



BTL EPC LTD (SHRACHI AGRIMECH)

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Branch Offices: Cuttack • Guwahati • Hyderabad • Bengaluru • Faridabad • Trichy • Sangli (Pune)

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SHRACHI 100H
MICRO POWER <8HP
OF THE YEAR, 2020



SHRACHI VIRAT 13HP
MICRO POWER >8HP
OF THE YEAR, 2021

Industrials 10 MOST PROMISING
AGRICULTURAL MACHINERY
PROVIDERS - 2020

Disclaimer:

All information shared in the induction manual is subject to change as per the Company's discretion. The warranties of the products vary from product to product. Regarding the information, features, offerings and other details herein Company reserves its right to change any or all of these in its discretion. This printed material does not constitute an offer, an invitation to an offer and / or commitment of any nature between the Company and recipients.



DEALER INDUCTION MANUAL

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The Shrachi Group

The Rs. 1000-crore conglomerate has expanded into businesses as diverse as Real Estate, Agro-Machinery, and EPC

As a leading conglomerate, dynamism, and the desire to evolve has always led Shrachi to explore newer territories in its ventures. Today, the Rs. 1000-crore conglomerate has expanded into businesses as diverse as Real Estate, Agro-Machinery, EPC, WASH and Stationery, under the able leadership of Late Mr. S.K.Todi and his sons Mr. Ravi Todi and Mr. Rahul Todi.

The Engineering wing is a cost leader amongst the EPC contracting companies with four manufacturing units. The Real Estate division of Shrachi Group has been changing the skyline of Eastern India with landmark projects such as Renaissance Township in Burdwan, W. Bengal, Synthesis Business Park, Restello and many others in Kolkata.



Shrachi has been a prominent name in the field of WASH as well, where the Group foraged 5 years back with their range of EcoPal bio toilets and e-toilets.



Shrachi Agrimech

The agri-machinery division commenced in 1992 with power tillers. The company provides a wide range of crop based agri-machinery solutions in the form of multi-functional power weeders, power tillers, power reapers as well as mechanised garden tools like brush cutters and chain saws. It is presently the leading weeder company in India. It has been one of the foremost players in this industry to develop strong brand presence and market reach across the country. Shrachi Agrimech is present in every pocket through a robust network of dealers and distributors, making it a popular and trusted name with farmers. Shrachi provides a seamless ownership experience by providing prompt after-sales service ensuring minimum downtime, easy availability of genuine spare-parts, doorstep service & trained technicians at every dealer point.

We are driven by the singular passion to provide crop-based farming solutions to small & marginal farmers, leading to sustainable farmer income

All its products are tested at Farm Machinery Training & Testing Institutes (FMTTI) which ensures highest quality of its products and makes it eligible for subsidy schemes under the Central and State Government farm mechanisation plan.



MD's Message



Ravi Todi

Managing Director - Shrachi Group

“ Providing high quality products, state-of-the-art technology and prompt after sales service has been the prime focus of our company through which we have been able to successfully serve our farmer friends for more than two and half decades. ”

Shrachi Agrimech has been a forerunner in the small agri-machinery sector in India. We prioritize the need of the hour by creating top-of-the-line products. VIRAT is one such Made-in-India product, and we intend to create many more Indian products in the coming years. Also, we are consistently providing skilled after-sales services for our clients and customers.

Providing high quality products, state-of-the-art technology and prompt after sales service has been the prime focus of our company through which we have been able to successfully serve our farmer friends for more than three decades. This sector has always been close to my heart and I have full faith in the potential of this sector; as a result of which we have taken unflinching initiative in educating small and marginal farmers on mechanisation and automation in farming sector - right from cultivation to harvesting of crops.

COO's Message



Sumit Jalan

Chief Operating Officer - Shrachi Agrimech

“ We would like to welcome you to the Shrachi Family where we aim to provide the best of products and services to our esteemed customers. Be a part of our growing journey to achieve incredible success and prosperity! ”

Today, farmer's requirements are not just restricted to singular products. They are searching for complete agricultural solution providers with crop-based, multi-stage application and products, that can help them achieve greater productivity and profitability. This is now driving the 'Balanced Farm Mechanisation Goals' of the government, wherein crop-based solutions like power tillers & weeders are helping in increasing the farm power availability per hectare, especially for small and marginal farmers, thus breaking the trend of tractorisation that India had witnessed in the early stages of farm mechanisation.

Perfectly understanding these changing dynamics of Indian farm mechanisation, Shrachi Agrimech, with almost 30 years of experience, provides a wide range of crop based agri-machinery solutions in the form of multi-functional power weeders, tillers, reapers and mechanised garden tools.

Wishing you Khushali Hamesha!

Dealership Welcome Kit

On becoming our dealer, the dealer is given a dealer kit containing the following items as mentioned below. The dealer is kindly requested to crosscheck the below items. If any of the listed items are not received within 30 days of enrollment, please contact the respective state representative.

✓ Certificate of association with Shrachi Agrimech	✓ Pen drive with brochures and creatives
✓ Printed product catalogue and literature	✓ Dealership induction manual

Dealership - Terms & Conditions

We would like to thank you for becoming our dealer. Select important parameters from the dealer's agreement are mentioned below for your quick reference.



VIRAT 13HP
POWER TILLER
Proudly Made-In-India

Parameters	Area Industry Size in Tiller Quantity			
	x > 750	500 < x < 750	250 < x < 500	X < 250
Security Deposit	Rs.1 lac			
Mandatory Spares Billing	Rs.50,000/-			
Showroom	500 sq. ft.		300 sq. ft.	
Workshop	250 sq. ft.		200 sq. ft.	
Salesperson	2 nos.		1 no.	1 no.
Technician	3 nos.		2 nos.	1 no.
Activity	50% sharing by company upon prior approval			
First Billing/Lifting	24 nos	12 nos.	6 nos.	4 nos.



OTHER PRODUCTS

Parameters	Area Industry Size in Machine Quantity		
	500 < X < 750	250 < X < 500	X < 250
Security Deposit	Rs. 25,000		
Mandatory Spares Billing	Rs. 30,000		
Showroom	Minimum 350 sq ft		
Workshop	Minimum 150 sq ft		
Salesperson	Minimum 1 no.		
Technician	Minimum 2 nos.		
Activity	Have 50% sharing by company upon prior approval		
First Billing / Lifting	minimum 10 numbers / Rs. 5 lac		

Order Processing & Delivery

Placing the order:

1. The Order form should be complete in all respects and accepted by the dealer.
2. Dealer can place an order for a particular model either through communicating with a member of our Sales Team/back-office team via emails (check branch locations) or through the Shrachi Agrimech ERP software, i.e., Dealer Management System, as and when it is implemented. The order form should be complete in all respects and accepted by the dealer.
3. The order can be placed against advance payments for an amount equal to the net dealer price of the model. Dealer will get an acknowledgment of payment received by the company through SMS/Email. PI will be generated from the system.
4. On receipt of the executable order, branch executive will process the order and raise invoice. Dealer will get an intimation of invoice generation by the company through sms/email.
5. At the time of the delivery of the product, the RSO executive will provide the following to the transporter:
 - a. Invoice (bill) for the product as per the dealer order
 - b. Lorry receipt copy
 - c. Road permit (If applicable)

Taking delivery of the order:

1. The dealer should collect the consignment and send an acknowledgment of the same in writing to the company. If not, then the company will assume that the materials have been received in full and good condition. In case an authorized person is collecting on dealer's behalf, an authorization letter is required.
2. When the product is received at dealer's point, the dealer should inspect the products completely in all respects – for any damages or shortages.
3. In case of shortage or damage, the dealer should intimate to the concerned branch immediately in writing and mention the same in the LR copy.
4. If order receipt is not confirmed within 7 days of delivery/ invoice, we will assume that the matter has been delivered.

Please note – Detailed information with respect to transit damage is mentioned in page 19





Marketing & Promotions

For conducting any marketing activity like demo, van-activity, advertisement, participation in fairs & exhibitions, the below process needs to be followed.

1. Request and Application for Activity

- Dealer sends activity request to respective state representative.
- The activity request needs to be sent along with activity budget form & pre-activity form.
- The activity request needs to reach the HO at least 5 days before the event.

2. Activity Approval

- Once the form is received, the viability is assessed & accordingly given a go-ahead.
- We follow a cost sharing process with our dealers that varies from activity to activity. Consult the given chart for more details.
- On receipt of confirmation, the dealer can go ahead with the execution.

Claim Process

- All claims must be settled within the same quarter.
- Any deviations/side lining of approvals or claim process will not be entertained.
- Cut-off dates for submission of claims - Within 15 days from the last day of the activity.

All Bills to be Supported with the Following:

- Summary sheet
- Print out of the approved budget and mapping sheet.
- Print out of the approved mail.
- Print out of the pre-activity form.
- Photographs
- Original full page of advertisement in case of press release
- No photocopies are allowed.
- Distance covered as mentioned in the mapping sheet to be supported by odometer photos in the final report.



3. Activity Execution

- Activity will be conducted by the dealer on his own costs, and post activity the dealer will send us the documents to claim the applicable share of the expense [consult chart for details].
- On receipt of confirmation, the dealer can go ahead with the execution.
- The activity request needs to reach the HO at least 5 days before the event.

4. Lead Management

- All leads to be collected and excel sheet to be shared daily.
- Leads will include - name, phone no, place, dealership, existing customer, product interested in, when planning to purchase.
- Leads will have status mentioned - hot, cold, neutral.

5. Report

- Every 6th day summarised report on leads to be shared in case of long activity.
- For small activity and single events, summarised report to be shared at the end of the activity or on the publishing of the material.

Sl.No	Type	Activity	Cost Sharing	
			Company	Dealer
1	Dealer Activity	Mela Participation	0	100
2	Dealer Activity	Product Demonsrtation	0	100
3	Dealer Activity	Van Campaign	25	75
4	Dealer Activity	Farmer Meet	25	75
5	Dealer Activity	Bankers & Agri. Deptt Meet	50	50
6	Dealer Activity	Agent / Local Technician Meet	50	50
7	Company Activity	Dsp Training Program	100	0
8	Company Activity	Dealers' Mechanic Training	100	0



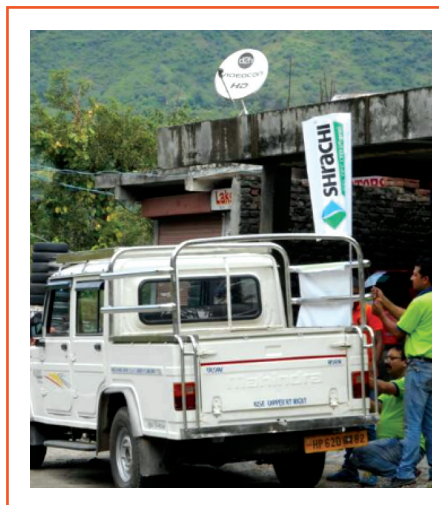
Marketing Activations & Collaterals

We always support our dealers in branding and marketing through various collaterals, gift-items, leaflets as well as online channels like Facebook page & YouTube Channel.

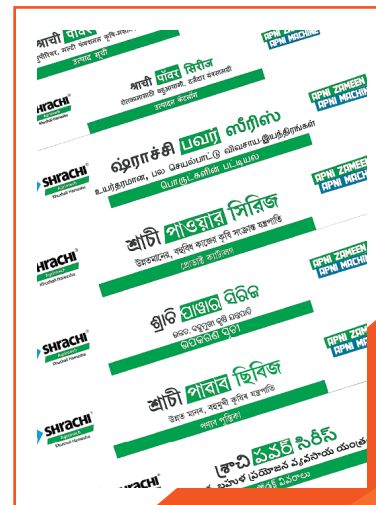
1. T-Shirts & Caps



2. Service Vans



3. Multi-Lingual Product Leaflets



4. Customised Gift-Items



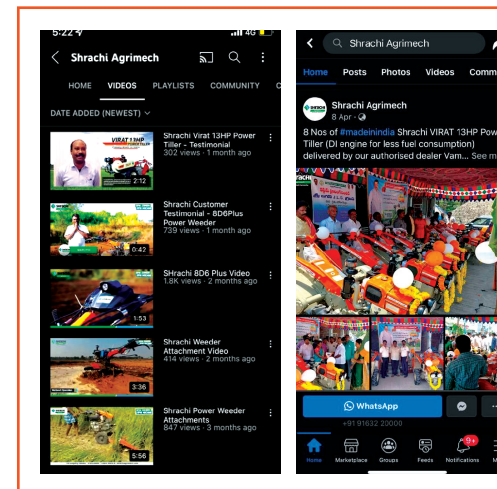
5. Activity Canopy



6. Promo - Van



7. Facebook & YouTube



8. Annual Diary & Calendar



Website



Facebook



YouTube



Please scan the QR-codes with your mobile phone to open our website, Facebook Page & YouTube channel.

Branding & Signage

Branding guidelines, signage formats, store branding guidelines need to be followed for correct and timely implementation of the same.

1. Branding Guidelines

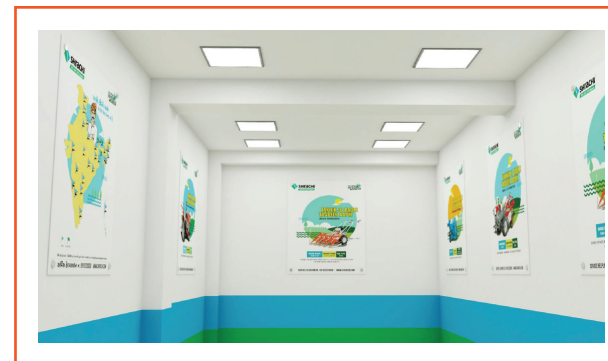


Colours

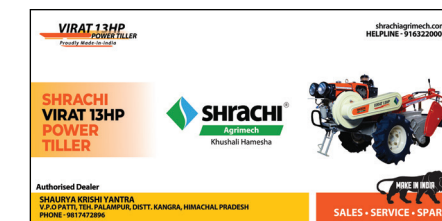
 C 85 M 13 Y 100 K 1
COLOUR CODE: 9753
ASIAN PAINTS Lightning Green-N

 C 70 M 20 Y 0 K 0
COLOUR CODE: 7406
ASIAN PAINTS: Citadel

2. Store Branding - Weeder



3. Store Branding - Virat Power Tiller




Small Dealer Board




Wide Dealer Board

Only if all the above points are checked, then the store branding is considered complete.

- Dealer Board
- Store Painting
- Fixing of the 4 posters inside the store in acrylic frame/ vinyl board
- Shracchi Logo behind store reception

 C 0 M 24 Y 100 K 0
Dulux - Golden Yellow

 C 0 M 81 Y 99 K 0
Dulux - Deep Orange



Scope of Work - Post Order

Customer satisfaction is of utmost importance to our organization. Shrachi follows the principle of empowering customers and all its service policy systems by focusing on consumer needs and wants.

1. Company's responsibilities:

- Shrachi Agrimech provides high quality & reliable products.
- Assists dealers in trouble shooting and diagnosis of service related problems.
- Provides technical training to dealers' service team on Shrachi branded agri-machinery products.
- Educates dealers on the functionality and usage of product accessories.
- Provides warranty support within the stipulated period of 1 year from the date of purchase.
- Product improvement activities done against failure reported from you and from the field.
- Provides genuine spare-parts and accessories to help dealer in servicing machines.

2. Dealer's responsibilities:

- Proper vehicle inspection & storage.
- Dealer should have proper workshop arrangements with proper tools recommended by Shrachi Agrimech.
- Before delivery of machine, dealer should properly check engine & gear oil level.
- Provide free services to the customers as per free service schedule.
- Any customer complaint should be completed within 24 hours to maximum 72 hours.
- Update of newly joined & untrained mechanic to be shared with Shrachi Agrimech for scheduling their training.
- Every Shrachi dealer must provide service to the Shrachi machines in their allotted area even if the machine is sold by another dealer.
- Shrachi genuine spares parts stock should be maintained at dealer point.
- Maintain all sales, service & parts record as per company's norms.



3. New product receipt, inspection and storage

On receipt of the consignment, please verify physically the engine/chassis number with the number mentioned in the invoice. Deviation has to be informed to the RSO/ C& FA, with a copy to HO- dispatch and the service department.

Dealer can encounter following problems in the consignment at the time of the receipt:

- Transit damages
- Shortages
- Missing parts
- Major/ minor defects

The shortage and missing issue should be cleared at the time of the receipt only. In case of a dealer's own transportation settlement, it will be carried out internally. In case of company's transportation, dealer can claim with the company. Once the dealer has signed the LR copy for receipt of product in "OKAY" condition, then no grievances will be entertained.

Transit damage

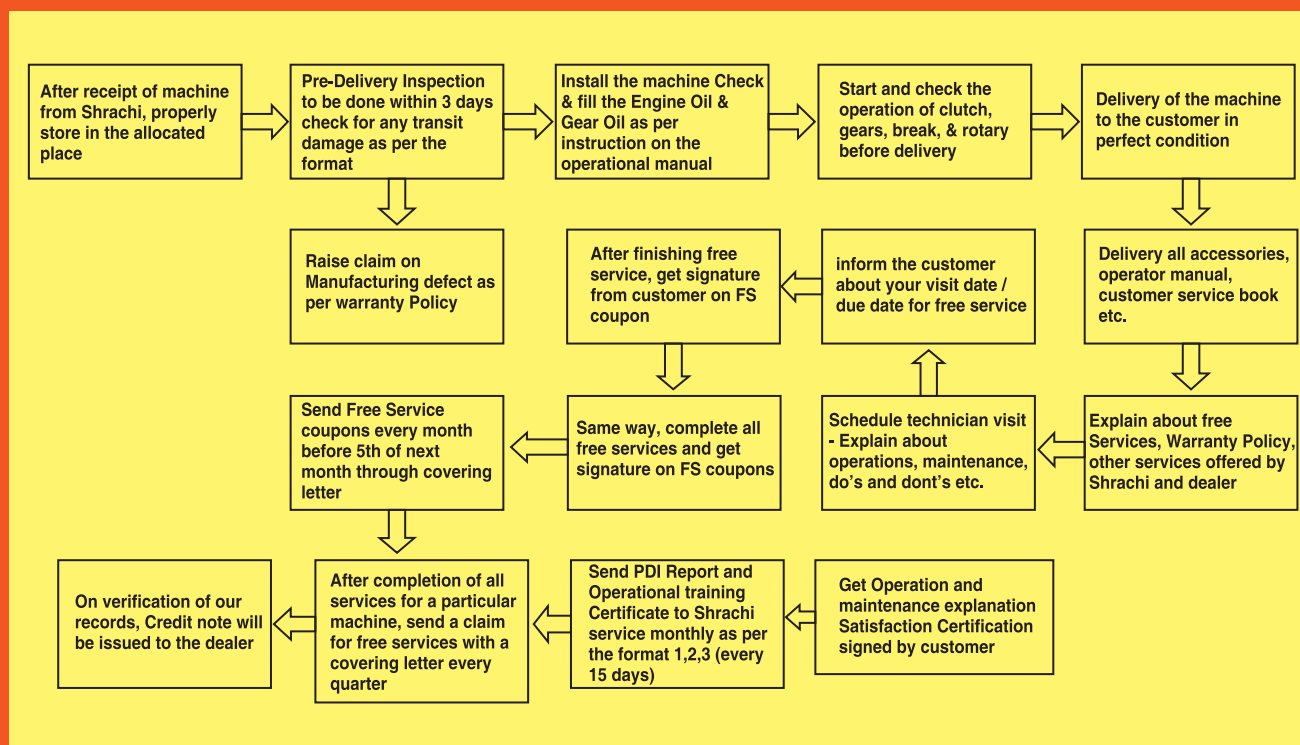
All damaged items should be noted in transporters copy along with the signature of the driver.

A copy of Transporter slip should be attached along with the format given below (mentioning the damaged items) should to be sent to Shrachi Agrimech Service within 24hrs via mail.

TRANSIT DAMAGE CLAIM			
INVOICE NO.			DATE
DEALERSHIP NAME			
DEALER CITY		DEALER CODE	
PRODUCT TYPE		MODEL	
ENGINE NO.		CHASSIS NO.	
VEHICLE NO.		TRANSPORTER NAME	
Sl No.	Part Number	Part Name	Qty
Photographs: Transit Damage Without photos / NOT SHOWING ACTUAL FAILURE NOT CONSIDERED			
REPORTED BY :		DEALER SIGNATURE & STAMP	

Pre-Delivery & Post-Delivery Instruction

Process to be followed by the dealer:



- Free Service: To get an increase of customer loyalty, we are providing free services (No's depending upon machine segment) to our customers and the same should be provided by our dealer to customers and dealer wise will get reimbursed from us against coupons as per our service policy.

Free Service Coupon	Validity	Amount (In Rs.)
1st	50 hours/ 60 days	300
2nd	300 hours/180 days	300
3rd	500 hours/ 360 days	300

- Job card: Every job should be assigned to dealer service technician as per CCR along with job card. Every rows & columns should be properly filled in job card and repair estimate should be given to customer. Without raising the job card, no warranty will be accepted from the dealer by the company.
- Records: All the records to be maintained at the dealer's end as per company format & guidelines.
 - Customer sales register
 - Customer complain register
 - Service monitoring register
 - Job card
 - Job register

After Sales Service

Providing high quality and prompt after sales service to end users of our product are among our key priorities. We expect same from our business & channel partners. Hence, we have set guidelines for the same.

- PDI: Each and every machine should be carried out of Pre-Delivery Inspection (PDI) before displaying at showroom & delivery to customers.
- Installation: Every customer who have purchased our machines, must get installation at their doorstep within 3 days of delivery.

Free service coupon settlement

All Services completed during	Claim to be sent on
Jan, Feb and March	April 1 st week
April, May and June	July 1 st week
July, August and September	Oct 1 st week
October, November and Dec	Jan 1 st week

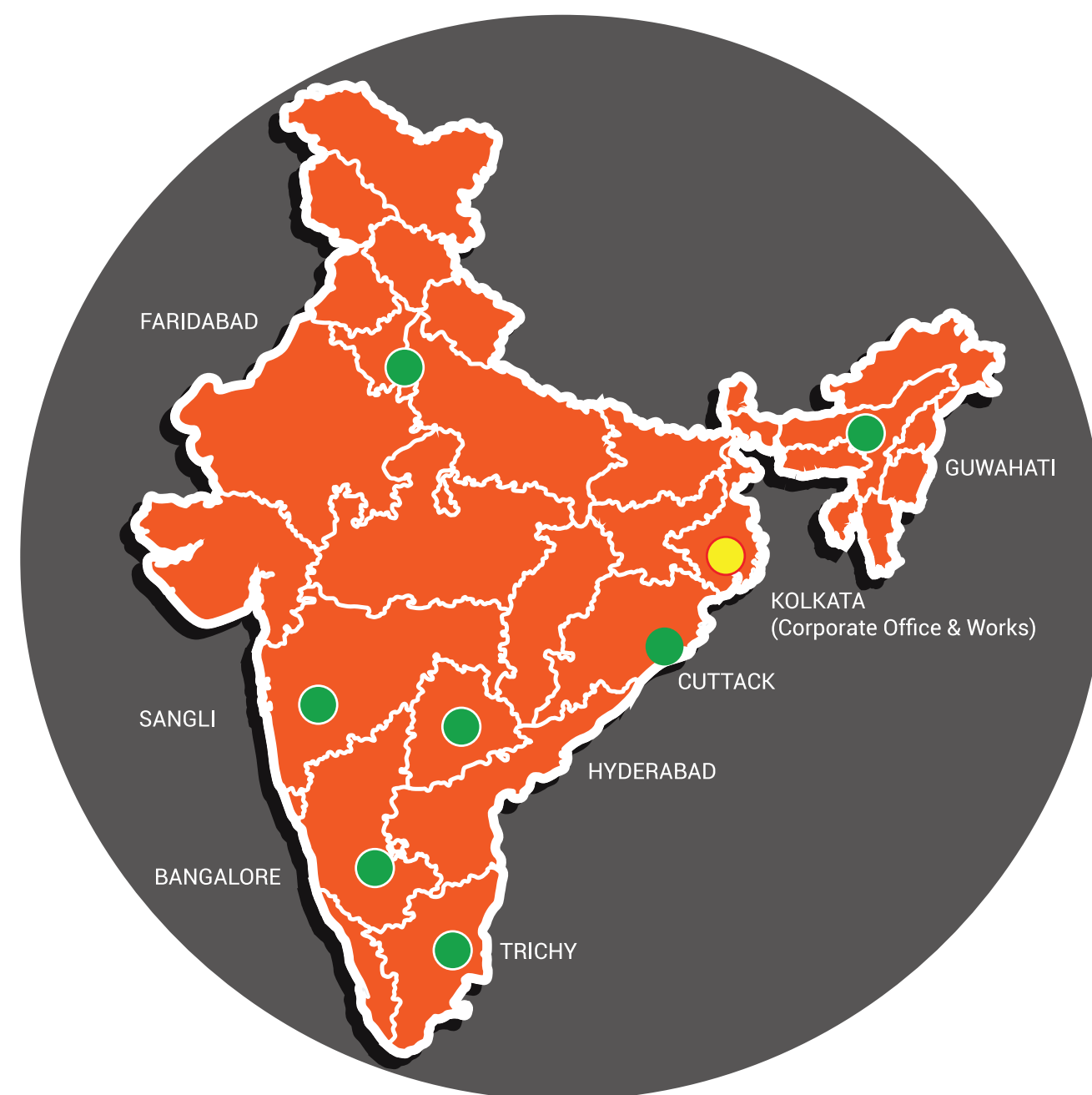
Warranty Policy

The company's objective is to provide a prompt warranty service to all its customers. Hence, it is important that the dealer must understand the warranty policy and warranty handling procedures as outlined in the service procedure manual.

Sl.No.	Product	Warranty coverage
1	Power tiller, power weeder & power reaper (engine & transmission)	One year from date of sales to the first purchaser.
	Power reaper	1 year or 6 months depending upon the model.
	Garden tools	3 months from the date of sales to the first purchaser.
2	Proprietary parts like: fuel injection pump, fuel injector. Tyre battery alternator Starter motor Carburettor	Warranties for such parts are subjected to proper diagnosis done by authorised Shrachi technicians for cause of failure depends on fuel and operation procedure.

Please note: Shrachi Agrimech reserves the right to refuse warranty if periodical maintenance has not been carried out and/or if the product has not been installed as per our installation instructions.

Network & Support



Customer Care (Call / WhatsApp) - 91632 20000

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Facebook



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Please scan above QR-codes with your mobile phone to open our website, Facebook Page & YouTube channel.

Notes