



Sumit Jalan,
Chief Operating Officer,
Shrachi Agrimech

From the COO's desk

Greetings from Shrachi!

The second quarter of this year brought with it much-needed relief with the decline of the 2nd wave of Covid-19. We are committed and thankful to everyone associated with us who have helped us during this time in one way or the other.

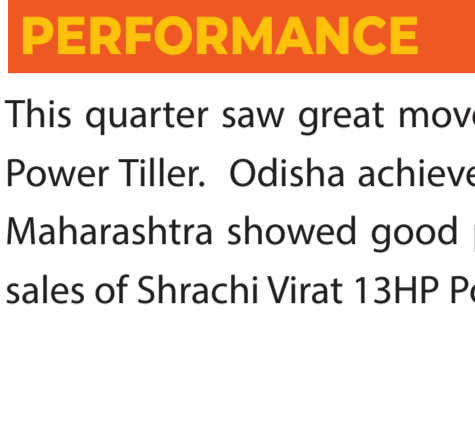
The last quarter was challenging but productive. There had been significant performance across the country in weeder, tiller and reaper segments. Odisha achieved 200 weeder sales in a single month. Our focus products showed continued growth with Shrachi Virat clocking good numbers in terms of sales & dealerships.

Staying committed to our mission to provide crop-based solutions to the small & marginal farmers, we have launched Shrachi Smart Series - with one reaper and two weeders. These are innovatively built machines, optimised to give maximum benefit at minimum cost.

Also, we have taken the initiative to vaccinate Team Shrachi from HO & factory, along with their family members. This was completed in this quarter.

The third quarter ushers in the season of festivities and happiness. On behalf of Shrachi, I wish all our customers and associates, growth, prosperity, and good health.

BUSINESS THIS QUARTER



BUSINESS PERFORMANCE

200+ Weeders Sold
in a single month in Odisha

UTTARAKHAND
The state that bounced back with exceptional performance with almost 3 times revenue than that of last year

This quarter saw great performance in terms of Power Weeders as well as Shrachi Virat 13HP Power Tiller. Odisha achieved the feat of selling more than 200 weeders in a single month. Maharashtra showed good performance while Andhra Pradesh led the country in terms of sales of Shrachi Virat 13HP Power Tiller.

NEW PRODUCT LAUNCH

SHRACHI SMART SERIES

Easy to own, smart weeders

Optimised to give maximum benefit at minimum cost

Driven by the primary objective of bringing affordable, yet efficient farm machinery solutions to our farmers, we have come up with a new series of weeders and reapers called "Shrachi Smart Series". Shrachi 100-S Power Weeder and Shrachi 6D3-S Power Weeder are affordable and can be easily owned. Shrachi 100-S Power Weeder comes with petrol engine and Shrachi 6D3-S Power Weeder comes with diesel engine. Both the products have a power output of 5.5HP and come with 16/24 adjustable blades.



SHRACHI 100-S POWER WEEDER
• 5.5HP @ 3600 RPM
• PETROL ENGINE
• 16/24 ADJUSTABLE BLADES

KNOW MORE



SHRACHI 6D3-S POWER WEEDER
• 5.5HP @ 3600 RPM
• DIESEL ENGINE
• 16/24 ADJUSTABLE BLADES

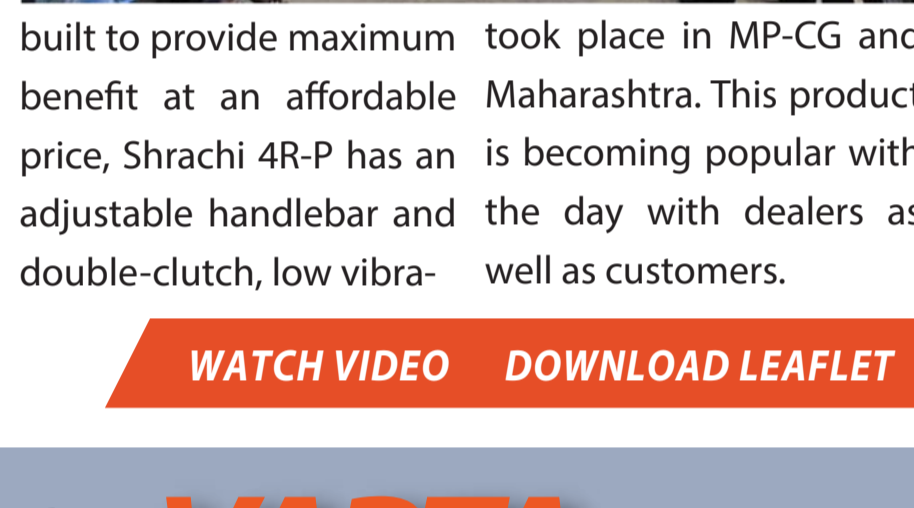
FOCUS PRODUCT



WARRANTY 1 YEAR WARRANTY

SHRACHI 4R-P POWER REAPER

Keeping in mind the upcoming reaping season in our country, Shrachi has launched its brand new reaper - Shrachi 4R-P Power Reaper. Smartly built to provide maximum benefit at an affordable price, Shrachi 4R-P has an adjustable handlebar and double-clutch, low vibration, and helps in minimum grain loss. It is suitable for Paddy, Wheat, Soyabean, Ragi etc. To promote this product, we have conducted multiple activities like roadshows. Our recent van activities



took place in MP-CG and Maharashtra. This product is becoming popular with the day with dealers as well as customers.

[WATCH VIDEO](#) [DOWNLOAD LEAFLET](#)

DEALER & CUSTOMER CONNECT



Inauguration of brand-new dealer point at Mandi, Himachal Pradesh in September 2021.

Dealer & sub-dealers meet at the Dealer, Himachal Pradesh



Roadshow and demo of Shrachi 100, 75Z & 8D6 power weeders in Sirmour, HP

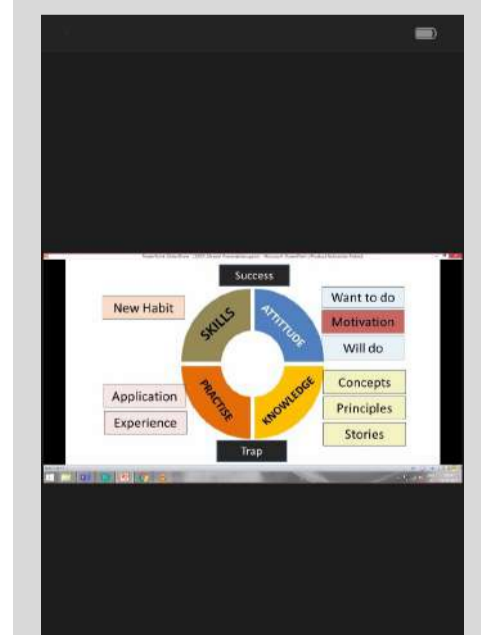


Farmers' training program at Ramakrishna Mission, Narendrapur, Kolkata

INSIDER STORY



Celebration of Independence Day with Best Ethnic Wear competition in Tri-colours at the Head-Office.



In the 2nd quarter, various training programs were conducted online covering important subjects like "Time Management", "Sales Execution Excellence", "High-level presentation and communication skill" and "Ownership and Accountability".



Like every year, this year also we celebrated Vishwakarma Puja in the factory, while maintaining necessary Covid protocols.



We are proud to announce that SHRACHI has taken the initiative to vaccinate our employees and their family members. The first vaccination, in association with AMRI Hospitals, was done on the 7th of June. We concluded that vaccination program on 7th Sept, in association with CREDAI, by administering the 2nd dose to our employees.



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