

COVER STORY

## YEH DIWALI KRISHAJ WAALI



*In our this issue:*

### KRIKT WINNERS AWARDED

Celebrating success of our Quiz Initiative , we have awarded all the winners of KRIKT contest with Amazon Gift Voucherts. Pg 04

### SHOP DECORATION CONTEST PROGRESSES

Thank you channel partners for the amazing response to the dealer shop decoration contest. Its KRISHAJ on every shelf. Pg. 14

### KRISHAJ ELEVEN LAUNCHED

Award distribution continued for Krishi Premier League with an added twist of KRISHAJ ELEVEN . Its getting bigger and better. Pg. 17

## DIWALI CELEBRATIONS!

Diwali, Deepavali or Dipavali is the festival of lights, which is celebrated every autumn in the northern hemisphere. One of the most popular festivals of Hinduism, Diwali symbolises the spiritual "victory of light over darkness, good over evil and knowledge over ignorance."

Light is a metaphor for knowledge and consciousness. During the celebration, temples, homes, shops and office buildings are brightly illuminated. Celebrants will prepare by cleaning, renovating, and decorating their homes and workplaces.





## Shree Ram Chandra Ki Jai!

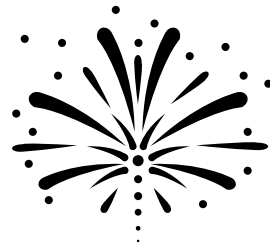
by all



Diwali was celebrated in a grand manner across all our Krishaj Offices. All the offices were beautifully decorated with rice lights, diyas and flowers. Puja was held for Diwali and everyone had dressed up in ethnic wear. Not only did this spread a smile across everyone's face but also lit up everyone's Diwali this year!

Employees had also brought along their children to lighten up the mood and atmosphere of their offices and also decorated the place themselves while organising for the Puja.

We wish to have such a bright Diwali every year bringing across smiles on so many faces!





**KRISHI CREATIVES**



**THANK YOU  
FOR YOUR  
IDEAS** 



## **SANKALP GRABS GLOBAL ATTENTION**

Mr. Louis du Plessis (Managing Director) from M/s Omnia Fertilizer Zimbabwe (Pvt) Ltd, Zimbabwe & Mr. Anup Chand (CEO) M/s Cure Chem South Africa (PTY) Ltd, South Africa along with Mr. Krishan Chaudhary (Sr. GM) Coromandel Agrico Pvt Ltd, New Delhi visited our Sankalp Retail Store- Punjab and very much appreciated our store design, service offerings, house keeping and display of products. They were mighty impressed by the efforts of KREPL in organised Agri Retail .

CONGRATULATIONS!

# YOU DESERVE A TREAT!

Mr. Shivam Gour  
The Grand Winner of KRIKT



# KRIKT!

## OTHER WINNERS!



# DIWALI DHAMAKA!

BY SANKALP STORES

On the occasion of Dhanteras it is auspicious to win gold and silver. Keeping this in mind we organized 'Diwali Dhamaka' Lucky draw scheme at all our Sankalp stores. On a purchase value of 1000/- the farmers received a lucky draw voucher and on the day of Dhanteras the winners were announced and awarded in front of the top farmers of that area.



## WINNERS AT MP STORES:

FARMER NAME	Name of Store	GIFT ITEM
Nilesh Patidar Ji	Badnawar	1 GM GOLD COIN
Nagu Singh Ji	Sanwer	1 GM GOLD COIN
Laxminarayan Ji	Shajapur	10 GM SILVER COIN
Laxminarayan Ji	Depalpur	10 GM SILVER COIN
Amar Singh Ji	Sanwer	10 GM SILVER COIN
Kalyan Kaniram Ji	Sanwer	10 GM SILVER COIN
Rahul Ji Patidar	Ratlam	10 GM SILVER COIN
Mohammad Ajij Ji	Depalpur	10 GM SILVER COIN
Shiv Ji Rathore	Depalpur	10 GM SILVER COIN
Kalu Singh Ji	Depalpur	10 GM SILVER COIN

## WINNERS AT PUNJAB STORE:

STORE NAME	FARMER NAME	GIFT ITEM
PATIALA	AMANDEEP SINGH	1 GM GOLD COIN
PATIALA	JASWINDER SINGH	1 GM GOLD COIN
RAJPURA	BALJEET SINGH	10 GM SILVER COIN
SANGRUR	JAGSIR SINGH	10 GM SILVER COIN
PATIALA	AJIT RAM	10 GM SILVER COIN
RAJPURA	AMRIT SINGH	10 GM SILVER COIN
RAJPURA	BHUPINDER SINGH	10 GM SILVER COIN
SANGRUR	DARSHAN SINGH	10 GM SILVER COIN
KHANNA	DIVYANSH SHARMA	10 GM SILVER COIN
RAJPURA	RINKU NARULA	10 GM SILVER COIN
PATIALA	NARANG SINGH	10 GM SILVER COIN
RAJPURA	RAMESH AHUJA	10 GM SILVER COIN
PATIALA	BALJINDER SINGH	10 GM SILVER COIN
NABHA	NARINDER SINGH	10 GM SILVER COIN
RAJPURA	BALJEET SINGH	10 GM SILVER COIN
SANGRUR	BAHADUR SINGH	10 GM SILVER COIN
SANGRUR	SUKHDEV SINGH	10 GM SILVER COIN



# DIWALI BASH!

BY DELHI OFFICE

On the auspicious occasion of Dhanteras, a Diwali lucky draw was held at the Delhi office. The event was filled with interesting and assured prizes. The entire KRISHAJ Delhi team got together to make this event memorable. The winners name was picked from a bowl of names and there was cheering, happiness and excitement in the room.



**1st Prize - Lord Ganesha large idol to Mr. Ayush Jain**

**2nd Prize - Heater to Mr. Vinay**

**3rd Prize - A 50gm silver coin to Mr. Mahesh Chandra, Mr. Ansari, Mr. Santosh Mishra, Mr. Mukesh Jha & Mr. Abhishek**

Rest of the prizes included - Spice Racks, Hand Blender, Borosil Dinner sets and 10gm silver coins



## KRISHI KUMBH

Krishi Kumbh, the mega fair on agriculture and its allied industries was organized at IISR ground Lucknow from 24th to 26th of October. Almost all the agril. input companies put up their stalls in the 3 day gala event. Overall our stall was well appreciated and farmers already using our products showed special interest.

# TRAINING ON FLICK SUPER

BY BASF TEAM, CHANDIGARH

We had organized the training program of our New Product FLICK SUPER at Hotel Best Western at Chandigarh on dated 25th October.

Total 76 Participants were from Haryana Punjab Sales Team – KREPL, Haryana Punjab Sales Team – ALSC and Team of Consultant -SANKALP RETAIL.

Trainers From BASF were Mr. Pritam (Crop Manager Spc) and Mr. Jitendra (BD).

Mr. Poonia, Mr. Jadon, Mr. R K Phutela and Mr. Mohit were also invited. They set the tone of the meeting and encourage the team for effective participation in the training program.

Mr. Poonia, Mr. Jadon, Mr. R K Phutela and Mr. Mohit were also invited. They set the tone of the meeting and encourage the team for effective participation in the training program. Mr. Chhote Lal, presented the benefits of the app uses in front of team.

Mr. Pritam From BASF started the training with the major diseases in the Major crops their symptoms, appearance and causal organism. Mainly he covered Potato, Cucumber, Tomato, Chilly, Onion, Cotton and Grapes all diseases.

At last all the doubts asked by team cleared by Trainers and also taken the feedback form.



# LOYALTY GIFTING THIS DIWALI

BY KRISHI RASAYAN

On the occasion of Diwali we had a gift distribution for all our Krishaj Dealers in the Loyalty Programs. Members in Platinum and Titanium club were gifted 50gms silver coin and members of gold, silver, and bronze club were gifted 10gms gold coin. We wish all our dealers best of health and hope to grow with them in the coming future.



See the complete list of winners. [Click here](#)











# KRISHI PRIORITY PARTNER

M/S. BHARAT KHAD BEEJ BHANDAR , UJJAIN.

It's been 34 years from now that M/s Bharat Khad Beej Bhandar Ujjain MP was established under the guidance and leadership of Shri Suresh ji Data and Shri Kantilala ji Data.

Transparent and fair policies are the main ingredient for the success of any business and the same happened with M/s. Bharat Khad Beej Bhandar. Both the owners being very fair and helpful towards the farmers were able to take the business to a new height today.

M/s Bharat Khad Beej Bhandar, is among one of the biggest brand names in the pesticide market across many villages and farmers. It has become a brand new and needs no introduction

At present, sons of Shri Kantilal Ji Data are looking and maintaining the shop under his valuable guidance. Mr. Vinay Jain, Vijay Jain and Mr. Pawan Jain are putting their greatest efforts in order to operate and take the things further in an improved manner.

With hard work and dedication, M/s Bharat Khad Beej Bhandar started a new branch by the name of M/s. Bharat agro agencies, Chimanganj Mandi Ujjain and Mr. Abhay Jain is serving as the main proprietor in that.

With a tremendous amount of dedication and consistently positive attitude, M/s. Bharat Khad beej Bhandar Ujjain is dealing in many pesticides company and gaining business of more than 10 Cr. For this shop the main focus company from many last years is Krishi Rasayan Export Pvt Ltd. Being our Titanium Club Dealer, it is maintaining our pesticide business of over 2.5 Cr for the last few years.



“

**KRISHI RASAYAN  
IS THE BEST**

## KRISHI "COMET"

An organisation that communicates better, performs better. It is so important to use the right words, the right pauses and exclamations in our communication else we might unknowingly end up hurting people. Communication can win or lose customers for us. Therefore it is so important to keep on upgrading our communication skills.

To make things better, we will soon be launching a KRISHI "COMMUNICATION ETIQUETTE" Series for our employees named KRISHI COMET. Objective of the initiative is to improve the quality and efficacy of communication within the organisation.

Email being the most important media of formal communication, we will be starting with the series on Email Etiquette. Lets learn and check ourselves before we press the send button.



# RAMNAVAMI PUJA CELEBRATIONS

BY DELHI OFFICE



On the behalf of our KRISHAJ Staff & with support from the Management, we organized “Bhandara” on 18th October ‘2018 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 hope to organize this each year with Mata Rani's blessings



“

**ZOR SE BOLO  
JAI MATA DI!**



## BIG FARMERS MEET

We organized farmer meeting at Himatnagar (North Gujarat) on 24th October 2018. Our DGM presided over this mega event. More than 50 progressive big farmers were present in this meeting. Mr. Pinakin Patel & Mr. Kamal Singh Dewal gave presentation on one of the most focus product “K-Max super” and mentioned benefits/advantages of this product for farmers. We got very positive response from farmers through this meeting. As being part of KREPL family, we celebrate Diwali Pooja very grandly at KREPL-Ahmedabad office every year. This year also we performed Shri Lakshmi Pooja at office and prayed for good health prosperity & wealth of our organization. “Happy Diwali”.

# DEALER SHOP DECORATION CONTEST

by Brand Manager

We got a tremendous response from our channel partners to our ongoing dealer shop decoration contest.

Shops were decorated well with KREPL products, with Krishaj logo dominating the prime shelf at dealer shops. We will soon be announcing the winners.

ऊँची दुकान  
अच्छा सामान

COMING SOON

KRISHAJ

KRISHI RASAYAN EXPORTS PVT. LTD.



Kheti Duniya - Punjab • 17-11-2018

### आज के समय में कृषि उत्पादन बढ़ाने और लागत कम करने में के-मैक्स का महत्व

कृषि उत्पादन में बढ़ोतरी के लिए कृषि उत्पादन पर केंद्रित दुर्लभ सिंथेटिक पोषक तत्वों की जरूरत है। आज KREPL का प्रयोग करके किसानों को अधिक उत्पादन के साथ-साथ लागत को कम करने में मदद मिलेगी। KREPL का प्रयोग करके किसानों को अधिक उत्पादन के साथ-साथ लागत को कम करने में मदद मिलेगी।

**K MAX HYT**

कृषि उत्पादन में बढ़ोतरी के लिए कृषि उत्पादन पर केंद्रित दुर्लभ सिंथेटिक पोषक तत्वों की जरूरत है। आज KREPL का प्रयोग करके किसानों को अधिक उत्पादन के साथ-साथ लागत को कम करने में मदद मिलेगी।

Haryana Krishi Samyok

### हरियाणा में किसान संपर्क कार्यक्रम में गति

कृषि उत्पादन में बढ़ोतरी के लिए कृषि उत्पादन पर केंद्रित दुर्लभ सिंथेटिक पोषक तत्वों की जरूरत है। आज KREPL का प्रयोग करके किसानों को अधिक उत्पादन के साथ-साथ लागत को कम करने में मदद मिलेगी।

## KMAX IN NEWS

by Brand Manager

Our star products continue to create news wherever it goes. Kudos to KREPL teams for creating the buzz around our magical product.

We are committed to bring more such match winners in our portfolio. Lets continue to be in news for all good reasons.

# K MAX MEDIA ACTIVITY IN PUNJAB & HARYANA



**WE ARE ON RADIO**

State	City	Operator Name	Frequency	Offer Rate /10 Secs	Spot Duration	Spots/Day
Haryana	Hissar	Big FM	92.7	105	30	10
Haryana	Karnal	My FM	94.3	75	30	10
Punjab	Amritsar	Big FM	92.7	120	30	10
Punjab	Jalandhar	Radio Mirchi	98.3	310	30	10
Punjab	Patiala	Big FM	92.7	110	30	10



**FEATURED ON TELEVISION**

Market	Genre	Channel	Prog /Day part	Day	Time	Creative	Dur	Spots	FCT/ Day	No. of Days
Punjab	News	PTC News	RODP	Mon-Sun	1900-2300	K Max	30	8	240	30
Punjab	News	PTC News Total								
Haryana	News	India News Haryana	RODP	Mon-Sun	1900-2300	K Max	30	8	240	30
Haryana	News	Andy Haryana	RODP	Mon-Sun	1900-2300	K Max	30	8	240	30
Haryana	News	DD Punjabi Total								



**FEATURED ON PRINT**





# FARM CONNECT

"किसान ही भगवान है"



## Promotional Campaign at Maharashtra

Plethora of activities conducted by Maharashtra team to woo the farmers and the channel partners. Team is enthusiastically conducting Demos, Farmer Meets, One to one visits to strengthen our brand equity.





# KRISHI PREMIER LEAGUE

## SCORE CARD

State	SALESPERSONNAME	ASM Name	Sum of K Max	Sum of SLP	Sum of Other	Sum of Total Points	Age>120 Days	Legal	Net Points	Rank Type
AP	Gun-Ballarapu Surendra Reddy	Hyd-K. Subhash Chandra Bose	1.27	100.06	6.7	108.03	34.76	-	73.26	1
AP	Hyd-Jammula Srikanth Reddy	Hyd-Saidulu Jaganti	0.14	89.15	5.32	94.61	23.07	-	71.54	2
AP	Hyd-Chandavari Prasad	Hyd-Y.R.Rao	-0.83	72.53	13.43	85.12	9.44	8.69	66.99	3
MH	Pun-Rahul Vilas Mali	Pun-Shivraj Bhauso Patil	-	58.87	13.2	72.08	4.63	-	67.45	1
MH	Pun-Vivek Balasaheb Jadhav	Pun-Kushal Borse	-	40.73	15.71	56.44	16.96	11.68	27.8	2
MH	Pun-Sudarshan Subhash Walvekar	Pun-Shivraj Bhauso Patil	-	40.57	6.52	47.09	4.12	17.98	24.99	3
MP	Ind-Virendra Singh Panwar	Ind-Harish Anjana	5.51	103.7	11.65	120.85	12.32	-	108.53	1
MP	Ind-Karu Singh Sisodiya	Ind-Harish Anjana	2.02	58.7	13.79	74.5	3.48	-	71.03	2
MP	Ind-Vikram Anjana	Ind-Virendra Anjana	8.03	34.85	3.69	46.58	5	-	41.57	3
UP	Luc-Dinesh Kumar	Luc-Sarvan Singh	1.16	35.41	16.26	52.83	-	-	52.83	1
UP	Luc-LOKESH KUMAR JADON	Luc-Yogendra Pratap Singh	-	25.18	12.57	37.75	-	-	37.75	2
UP	Luc-Parama Nand Pandey	Luc-Ram Balihari Choudhary	3.58	36.18	-3.06	36.69	0.97	-	35.73	3

# KPL AWARDS

## KPL AWARDS DISTRIBUTION

**KRISHI PREMIER LEAGUE**

Date: \_\_\_\_\_ Valid for 3 months Only

Pay: KREPL CHAMPION for the month of \_\_\_\_\_ Or Resaler

Rupees रुपये ONE THOUSAND ONE HUNDRED ONLY या धारक को

अबा करे ₹ 1100/-

For XX

SB AC

Big Leap 2X We are unstoppable

KRISHAJ

Authorised Signatory

Please sign above / नीचे हस्ताक्षर करें

**KRISHI PREMIER LEAGUE**

**2nd**

**KREPL PERFORMER**  
certificate

THIS CERTIFICATE IS PRESENTED TO \_\_\_\_\_

Team Leader \_\_\_\_\_

For exemplary sales performance in the month of \_\_\_\_\_ We are proud of your contribution in growth journey of our organization and look forward towards continued support in future endeavours.

Date \_\_\_\_\_

Signature \_\_\_\_\_

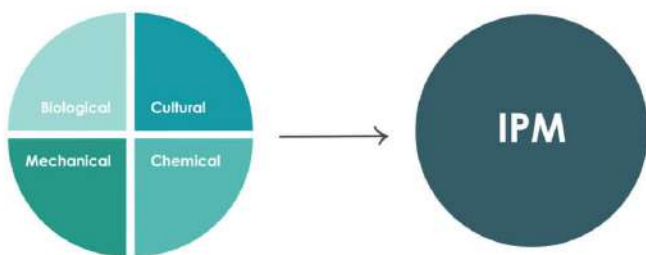
**KRISHAJ**  
कृषि प्रीमियर लिग



## WE USE NON REPELLENT AND RESIDUAL PRODUCTS IN OUR IPM

BY DR ABDUL RAUF

There are some major differences with our pest management service compared to our competition. Our competitors use highly repellent sprays where insects may tend to walk. The tendency of a repellent product is to drive the insect away from that area temporarily. The resultant effects of pesticide tend to be ineffective. We believe in using non-repellent products and will apply them in specific areas where insects tend to live. We know that roaches spend 70% of their time in cracks and crevices. For this reason, we will treat these areas with a long lasting product. Our special product Truly Dust is non repellent and highly residual. It gives a long lasting control of German roaches.



It is very common to see small roaches moving about a room within a few days after being sprayed. It may happen for two to three days. Since our product has a long residual and is applied where roaches tend to hide and lay their eggs, we have the ability to kill these babies and thus break the cycle of re-infestations.

We know that smell does not indicate how strong a product is. Smell is produced due to dilutant and emulsifier not the active ingredient. Our products have no odor. It will not disturb the resident or the applicator. Our technicians and supervisors should inform the clients the benefits of using smell free products.

The ants that are seen moving in outside areas are workers and foragers moving in search of food. They may enter to kitchen areas or store for food. Only 10% to 20% ants are moving outside the nest. If these ants are sprayed with a repellent insecticide, they will give off an alarm pheromone which directs the colony to split. The nest will split and more colonies will be established. That is why we in TPS treat ants with a non-repellent product. If treated with non repellent product these foraging ants will go back to the colony and contaminate all the members. The entire colony will die.

# WE WELCOME

# "New Members Of Our Family"



Emp Name	Designation	DOJ	Company	Branch	Email id
BOLUGULA MALLESH	OFFICE HELPER	10/1/2018	Krepl	HYDERABAD	
MAHESWARA RAO KETA	SALES OFFICER	9/1/2018	Krepl	GUNTUR	MAHESHKETHA73@GMAIL.COM
PARISA SRIMANNARAYANA	SALES EXECUTIVE	9/22/2018	Krepl	GUNTUR	NANI.PARISA@YAHOO.COM
NIKHIL SATISH SAHASHRABUDHE	DEVELOPMENT OFFICER	10/1/2018	Krepl	PUNE	NIKHILSAHASHRABUDHE715@GMAIL.COM
DURGA LAL JADAM	SALES TRAINEE	9/21/2018	Krepl	JAIPUR	ADITYAJADAM123@GMAIL.COM
HARBHAJAN SINGH HIRA	ASSISTANT AREA MANAGER	10/5/2018	Krepl	PUNJAB	HS.HIRA26@GMAIL.COM
DIKESH VINODBHAI PRAJAPATI	SALES REPRESENTATIVES	9/26/2018	Krepl	AHMEDABAD	PRAJAPATIDIKESH@GMAIL.COM
AMANINDER SINGH	SALES EXECUTIVE	9/13/2018	Agro life Science Corporation	PUNJAB	AMANINDER.SODHI@YAHOO.COM
VARUN TYAGI	SALES OFFICER	10/15/2018	Agro life Science Corporation	PUNJAB	TYAGI.VARUN89@GMAIL.COM
MAHESH KALYAN SHEVALE	DRIVER	9/1/2018	Agro life Science Corporation	PUNE	
KOKKULA SAI NIKHIL	HR ASSISTANT	9/19/2018	Agro life Science Corporation	HYDERABAD	BUNNYNIKKI659@GMAIL.COM
VENKATA AKHIL CHAND POTHULA	LOGISTICS ASSISTANT	10/1/2018	Agro life Science Corporation	HYDERABAD	AKHILCHANDS53@GMAIL.COM
RAJENDRA REDDY	SALES OFFICER	9/27/2018	Agro life Science Corporation	GUNTUR	REDDYRAJENDRAO36@GMAIL.COM
MANOHARA PALADAGU PV	SALES OFFICER	9/24/2018	Agro life Science Corporation	BELLARY	BABU.UA5@GMAIL.COM
SACHIN KUMAR	SALES REPRESENTATIVES	10/10/2018	Agro life Science Corporation	LUCKNOW	SACHINGHA86@GMAIL.COM
SARVESH KUMAR	SALES REPRESENTATIVES	10/1/2018	Agro life Science Corporation	LUCKNOW	SKA7866@GMAIL.COM
MADAN GOPAL GUPTA	ASSISTANT AREA SALES MANAGER	10/1/2018	Agro life Science Corporation	LUCKNOW	MGGUPTA80@GMAIL.COM
VIPRO NASKAR	SALES OFFICER	10/10/2018	Agro life Science Corporation	LUCKNOW	VIPRONASKAR271@GMAIL.COM
VIKAS GUPTA	ASSISTANT AREA SALES MANAGER	10/22/2018	Agro life Science Corporation	LUCKNOW	GVIKAS447@GMAIL.COM
RAKESH KUMAR	AREA SALES MANAGER	10/15/2018	Agro life Science Corporation	LUCKNOW	UPADHYAYRAKESHO@GAMIL.COM
DATTATRAY KASHINATH PATIL	DEVELOPMENT SUPERVISOR	10/3/2018	Agro life Science Corporation	PUNE	DATTAPATIL199@GMAIL.COM
GURNAM SINGH	GODAWN INCHARGE	10/11/2018	Agro life Science Corporation	LUCKNOW	HAPPYGILL0637@GMAIL.COM
PRITAM SINGH	AGRI CLINIC DOCTOR - SANKALP RETAIL STORE	10/1/2018	Agro life Science Corporation	PUNJAB	LAMBAPRITAMSINGH@GMAIL.COM
KAMAL	SALES TRAINEE	10/18/2018	Agro life Science Corporation	HARYANA	KAMBOJKAMAL65@GMAIL.COM

## EVENTS & CONFERENCES

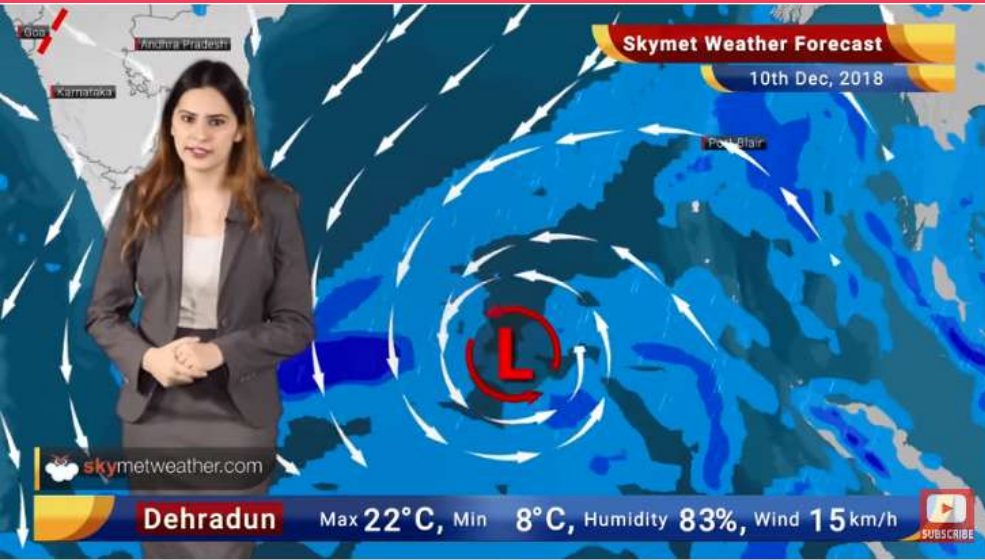


**ACE China** - A platform for global visitors. Received many renowned prospects in our pavilion wishing to join our hands. To mention a few, visitors in large nos. from Pakistan and Iran came to us with even more strong desire for expansion.

**Agri Myanmar Exhibition** - Attended largely by Chinese and locals. Our channel partner displayed our products. The nicely decorated stall was well visited.

**Goa ICSE** - Our pavilion was visited in large nos. by well known prospects from many geographies. Channel partners from Australia, Chile and Ehtiopia to name a few, showed high interest to strengthen business relationship. Customers from Chile was excited seeing our R&D centre at Kolkata

# Monsoon Update



**RAIN BUTTON**

CLICK TO KNOW MORE

## Oct-Nov Birthday Cloud #TogetherWeCelebrate



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