

FROM THE EDITOR'S DESK

Warm greetings to all our readers!!

In this edition of our newsletter we cover our Annual Conference 15-16 which was held at Shrachi Tower, Kolkata. This is a very vital activity for us as we review the previous year sales performance in detail and also discuss the coming year business plan on Pan India basis. We had conducted an extensive Demo Programme of our power weeder range along with all its applications in North Bengal which has been included below. As we did good business last year in Himachal Pradesh, a newspaper ad was given in 'Amar Ujala' which has been covered in the media release section. We also include the joint winners of our 'Support Excellence Gold Performer Award' - Mr. Rajesh Gupta & Mr. Tapas Dey. Heartiest Congratulations to both of them.

Please feel free to share your views, comments and suggestion on our new edition. You can write to me at sumit.jalan@shrachi.com or drop a message at +91-9007018170.

Sumit Jalan, General Manager

With the new financial year setting in, we are fully charged up, hoping to create a turnaround this time. Although, institutional bottlenecks continue to be in their place in our major states like Orissa, we recovered ourselves through extremely high sales in newer territories such as North East (especially Arunachal Pradesh & Mizoram) Himachal Pradesh and Bhutan. This was indeed a very positive year as we could reduce reliance on our earlier major states. Amongst our old performers, Assam, Andhra Pradesh and Telengana were indeed exceptional where we did more than the expected numbers. In a nutshell, the first quarter of this financial year was indeed good where we crossed 1100 sales figure (6% growth over FY 15-16 Q1), backed up by good collection and on-time availability of stock. There is still a long way to go and we hope to keep the same momentum in the coming quarter as well!

All the Best!

Ravi Todi, Managing Director



MANAGING DIRECTOR'S MESSAGE

North India Dealer Meet

On 25th August, 2015, we invited all the dealers of North India at our Faridabad Office, where we had a long discussion on the way ahead and on other topics, followed by lunch & photo session. We are sure that the dealers found it to be quite interactive and useful. We look forward to many such meetings with our dear channel partners.



Demo Activation



In the months of June and July, our Guwahati office conducted a road show for 10 days with M/s.Machinery Store, Tinsukia, M/s.Bhuyan Agro, Sivasagar, M/s Saikia Machinery & Agro Service, North Lakhimpur. Our Shrachi Kubota RT 120 & Shrachi SF 15 were displayed and queries were addressed while a good number of enquires were registered.

Marketing activation



As a part of the marketing initiative, we thought of CAPS which would be of great help to our farmer-friends, we displayed our products on sunpack as ready reckoners for Bihar & Assam dealers, conveyed our warm wishes through emailers to our Odisha dealers on the auspicious occasion of Rath Yatra. This year, we also took an employee engagement initiative on Independence Day.



Service Ka Waada



Service ka waada aimed at building a long term relationship with our associates. We started with the Mechanic Training Programme. Around 15 farmers, assistant engineer, commercial manager from Bhutan came to our workshop that held a detailed training for 5 days.



Independence Day Event



The joint winners of the "Support Excellence Award"

Mr. Supriya Das

Store Executive

We are honoured to have been selected for this award. This has been possible only because of our HOD's, seniors and colleagues, who had extended their guidance and cooperation.

Mr. Tarun Mitra

Store & Dispatch Executive

It is a pleasure to have received this honour. This will only inspire us to deliver better performances and reach new heights.

BTL EPC LTD (Formerly Bengal Tools Limited)

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