED FROM THE SERVICES OF KREPL

It has been always a joy to work with someone so passionate, calm & professional all at the same time. We had the opportunity to get associated with such persons, who retired on 30th June, 2020. Mr. Nagendra Bihar Sinha, Sales Supervisor (Technical) & Mr. Anil Kumar Sinha, Office Superintendent, Patna after serving the company for 13 years & 9 years respectively, who finally retired. It has been an honour & a privilege to work with both of them.

We would like to personally congratulate them on their retirement from Krishi Rasayan Exports Private Limited. All the colleagues enjoyed working with them during the time they stayed here, and they were considered not only a valuable asset to our company but an enjoyable presence in the office, as well.

They will be missed by all of us at KREPL in spite of the fact that they certainly deserved retirement after a long untiring working spell in life. Their hard work and diligence have greatly benefited our company, and we hope that the remaining employees here will strive to follow their stellar example.

Their work truly made a lasting impact and one that has changed the company for the better in so many ways. The very contributions made by them to our overall marketing strategy and the daily operation of the department with the guidance they provided to the product marketing managers will be sorely missed. We do found so many of their ideas inspiring. It is hard to imagine our work place without them.

We truly appreciate for everything they did for the organisation over the years of their stay here. It has always been our pleasure to work with them. Their lovely presence will be missed in the office. However, we are confident that they will find the same success and happiness in retirement that they experienced during their time here.

We wish them the best in their future endeavours. Retirement will surely offer them many new opportunities, which we know they will embrace wholeheartedly, just as they did in Krishi Rasayan Exports Private Limited.

We wish them a fun & fruitful retirement. May the next phase of their life bring them all that they seek & more.

Our Best wishes to our beloved colleagues, a tireless professional, a helpful co-worker & a good friend.



# K MAX ENERGY: KARE SALUTE HAR KOI

- As Krishi Rasayan, We endorse only to Quality product since quality never goes out of style. That's why we have elected K Max Energy. K Max Energy is product which is best from the rest as the technology from Spain, Prepared by UPT Technique and approved by organic certifying agencies like Ecocert & RSOCA & approved under FCO. It is 100 % natural and certified for organic farming.
- Now a days Govt. is also giving more emphasis on Organic farming, K Max Energy is wonderful product for Organic farming.
- K Max Energy is most innovative and preferred brand among soil health category, K Max Energy is an innovative and unique Bio Fertilizer which is a Unique combination of MicroAlgae and Arbuscular Mycorrhizae Fungi. This technology first ever launched in India by KREPL only in association with Algae Energy Spain. K Max Energy is having AMF which contains four species of Endo Mycorrhizae (95%) having 6,00,000 IP/ Infectivity propagules per 100 gram. K Max Energy is having Microalgae which contains Proteins, Fatty Acids, Carbohydrates, Chlorophyll, Vitamins and Minerals (Zn, Fe, Cu, Mg, Mn, Se, etc) also contains necessary 20 type L Amino Acids
- AMF of K Max Energy gets associated symbiotically with roots making pecks of the crop and enhances surface area of roots which facilitates increased absorption of soil nutrients like Nitrogen, Phosphorus, Potassium, Cooper, Zinc etc
- K Max Energy increases water absorption greatly & extends the root system, Improves environmental stress tolerance
- K Max Energy in soil restores the plants' ability to absorb precious nutrients and improvement in nutrient uptake
- K Max Energy helps plant to absorb unused phosphatic fertilizer from the soil, Improve Fertilizer Use efficiency
- K Max Energy 100% Biological product that Improves Soil health and helps in balancing soil pH over repeated application in the fields
- K Max Energy Improve health, higher crop yields and resilience to stress
- K Max is able to dissolve and actively absorb phosphorus, mobilizing it from wide soil surfaces into the plant.
- Arbuscular Mycorrhizal fungi exhibits sticky substance that acts as "soil glue" that improve soil health
- K Max Energy can be used on crops like Pulses, Oil Crops cereals crops, Fruit, Vegetables, Spices,
- Plants become healthier and more vigorous and produce higher yields
- Quality produce helps farmers in earning more price for their output as " Jab Aadhar Majboot Paidawaar Ho bharpur. Hence everyone salutes K Max Energy and innovative Farmer



# CONNECTING FARMERS WITH SOCIAL RESPONSIBILITIES

## BY RUBY

We at KREPL always think about our customers and our social responsibilities towards them. Our digital ad creatives are designed to encourage our customers to stay home, stay safe, to take necessary precautions and also for better crop management guidance through calls. We are staying in and taking safety measures for everyone, not just for ourselves. Empathy and support were essential for a nowadays for any marketing plan; we included SMS campaigns, whatsapp campaigns, customer call campaigns, e-print media, for creating awareness against Corona virus. We tried to help the farmer community navigate through the crisis. Our awareness campaign gets printed in e-magazine like Kheti Duniya, Krishak Duniya, Krisji Jagat etc. It became a proof of that our customers made the right choice putting their trust in our KREPL brand, plus help spread the word and engage more people willing to participate in whatever we're running. However, many farmers and customers appreciate KREPL initiatives taken during Covid 19. It helps increase brand value and expand the reach two fold thus creating a lasting impression that connects with our prospects farmers and consumers.

We have spread the awareness of social distancing amid Covid-19 by sharing posters through social media group and keeping it on purchase points. To promote social distancing, 'following the practice of Namaste', safety measures against corona and 'thanking the farmers for providing food to us and doctors for taking care of us'.



# BRAND CAMPAIGNING WITH AN EDGE

BY RUBY

As the Covid-19 storm continues, one thing is for sure: the world will never be quite the same again. Thrust into a state of isolation, we have had to adapt a more solitary existence, relying increasingly on the hyper-connective capabilities of the digital world, as well as our farmers and customers to navigate these most unusual situation. It is longer than we expected.

We at KREPL under esteemed guidance of President Sh. Suresh Reddy have taken several initiatives to get connected to our farmers and Customer in all possible way.

## **Live Virtual Field Assistant/ Sales Team training program**

It is always good idea to refresh team with product and crop knowledge at start of season, so that same communication transmit through down the line .We have organized state wise and area wise online training session for Field Assistant and sales staff for product & crop training. We have emphasis on K Max Super/Energy, Paushak Super, Flick Super, Kristar Kriweed etc. We have trained the team for vegetables, soybean, paddy and cotton etc. Almost we have conducted more than 20 online training sessions for field team.

## **K Max Super Farmer Quiz Contest and field demonstration**

We have taken initiative of asking 5 questions from farmers as quiz contest about our product K Max Energy/K Max Super. It helps farmer in recalling the brand and reminding it. It is always great for any brand for getting endorse and recommended by end customers. We announced prizes for winner as “Demonstration of K Max Energy by KREPL representative at field of farmers”

## **Mass Media Campaign**

Mass media campaigns are widely used to expose high proportions of large populations to messages through routine uses of existing media, such as television. We have aired our K Max Energy TVC pan India, we started with Punjab & Haryana from initially. It will help to recall brand among farmer community, creating brand equity. We are airing K Max Energy through Zee News regional Network, PTC channels, TV9, ABP regional news, India Haryana News, Khabre Abhi tak, TV5 , Sakshi etc

K Max Knowledge Centre Toll free No. 1800-572-5065

Recently, we have taken initiative of toll free number. With a toll free number, we have been able to improve our customer service and satisfaction simply by being available to take their call. A toll free number makes it easier for our customers to reach us and get their questions answered. They'll be able to call us any day, at any time and it won't cost them a thing. With this toll free number, we can improve our farmer /customer service and satisfaction simply by being available to take their call. They'll be able to call us any day, at any time and it won't cost them. It helps us to maintain farmer query management, new Farmer Database updation and to deliver the promised 'Customer Service'. It will make our marketing campaign more impactful.

Vocal for Local:

The Prime Minister's 'vocal for local' and 'local for global' mantra has also brought out the significance for our local brands to have a global presence. We have also promoted our KREPL brand under “Vocal for Local”

# DEALER AND SALES PERSON OF THE MONTH

## Dealer of the Month- KREPL



Channel Partner of the Month - October-2020	
State	Party Name
Punjab	Bhagwati Beej Bhandar- Giddar Baha
Madhya Pradesh	New Sangtani Traders
Maharashtra	Shri Vardhaman Sheti Uduog ( Dindori )
Uttar Pradesh	Mohan Beej Agency
Andhra Pradesh	Sri Lakshmi Agro Chemicals(Nellore)
Harayana	Periwal Brothers - Sirsa
Patna	Dipak Enterprises
Muzzafarpur	Tirupati Balaji Enterprises
Chattish Garh	Hulash Krishi Kendra (Sahas pur Lohara)
Rajasthan	Raj Krishi Salahakar Kendra
Telangana	Anil Farm Chemicals
Jharkhand	Shree Balaji Agro(Ranchi)
Gujarat	Green Agro World
Karnataka	Anjanadri Agro Distributors (Hiryur)
Uttranchal	Sri Balaji Traders

## Sales person of the month- KREPL



Sales Person of the month - October-2020	
State	Sale Person Name
Maharashtra	Pun-Vivek Balasaheb Jadhav
Punjab	Pb-Syed Aqib Iqbal
Madhya Pradesh	Ind-Virendra Singh Panwar
Patna	Muz-RAJESH KUMAR SINGH (HARIPUR)
Harayana	Hr-Sanjeev Kumar Sharma
Telangana	Hyd-Surender Bommagani
Andhra Pradesh	Gun-Gurram Venkateswarlu
Uttar Pradesh	Luc-Rajesh Kumar
Rajasthan	Jai-Gurvinder Singh
Chattish Garh	Cg-Abhishek Kumar Singh
Gujarat	Ahm-Jaydip N Sorathiya
Jharkhand	Muz-Shankar Pahan
Muzzafarpur	Muz-Anand Kumar
Karnataka	Kat-Amarnath Rathod
Uttranchal	Luc-Pradeep Mehta

# DEALER AND SALES PERSON OF THE MONTH

## Dealer of the Month- ALSC



### Channel Partner of the Month - October-2020

State	Party Name
TAMILNADU	Kathir Agri Clinic (Kumbakonam)
CHATIS GARH	SHRI GANESH KRISHI KENDRA-THANKHAMARIYA
WEST BENGAL	Sanjoy Mandal (Kelepara)
TELANGANA	CVR Agro Chemicals (Gollapudi)
RAJASTHAN	Narsingh Krishi Kendra-Ramseen
MADHYA PRADESH	Tirupati Krishi Sewa Kendra (Dewas)
UTTAR PRADESH	Tyagi Sales Corporation (Agra)
HARYANA	Dudi Beej Bhandar (Bhattu)
ANDHRA PRADESH	Ganesh Enterprises
KARNATAKA	Sri Choudeshwari Fertilizers (Sandagi)
MAHARASHTRA	Samrat Krushi Kendra (Takali Sikandar)
ORISSA	RAMGOPAL SHARDA (RAIRANGPUR)
GUJRAT	Gujarat Agro Agency - Vadodara
PUNJAB	Thind Khad Store (Sultanpur Lodhi)

## Sales Person of the month- ALSC



### Sales Person of the month - October-2020

State	Sale Person Name
KARNATAKA	HYD-SANTOSH GANAPATI PUJARI
TAMILNADU	TAM-ELANGO VAN R
ANDHRA PRADESH	GUN-RAJASEKHARA REDDY KUSAM
CHATIS GARH	IND-SOURAV VYAS
MADHYA PRADESH	Ind-NARENDRA Mukati
RAJASTHAN	Jai-Sanjay
WEST BENGAL	KOL-SUSHIL CHANDRA DAS
UTTAR PRADESH	LUC-RUSTAM SINGH
MAHARASHTRA	Pun-Uttam Navnath Munde
GUJRAT	Ahm-Raval Bharat F
HARYANA	HR-BHUPINDER SINGH
TELANGANA	GUN-RAMANA NAGA GANESH
ORISSA	ORI-PRABIR KUMAR GIRI
PUNJAB	PB-RAKESH BEDI

# STAR PERFORMER for KREPL

## Bhagwati Beej Bhandar- Giddar Baha

Bhagwati Beej Bhandar- Giddar Baha: M/s Bhagwati Beej Bhandar connected with KREPL in 2020,

Mr. Raj Kumar is proprietor of Bhagwati beej Bhandar. they are doing pesticides business for last 30 years, associated with other 30 companies.

He believes in cash and carry business.



# STAR PERFORMER for KREPL

## Vivek Balasaheb Jadhav

Mr. Vivek babasaheb jadhav working as Sales representative at Dindori head quarter, one of the Grape pocket of Nashik District. He comes humble farmers family background. He has been associated with KREPL family since July 2018. Since he has joined with us many of Big dealers from the grape area has connected with KREPL for business. In FY 2019-20 he has crossed 2cr business and for FY 20-21 has already reached to the mark of 2.59cr in sales of Jaigibb, Flick super, Masaki energy, Paushak super and other SLL and LL category products. He has been actively taking part in commercial as well as field activities for promotion of our SLL and LL products

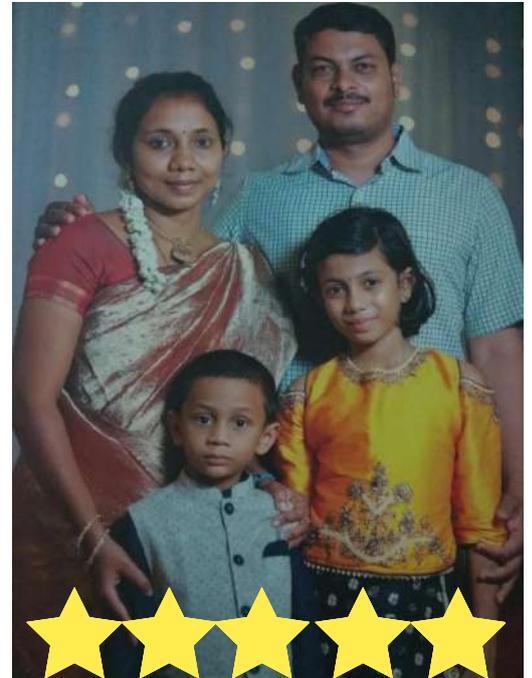


# STAR PERFORMER for ALSC

## Kathir Agri Clinic (Kumbakonam)

M/s Kathir Agrclinic has recently associated with ALSC. Proprietor Name is Mr. Gopinath, Mr. Gopinath is B.Sc(Agri), He worked with agri inputs companies and 7 yrs back he started his own firm. Total Turnover of Kathir Agri Clinic is approx. 25 Cr.

Mr. Gopinath is happily married ,blessed with one girl and a boy.



# STAR PERFORMER for ALSC

## SANTOSH GANAPATI PUJARI

Mr. Santosh is very enthusiastic person, He always tries new product , He is very disciplined and has very good PR among dealers/ distributors. He has activated all good dealers and started cash and carry business.

He knows business terms, is very active and very good in market intelligent.



# WE WELCOME "New Members Of Our Family"



New Joinees for the month of September 20 and October 20 in Krishi and Agro				
Emp Name	Designation	Company	Branch	Email id
NARMADA REDDY PUNYALA	MARKETING OFFICER	Krishi Rasayan Exports Pvt Ltd	GUNTUR	NARMADAREDDYPUNYALA@GMAIL.COM
TATIREDDY GOVINDAJAH	ASSISTANT SALES MANAGER	Krishi Rasayan Exports Pvt Ltd	GUNTUR	GOVINDREDDY127@GMAIL.COM
KASANI SRINIVASA REDDY	SALES OFFICER	Krishi Rasayan Exports Pvt Ltd	GUNTUR	SRINJPOLEPALY2008@GMAIL.COM
RAKESH	SALES TRAINEE	Krishi Rasayan Exports Pvt Ltd	JAIPUR	MCONDRAKESH115@GMAIL.COM
SACHIN BHUJANG	DRIVER	Krishi Rasayan Exports Pvt Ltd	INDORE	
AMANJOT SINGH	SALES TRAINEE	Krishi Rasayan Exports Pvt Ltd	LUCKNOW	AMANJOTSINGH0315@GMAIL.COM
PUSHPENDRA BAHADUR SINGH	AREA SALES MANAGER	Krishi Rasayan Exports Pvt Ltd	LUCKNOW	PBSINGH1981@GMAIL.COM
DEEPAK SHARMA	SENIOR MANAGER - R&D	Krishi Rasayan Exports Pvt Ltd	PANOLI	DEEPAK.SHARMA201050@GMAIL.COM
MAHENDRA KUMAR GAUTAM	DRIVER	Krishi Rasayan Exports Pvt Ltd	NEW DELHI	
RAHUL RAJAN	DEVELOPMENT TRAINEE	Krishi Rasayan Exports Pvt Ltd	INDORE	RAHULRAJAN3056@GMAIL.COM
MANOJ KUMAR	DRIVER	Krishi Rasayan Exports Pvt Ltd	NEW DELHI	
PAWAN KUMAR DIXIT	SENIOR SALES OFFICER	Agro life Science Corporation	LUCKNOW	PAWANDIXIT649@GMAIL.COM
RUSTAM SINGH	ASSISTANT AREA MANAGER	Agro life Science Corporation	LUCKNOW	RUSTAM.SISAUDIYAL11122@GMAIL.COM
RAKESH KUMAR GUPTA	DEPUTY REGIONAL MANAGER	Agro life Science Corporation	LUCKNOW	GUPTARAKESHIN@GMAIL.COM
VENKAT REDDY ARE	SALES OFFICER	Agro life Science Corporation	HYDERABAD	VENKATREDDYARE@GMAIL.COM
KOMAL SINGH	STATE HEAD SPECIALITY NUTRENTS	Agro life Science Corporation	PUNJAB	KOMALSINGHDHAKREY@GMAIL.COM
DIVAKAR T	BUSINESS DEVELOPMENT OFFICER	Agro life Science Corporation	TAMIL NADU	DIVAKARTHYAGARAJAN02@GMAIL.COM
SANJEEVIRAJ A	SALES EXECUTIVE	Agro life Science Corporation	TAMIL NADU	SRKT1979@GMAIL.COM
VED PRAKASH	SALES OFFICER	Agro life Science Corporation	JAIPUR	VED6870@GMAIL.COM
MANISH PALIWAL	ACCOUNTS EXECUTIVE	Agro life Science Corporation	JAIPUR	KALPMANUJAIPUR@GMAIL.COM
SURESH KUMAR DWIVEDI	SALES OFFICER	Agro life Science Corporation	CHHATTISGARH	SOURABH2542@GMAIL.COM
ANGAD SINGH SENGHER	SALES EXECUTIVE	Agro life Science Corporation	INDORE	ANGADJNKVV@GMAIL.COM
SAMEER KUMAR PRADHAN	SALES OFFICER	Agro life Science Corporation	CHHATTISGARH	SAMEERKUMAR.7U@GMAIL.COM
AJEET KUMAR MAURYA	SALES OFFICER	Agro life Science Corporation	CHHATTISGARH	MAURYAJEET.87@GMAIL.COM
RAMAKRISHNA MUTHAVARAPU	SALES EXECUTIVE	Agro life Science Corporation	GUNTUR	M.RAMAKRISHNA678@GMAIL.COM
MANUBOLU HARI PRASAD	AREA MANAGER	Agro life Science Corporation	GUNTUR	MANUBOLU.HARIREDDY@GMAIL.COM
SURENDER SINGH	SALES EXECUTIVE	Agro life Science Corporation	LUCKNOW	BITTUBAJWA.2008@REDIFFMAIL.COM
TANMAY BHANUDAS SANKPAL	SALES REPRESENTATIVE	Agro life Science Corporation	PUNE	TANMAYSANKPAL07@GMAIL.COM
KUMUD VATS	HR - BUSINESS PARTNER	Krishi Rasayan Exports Pvt Ltd	NEW DELHI	KUMUDVATS@GMAIL.COM
BHEEM SINGH	PURCHASE MANAGER	Krishi Rasayan Exports Pvt Ltd	NEW DELHI	BHEEMSINGHSOHNA@GMAIL.COM
SUDARSHAN SHITAL DANOLE	SALES OFFICER	Krishi Rasayan Exports Pvt Ltd	PUNE	SUDARSHAN3@GMAIL.COM
ROOP SINGH	DEVELOPMENT TRAINEE	Krishi Rasayan Exports Pvt Ltd	INDORE	ROOPSINGHKAMAT@GMAIL.COM
SHAHID ABRAR HUSSAIN	BUSINESS DEVELOPMENT MANAGER	Krishi Rasayan Exports Pvt Ltd	NEW DELHI	SHAHIDABRAR60@GMAIL.COM
PRAVEEN KUMAR S	MARKETING OFFICER	Krishi Rasayan Exports Pvt Ltd	BELLARY	PARIG29@GMAIL.COM
ATTIRAJU NAGESHWARUJU	AREA SALES MANAGER	Krishi Rasayan Exports Pvt Ltd	HYDERABAD	NAGESH849@GMAIL.COM
KANDULA RAVINDER	SENIOR SALES OFFICER	Krishi Rasayan Exports Pvt Ltd	HYDERABAD	KANDULARAVINDER77@GMAIL.COM
ANANTKUMAR NARENDRASINH BHADIGAR	ACCOUNTS OFFICER	Krishi Rasayan Exports Pvt Ltd	PANOLI	ANANTBHADIGAR@GMAIL.COM
DESAI DINESH BHAI DEVA BHAI	STORE SUPERVISOR	Krishi Rasayan Exports Pvt Ltd	PANOLI	DINESHDESAI62@GMAIL.COM
SANDEEP BHARTI	STORE SUPERVISOR	Krishi Rasayan Exports Pvt Ltd	PANOLI	SANDEEPBHARTI210@GMAIL.COM
ROHIT BIBHISHAN MAIRALE	PRODUCTION SUPERVISOR	Krishi Rasayan Exports Pvt Ltd	PANOLI	ROHITMAIRALE111@GMAIL.COM
THUMMAR VISHAL CHIMANBHAI	BUSINESS MANAGER	Krishi Rasayan Exports Pvt Ltd	AHMEDABAD	THUMMARVISHAL@YAHOO.IN
SANJAY KUMAR NISHAD	DRIVER	Krishi Rasayan Exports Pvt Ltd	CHHATTISGARH	SANJAYKUMARGIND22@GMAIL.COM
VENKATA SUBBA REDDY KAMBAM	ASSISTANT AREA MANAGER	Krishi Rasayan Exports Pvt Ltd	GUNTUR	SUBBAKAMBAMREDDY@GMAIL.COM
RAJ KUMAR YADAV	PRODUCTION SUPERVISOR	Krishi Rasayan Exports Pvt Ltd	PANOLI	YADAVRAJ051@GMAIL.COM
DIPENDAR ROKA	SECURITY GUARD	Krishi Rasayan Exports Pvt Ltd	NEW DELHI	
JAGTAR SINGH	SANKALP STORE MANAGER	Agro life Science Corporation	PUNJAB	JAGTARSINGHGILL@GMAIL.COM
RAJAN SINGH	SANKALP STORE MANAGER	Agro life Science Corporation	PUNJAB	RAJANSAM72@GMAIL.COM
MOHD SAVEZ	SANKALP STORE MANAGER	Agro life Science Corporation	PUNJAB	MSAVE1299@GMAIL.COM
KAMINDRA KUMAR	SANKALP STORE MANAGER	Agro life Science Corporation	PUNJAB	KAMINDRAM7NKUMAR@GMAIL.COM
RAVINDER SINGH	REGIONAL MANAGER - SANKALP STORE	Agro life Science Corporation	HARYANA	RST1069@REDIFFMAIL.COM
DOCTOR PRASAD JAISWAL	ACCOUNTANT	Agro life Science Corporation	CHHATTISGARH	DOCTOR.JAISWAL@GMAIL.COM
ASHOK KUMAR SINGH	CATEGORY MANAGER - PESTICIDES	Agro life Science Corporation	NEW DELHI	AKSINGH37@GMAIL.COM
TIYYAGURA SRINIVAS REDDY	REGIONAL MANAGER	Agro life Science Corporation	GUNTUR	REDDYRGCET@GMAIL.COM
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DHARMENDRA MALVIYA	ASSISTANT AREA MANAGER	Agro life Science Corporation	CHHATTISGARH	MALVIYA.DHARMENDRA@GMAIL.COM
SURESH KUMAR	SALES OFFICER	Agro life Science Corporation	HARYANA	MORSURESH3330@GMAIL.COM

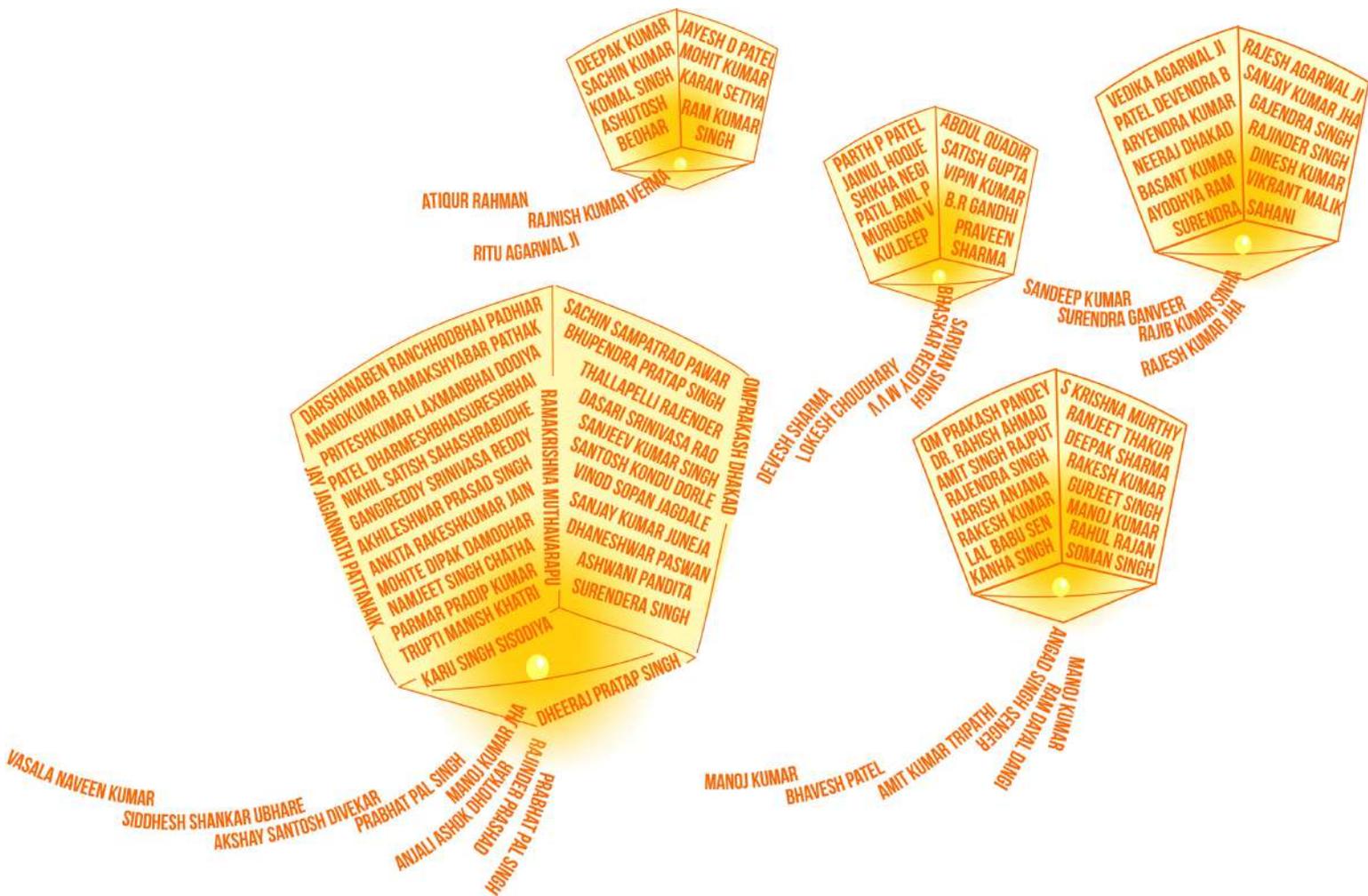
# Weather Update



**RAIN BUTTON**

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## Sept-Oct Birthday Cloud #TogetherWeCelebrate



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