

# KRISHAJ TIMES

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distribution of Sewing Machines at a mass Marriage event.

### STORE OF THE MONTH - MAKTAL

Know more about Maktal teams success.

### MARCHING AHEAD

An insightful article on KREPL featured in AGNews.

# SEWING KIT DISTRIBUTION BY BHARAT SHARMA

It was a great moment for all of us on 15th Nov 2021 where Krishaj Foundation along with our channel partner M/S Agrawal Khad Beej Bhandar Kosi Kalan, Mathura jointly distributed 61 Sewing Machines during the event of mass Marriage of 61 poor girls. This distribution of sewing machine was intended to empower women by providing them with a livelihood and this work by Krishaj Foundation will surely be an effort to help them in better upbringing of their family.

The sewing machine distribution event has received appreciation from our honorable Cabinet Minister Shri Chaudhary Laxmi Narayan Ji. Of Uttar Pradesh. One of the beneficiaries expressed their thankfulness to for giving her a sewing machine, which will enable her to earn a livelihood by doing respectable work in the society.





## 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)





By Christina Xie

Atul Churiwal  
Chairman of Krishi Rasayan Group

Krishi Rasayan Group is a company that has maintained steady and consistent growth in the Indian agrochemical market. The company achieved double-digit growth in FY2020-21 despite the impact of the pandemic.

We learned from the conversation with Atul Churiwal, Chairman of Krishi Rasayan Group, that the company has a high-quality talent team and always keeps in mind the mission of serving the farmers. Atul told us in the interview about the company's new technical plant, which will start operation in September this year, as well as the development of the company's new business.

### **What is the planting situation and performance of main crops in India this year?**

The agriculture production in India is slightly below last year's demand due to inconsistent rains in some parts of the country. The total acreage this year is about 2% below last year. The crops of rice, cereals and oil seeds are down, while pulses and sugarcane are slightly above last year.

### **What is the company's revenue in FY2020-21? What are the highlights in terms of performance?**

The Company's revenue in FY 2020-21 was Rs. 2183 cr, which is approx. USD 300 M and shows a 20% growth from last year. The drivers for growth were the increase in brand sale due to demand from farmer level.

### **What new products did the company introduce to the market this year?**

The new products the Company introduced were mainly combination products as follows:

- Tebuconazole 25% WDG
- Captan + Tebuconazole
- Fenpyroximate + Profenofos
- Novaluron + Emamectin
- Propuxor

### **The impact of the pandemic, the rising prices of raw materials in China, what impact have these issues had on Krishi Rasayan and the entire Indian agrochemical industry? What challenges did Krishi Rasayan encounter in raw material sourcing, supply chain management and product producing, and how did you solve these problems?**

The main issue currently being faced by us is getting timely supplies from China due to delay in shipments for as the availability of vessels are less. This is hampering the supply chain management and disrupting production. We are now working on a strategy to keep extra inventory in view of the uncertainty of shipment. Regarding pricing, we are seeing a down trend in most of the products, barring one or two products.

### **In addition to traditional pesticides, we have seen Krishi Rasayan is also involved in crop nutrition and bio-inputs industries recently. In your opinion, which are the promising areas in current agriculture industry? What is the acceptance and adoption of new products and technologies at the farmer and dealer level in India?**

We believe that the biggest growth will come in the bio-stimulants. The Indian Government has now come with a policy to regulate all bio-stimulants in the market, which will drive out all marginal and spurious manufacturers. We feel this will be a great opportunity for Companies like us to take advantage in the fastest growing segment in the Industry. With Nano technology and other new innovations in agriculture coming out, it is exciting news for the agriculture growth in the country.



# KRISHI RASAYAN GROUP – MARCHING AHEAD -CONT

**Krishi Rasayan gets 90% of its revenue from the domestic market, so we can imagine that serving local growers well should be an important thing for the company. What has the company done in terms of agricultural service and farmer support?**

Realizing the need to connect with farmers directly, the Company has opened more than 70 retail chains in the various parts of the country, where it is offering farmers not only their own products but full range including fertilizers, seeds and other nutritional products so that farmers can buy all under one umbrella. Regular training programs were also held through retail points to educate the farmers about the new agriculture technologies and usage of products.

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**India's agrochemical industry is experiencing rapid development and we are seeing more and more companies growing fast. And in India, there are quite a few listed agrochemical companies. Does Krishi Rasayan have any plans to go public?**

As of now we do not have any plans of going public. We feel that the Industry is going through a very exciting phase and high growth will be seen in the next few years.



**Throughout the development of the company, we can feel that Krishi Rasayan always attaches great importance to the company's talent cultivation and employee care, and regards employees as the wealth of the company. Is this a typical corporate culture of the company? Is this an important factor in the success of the company?**

The Company attaches great importance to the growth and welfare of its employees. We strongly believe the greatest strength is the talent in our group. We organize regular motivational sessions by experts to motivate the employees. Various welfare measures are taken regularly for boosting the morale of our team.

**What are your anticipations for next year's market development and what are your expectations for the performance of the company?**

Our technical plant is supposed to start from September 2021. We feel it will be an important additional in our operations, which will not only boost profitability in the domestic sector but lead to growth in exports. As far as operations are concerned, seeing the current trend, where the agriculture activities are less than last year, we may find it difficult to maintain last year's growth but still are confident to cross last year's volume.

For more information and business-related queries, please contact Mr. Atul Churwal  
at: [atul@krishirasayan.com](mailto:atul@krishirasayan.com)

This article was initially published in AgroPages' '2021 India Pesticide Suppliers Guide' magazine.



**NEW**  
2021 India Pesticide Suppliers Guide

Sponsored by  
**Best Agrolife Limited**

# STORE OF THE MONTH MAKTAL

Our heartiest congratulations to the “Maktal” store team for the best performance in the month of Sept’21. To reach this position they have worked hard and focused on 3 main strategies. Firstly, the Maktal store team have regularly maintained the product availability as per farmers requirements, for this they are continuously in touch with all category managers. Also, they have made a strong bond with the farmers, as they worked very closely with farmers and provide the best solutions to their problems.

And, last but not least they have conducted many big farmers meetings, in which they have effectively conveyed the Sankalp value proposition to farmers. Also, the Maktal team is regularly in touch with farmers via SMS and tele-calling. With the proper execution of all these strategies, the Maktal team have succeeded to achieve this position.



# SUCCESS STORY FROM BUEDERPUR (PIPIGANJ) UP BY MANISH JAIN

It is always said that if we do fieldwork for the welfare of the farmer's, farmers get benefitted from that and this results in good name, publicity, footfall and Sales. In one village named Buederpur (Pipiganj) area, there is good acreage under cucurbits mainly of Bitter Gourd (Karela) & Pumpkin (Kashifal). This year due to continuous and heavy rain, these farmers suffered a lot and most of such plots suffer from stunted growth, downey mildew, thrips and sucking pests. Leaves become yellowish, flowering and fruiting were very few.

As we visited those villages (Myself, SFA Mr Anup Shukla and Vet officer Jitender Tripathy), organized farmer's meet and strongly recommended two treatments one through soil ( K Max + Agron +DAP ) and two foliar sprays of Super Focus along with Ruler/Kri Star. K Max is for fertility, root growth, Agron is to check nematodes attack and Super Focus for downey mildew, Ruler for controlling thrips. Farmers got excellent results as their crop (Creeper) become lush green, flowering and fruiting started. Some of the farmers who were one-time purchasers of 40 Kg, now, started picking 100 Kg bags after seeing the results.

In the last 12 days, more than 25 farmers have visited our stores and many have purchased products. This has also given us confidence that we can promote many products, establish products and also can earn a good name for our company. Also, we are sure that we will be able to capture the whole village, Many crops are grown in this village-like cauliflower, Green Pea, Brinzal etc. Animal husbandry is also good in this village and thus can serve the farmers in many categories. In business terms, if we get very good business from this single village.



# THE IMPORTANCE OF CORPORATE SUSTAINABILITY

## BY APURVA

Sustainability is among the most demanding issues in the world at the moment. Since we are witnessing rapid climate change, many of us are seeking out ways we can reduce our impact on the environment. Over the last few years, there has been an upsurge in companies committing themselves to “sustainability.” There have been different ways of achieving “sustainability”. Some organizations have set net-zero carbon goals, some have tried to diversify their workforce, or move into new, cleaner lines of business. The interest in sustainability is likely to grow even more over the next decade, as businesses feel pressure from social movements and environmental challenges.

Corporate sustainability originates from the concept of “sustainable development.” The World Commission on Environment and Development under the aegis of United Nations initiative has defined that concept in 1987. Sustainable development means actions that “meet the needs of present generations without compromising the needs of future generations.” To contribute to sustainable development, businesses need to create wealth to reduce poverty, without harming the natural environment. In this way, businesses help the world today without compromising the prosperity of future generations.

### **Corporate sustainability vs Corporate social responsibility**

Both these terms have been buzzwords with respect to business ethics. Though both these words seem similar, their meanings are very different. In fact, corporate sustainability falls under the term corporate social responsibility. While corporate sustainability is the strategy or plan carried out in order to achieve business objectives in an environmentally friendly way, corporate social responsibility is a broader term. Corporate sustainability is all about what can be done in the future.

There are broadly three primary pillars that are often associated with the topic of corporate sustainability: social, environmental, and economic (often known as people, planet, and profits). Together these core components help corporations embrace sustainability in a way that is beneficial to efficiency, sustainable growth, and shareholder value.

The economic pillar is not about profit at any cost for the corporation – it is about corporate risk management. The importance lies in the balance between profit and ethics. The social pillar is all about having the support of employees, stakeholders, and the community. Overall, practising sustainable social strategies in the long run results in a workforce with greater skills and more motivation. The environmental pillar is arguably the most crucial out of all three. Sustainable corporations are often the most innovative because they are constantly reviewing existing processes to find better, greener alternatives. By reducing their carbon footprint and packaging waste, corporations are also able to see a positive impact on their public reputation and financial returns.

These three pillars of corporate sustainability - economic, social, and environmental - work together and help organizations endeavour for more sustainable practices. Businesses need to move from an outdated sense of fast profits at the expense of the environment to more mutual interdependence and eco-innovation. Adopting sustainable practices not only helps the environment but also leads to an improved brand image, reduced costs, happier shareholders, increased productivity, and countless more benefits. Sustainability is here to stay.



# COVID-19 CORONAVIRUS

## PRECAUTIONS



**Wear a Mask**



**Wash your Hands**



**Use Hand Sanitizer**



**Avoid Contact**



**Stay Home**



**Cover Mouth when  
Sneezing or Coughing**



**Throw tissue in  
Bin after use**



**Cook Food Thoroughly**



**Avoid Touching Face**



# MEGA FARMER MEETING CONDUCTED IN BETTIA BIHAR

## BY SHASHI JHA

The Mega farmers meeting along with the Field show was organized at various villages (Sonbarsa, Govardhana, Bhaironj, Arnahawa) in Bettiah district (West Champaran) Bihar. The event was attended by Mr Kapil, Ms Ruby, Mr Manish Kumar Verma Sir and & various representatives from Harinagar sugar Mills (Dy. Cane Manager, Zonal Manager, & Cane Supervisors ).

The event's main focus was on the usage of K MAX SUPER and how effectively it is being used for enhancing Sugarcane yield. A large no of farmers attended the meeting and they shared their valuable feedback about a beneficial aspect of K MAX Super in Sugarcane. Harinagar Sugar Mills representatives also participated and shared their feedback on the usage of K MAX Super. They have been using K MAX Super in their Farm during Sugarcane plantation and usage per hectare is very low ~ 8kg/acre.

The event was followed with honouring of farmers by Village Mukhiya, Sarpanch and Harinagar sugar mills Representative. All farmers were satisfied by observing K MAX SUPER result in Sugarcane plots.



# MEGA FARMER MEETING BY BHIM SINGH





**MR SAMEER  
KULKARNI**

We would like to welcome Mr Sameer Suresh Kulkarni who has joined ALSC in July 2021 as a Senior Sales Executive.

Mr Kulkarni has completed his Agricultural Diploma from Mahatma Phule Krishi Vidyapeeth Rahuri and brings with him more than 20 years of varied work experience. He has been associated with companies like Dupont, BASF, ARIES Agro and Safex Chemicals in the past.

Mr Kulkarni is supported by his wife and a daughter and a son.

We wish him the best for his journey in the organisation

# Office Etiquette



Sanitize your desk, car and other possessions and spaces



Wear your mask so it covers you entire nose all the way down to your chin. Tighten the loops or ties so that there are no gaps and the mask fits snugly on your face.



When in a high risk zone, use the telephone or zoom calls to contact your colleagues



Do not remove the mask while talking.



Do not leave your used mask anywhere.



Do not share your mask with others.



Wash your hands and use hand sanitizer regularly. Use your mask when traveling.



Practice Social Distancing



Exercise. Eat healthy food.

## **Dinesh Chaudhary associated for 13 Years**

Sales Personnel – Bihar

After being associated with KREPL, a company of world-repute, and the talented people working in the organisation, I feel extreme satisfied & encouraged to work tirelessly. Transparent trade policy of the company earns respect in the market. Due to which I also feel respected by our channel partners. Good quality products with uninterrupted supply further adds to the respect, thus boosting the image of the company. This helps me to make the sale grow in my territory continuously. I always consider myself a member of Krishaj Pariwar than merely an employee.



## **Sushil Pal associated for 31 Years**

Senior Chemist – Jammu & Kashmir

Staying with the same employer for many years builds a reputation of dependability.

## **Satish Gupta associated for 23 Years**

Senior Accountant – Jammu & Kashmir

Benefit of staying at the same job for a long time is that it allows for the creation of strong and long-lasting work relationships.



## **Bimal Kumar associated for 20 Years**

Factory Head - Jammu

Feeling proud to be working at management position and enjoying working with top management of the company. Good management and positive work environment, respect, recognition and professional growth makes me proud to be the part of the company.



## Man of the Month Award-August-2021



Mr. Dinesh Shukla  
Territory- Jhansi (Bhopal Zone) MP

Salute for winning Man of the Month Award Aug. 2021 for remarkable achievement in



**K MAX  
SUPER**

**K MAX  
ENERGY**



## Man of the Month Award-August-2021



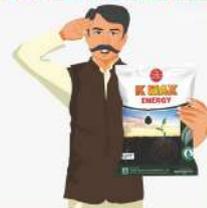
Mr. Ajay Patil  
State-(Bhopal Zone) MP

Salute for winning Man of the month Award Aug. 2021 for remarkable achievement in



**K MAX  
SUPER**

**K MAX  
ENERGY**



# MAN OF THE MONTH



CONGRATULATIONS



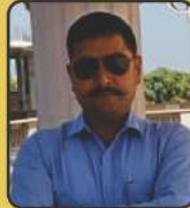
## Man of the Month Award-September-2021



Mr. Soman Singh  
Territory-Rohtak (HR)



Mr. Sanjay Kushwaha  
Territory-Jabalpur (MP)



Mr. Harveer Singh  
Territory-Alwar (RJ)



Mr. Sandeep Singh  
Territory-Ambala (HR)

Salute for winning Man of the Month Award Sep. 2021 for remarkable achievement in



**K MAX  
SUPER**

**K MAX  
ENERGY**



WINNER



## Man of the Month Award-September-2021



Mr. HS Lohan  
State (UP/UTR)

Salute for winning Man of the month Award Sep. 2021 for remarkable achievement in



**AGRO POWER  
ENERGY**

**AGRO POWER  
GOLD**





# CHANNEL PARTNER OF THE MONTH-KREPL

## Channel Partner of the Month - KREPL

State	Party Name
Gujarat	Dipak Agro Tech
Maharashtra	Vardhaman Krishi Center(Pimpalgaon Basva)
Madhya Pradesh	Kanhiyalal Rusia
Uttar Pradesh	Gupta Fertilizers (Kanpur)
Haryana	Shrawan Khad Bhandar-Gurguon
Andhra Pradesh	Maruthi Fertilizers (Vinukonda)
Rajasthan	Pradeep Agriculture Agency Alwar
Chattish Garh	Kisan Beej Bhandar
Bihar	Maa Sarswati Agro Chemicals
Telangana	Shyam Sundar Fertilizers Yellandu
Punjab	Ajay Pesticides-Dhanansu
Jharkhand	Anil Beej Bhandar
Uttranchal	Virk Agro Sales Services
Karnataka	Parinitha Agrotech (Hubli)

# CHANNEL PARTNER OF THE MONTH-ALSC

## Channel Partner of the Month - ALSC

State	Party Name
Tamil Nadu	R.V.Farm Services, Madhurai
Chatisgarh	Sabji Beej Bhandar Sakti
West Bengal	Prabhat Kumar De Dongal M Ore
Rajasthan	Shiv Shankar Khad Bhandar-Badanayagaon
Uttar Pradesh	Tyagi Sales Corporation (Agra)
Karnataka	Pavan Agro Chemicals, Kurugodu
Madhya Pradesh	Shri Giriraj Krishi Sewa
Orissa	Ramgopal Sharda (Rairangpur) Rairangpur
Andhra Pradesh	Venkateswara Enterprises
Haryana	National Beej Bikri Kendar (Bhuna)
Gujrat	Tirupati Agro Tech Navaga
Maharashtra	Snehal Krushi Seva Kendra Dagadwadi
Punjab	Kheti Sewa Kandre Rampura Phul
Telangana	Annadatha Fertilizers AndPesticides Korkishala

# WE WELCOME

## "NEW MEMBERS OF OUR FAMILY"

### New Joinees for the month of September'21 in Krishi and Agro

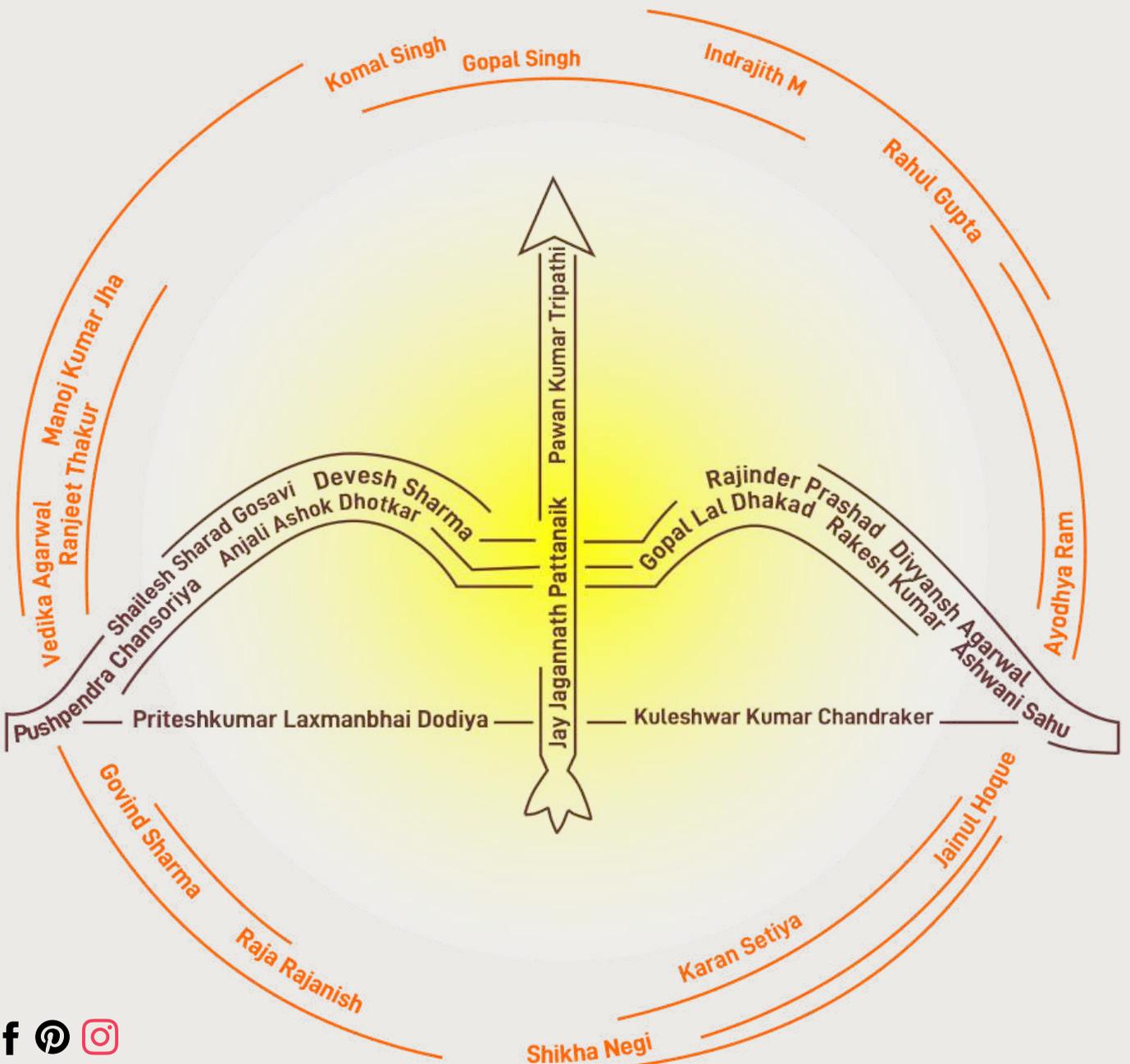
S.No	S.N.	Name	Designation	Department	Location
1	AGRO	RAJA RAJANISH	MANAGER E-COMMERCE	MRKT	NEW DELHI
2	AGRO	MADHUSUDAN SHARMA	SR. SALES EXECUTIVE	MRKT	JAIPUR
3	AGRO	NAVDEEP SINGH	SALES EXECUTIVE	MRKT	PUNJAB
4	KREPL	MALLEPALLI VEERENDER REDDY	SALES OFFICER	MRKT	HYDERABAD
5	KREPL	SACHIN PH	MARKETING OFFICER	MRKT	KARNATAKA
6	KREPL	MRITYUNJAYA KITTURMATH	MARKETING OFFICER	MRKT	KARNATAKA
7	AGRO	RAJ KUMAR SHARMA	SR. SALES EXECUTIVE	MRKT	JAIPUR
8	AGRO	NAGINDER KUMAR	AREA SALES MANAGER	MRKT	PUNJAB
9	AGRO	SWAPNIL SHANKAR CHAUDHARY	DRIVER	ADMIN	PUNE
10	KREPL	CHINTHALAPANI PRADIP REDDY	REGIONAL SALES MANAGER	MRKT	HYDERABAD
11	KREPL	DEVANAND YADAV	PRODUCTION SUPERVISOR	ADMIN	PANOLI
12	KREPL	AJAY KUMAR	PRODUCTION SUPERVISOR	ADMIN	PANOLI
13	KREPL	DEEPAK KUMAR JHA	PRODUCTION SUPERVISOR	ADMIN	PANOLI
14	KREPL	RAVI SHARMA	PRODUCTION SUPERVISOR	ADMIN	PANOLI
15	KREPL	VIVEK KUMAR JASIYA	PRODUCTION SUPERVISOR	ADMIN	PANOLI
16	KREPL	MANISH KUMAR	PRODUCTION SUPERVISOR	ADMIN	PANOLI
17	KREPL	CHITRAVEER SINGH RAWAT	SR. HR EXECUTIVE	ADMIN	DELHI
18	KREPL	SEELAM VENKATARAJU	SR. SALES EXECUTIVE	MRKT	GUNTUR
19	KREPL	ABHILASH JAIN	AREA MANAGER KND BUSINESS DEVELOPMENT	MRKT	JAIPUR
20	KREPL	JATINBHAI GIRISHBHAI PATEL	ASSISTANT CHEMIST QA	ADMIN	PANOLI
21	KREPL	ROHIT KUMAR	PRODUCTION SUPERVISOR	ADMIN	PANOLI
22	KREPL	NITESH KUMAR B. TIWARI	PRODUCTION SUPERVISOR	ADMIN	PANOLI
23	KREPL	ROSHAN SUDAM NAWALE	PRODUCTION SUPERVISOR	ADMIN	PANOLI
24	KREPL	SEELAM VENKATA RAMI REDDY	REGIONAL SALES MANAGER	MRKT	GUNTUR
25	KREPL	RAMESH KUMAR	COLLECTION EXECUTIVE	MRKT	PUNJAB
26	AGRO	JITENDRA MANI TRIPATHI	MARKETING OFFICER- VETERINARY	MRKT	LUCKNOW
27	AGRO	RAM SAROOP	MARKETING OFFICER- VETERINARY	MRKT	PUNJAB
28	AGRO	SEERAM THIRUPALU	AGRI CLINIC DOCTOR	MRKT	GUNTUR
29	AGRO	ATUL SINGH	MARKETING OFFICER- VETERINARY	MRKT	INDORE
30	AGRO	SIDDATAPU RAMANAREDDY	SALES OFFICER	MRKT	GUNTUR
31	AGRO	VADDAVALLI SATISH BABU	REGIONAL SALES MANAGER	MRKT	GUNTUR
32	AGRO	PANKAJ TURKAR	MARKETING OFFICER	MRKT	CHHATTISGARH
33	AGRO	AKHILESH SHUKLA	SALES EXECUTIVE	MRKT	LUCKNOW
34	KREPL	VINAY KUMAR	PRODUCTION SUPERVISOR	ADMIN	PANOLI
35	KREPL	HANU RANJAN J. SINGH	PRODUCTION SUPERVISOR	ADMIN	PANOLI
36	KREPL	SANJAY KUMAR SHARMA	PRODUCTION SUPERVISOR	ADMIN	PANOLI
37	KREPL	PRAJAPATI PINTU RAMKRISHNA	PRODUCTION SUPERVISOR	ADMIN	PANOLI
38	KREPL	RAMPRAVESH YADAV	PRODUCTION SUPERVISOR	ADMIN	PANOLI
39	KREPL	SUNIL PANJIYARA	ELECTRICIAN	ADMIN	PANOLI
40	KREPL	RAHUL SHESHRAO KAMBLE	DRIVER	ADMIN	PUNE
41	KREPL	RAJ KUMAR KATARIA	REGIONAL SALES MANAGER	MRKT	PUNJAB
42	KREPL	MEDISETTI VENKATA KASI	ASSISTANT AREA MANAGER	MRKT	GUNTUR
43	KREPL	POSINA JAGADEESWARARAO	ASSISTANT AREA MANAGER	MRKT	GUNTUR
44	KREPL	SANDEEP GUPTA	GUARD	ADMIN	DELHI
45	AGRO	MAMIDISHITTI VINAYKUMAR	SALES EXECUTIVE	MRKT	HYDERABAD
46	AGRO	VINEET KUMAR	SALES EXECUTIVE	MRKT	HARYANA
47	AGRO	MEPANI SUMITKUMAR	SALES EXECUTIVE	MRKT	AHMEDABAD
48	AGRO	RAJKAPOOR MAURYA	SANKALP STORE MANAGER	ADMIN	LUCKNOW
49	AGRO	ISHTIYAK AHMAD	SANKALP STORE MANAGER	ADMIN	PUNJAB

# Weather Update



**RAIN BUTTON**  
CLICK TO KNOW MORE

## October Birthday Cloud #TogetherWeCelebrate



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

