

**From the MD's desk**

Greetings from Shrachi!

The first quarter of any financial year has a special significance. We set our targets for the entire year, with high hopes for success and growth.

The last quarter was extremely challenging owing to spread of COVID-19 into rural areas unlike last year, nationwide lockdown, and consequent supply side issues. But inspite of these challenges not only did we close the Q1 on a minor growth but also achieved our best quarterly performance ever. In fact after a record closure last year with more than 8000 weeder sales, this quarter, in the month of June, we broke our previous record of selling the highest number of power weeders, ever, in a month. We sincerely thank all our customers, associates and our team members, for believing in Shrachi.

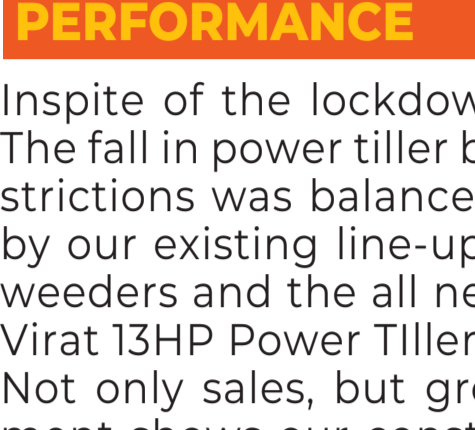
Continuing with our efforts to reach out to the growing needs of our farmers, we have been launching new products. Last year we had launched 3 new superior products. It included our made-in-India power tiller, Shrachi Virat which has proved to be very popular amongst farmers, with steady sales across the country. This year, in the first quarter, we have launched as upgraded version of our popular Shrachi 8D6 Plus weeder with new technology, making it a more effective machine as well as made all preparations to launch our upcoming new reaper in the coming quarter.

As the year rolls ahead, we look forward to growth & prosperity of our customers and every one associated with us.



Ravi Todi, MD, Shrachi Group

**BUSINESS THIS QUARTER**



**BUSINESS PERFORMANCE**

**38 % Revenue Growth**  
IN POWER WEEDER CATEGORY OVER LAST YEAR

**HIGHEST EVER WEEDER SALES**  
IN ONE MONTH

Inspite of the lockdown we registered growth. The fall in power tiller business due to import restrictions was balanced out by strong business by our existing line-up of multifunctional power weeders and the all new made-in-India Shrachi Virat 13HP Power Tiller.

Not only sales, but growth in Spare parts segment shows our constant drive to improve our after-sales service infrastructure.

In the 1st Quarter, we saw a good spike in weeder sales that peaked in the month of June. We broke our previous record of selling more than 1000 weeders in a period of 1 month.

**PRODUCT UPGRADE**

**8D6 PLUS**

**Shrachi 8D6 Plus, our popular multifunctional weeder now comes with**

**DIFFERENTIAL GEARBOX WITH STEERING FUNCTION FOR EFFORTLESS TURNING DURING FIELD OPERATION**



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**UPCOMING PRODUCT**

**SHRACHI SMART SERIES**

Easy to own, smart reaper from Shrachi

**SHRACHI 4R-P POWER REAPER**

High Power 5.5 HP Petrol Engine  
Direct Gear Drive with Clutch



Adjustable Handle Bar  
Light Weight & Compact Design  
Safe & Reliable with Double Clutch  
Low Vibration & Minimum Grain Loss  
No Pulley & Belt for Superior Performance & Longevity

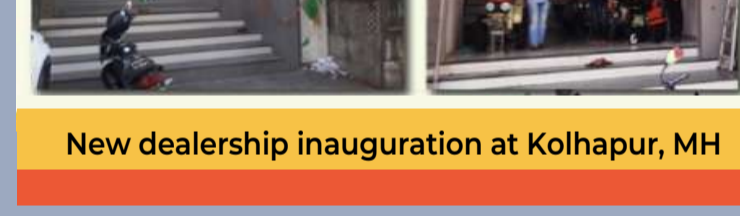
**Suitable for Paddy, Wheat, Soyabean, Ragi etc**

A part of Shrachi Smart Series, this 5.5 HP Reaper boasts of "Direct Gear Drive with Clutch", thus eliminating Pulley & Belt for Superior Performance & Longevity.

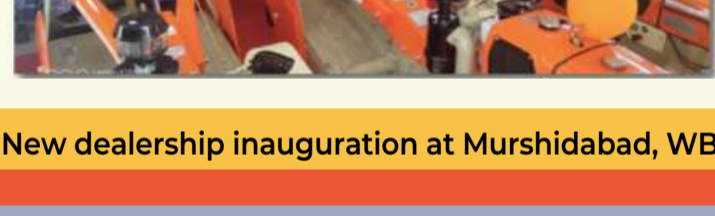


[Watch Video](#)

**DEALER & CUSTOMER CONNECT**



New dealership inauguration at Kolhapur, MH



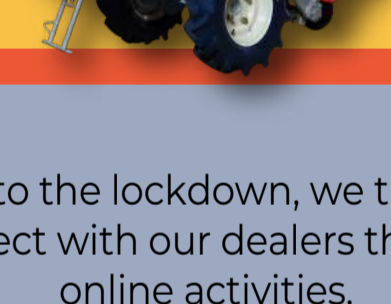
New dealership inauguration at Murshidabad, WB



Virat Distribution at Aalo, Arunachal Pradesh

**VIRAT 13HP POWER TILLER**  
Proudly Made-in-India

In the last 3 months Shrachi Virat was the focus product. We sold more than 400 Shrachi Virat tillers. In this period we saw the launch of various dealer showrooms and tiller handover functions across the country.



Due to the lockdown, we tried to connect with our dealers through online activities.

Online training activities for dealers' mechanics was very popular. We conducted 4 such 2-days sessions where our engineering team engages with mechanics through an online platform to demonstrate and train them on the technical aspects like weeder engine troubleshoot, dismantling of engine and gearbox amongst others.



**DEALER TECHNICIANS ONLINE MEET**

**SHRACHI ENGAGE**

**NEW PEOPLE**

Corresponding to our business plan and vision for the year, we have, in this quarter focused on making our team even stronger and bigger. Around 10 new members have joined our team, bringing with them new experiences and skillsets to drive our plans for the year. We would like to congratulate & welcome them to our family.

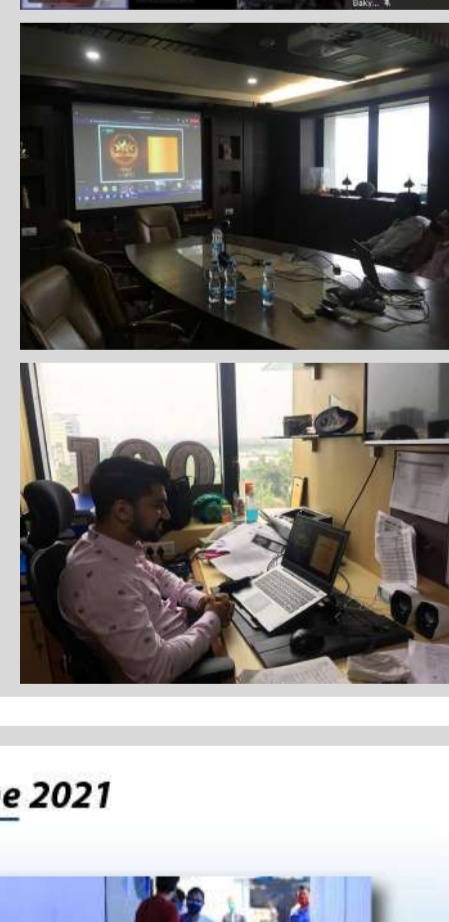


**INSIDER STORY**



**Shrachi SuperStars - Our Annual Award**

Shrachi SuperStars - Our Annual Award function was held on 9th of April where the top teams and star performers were awarded for their dedication and contribution to the company's growth and success. Due to the pandemic, the online event was conducted online, where all our team mates had joined from various corners of the country..



**COVID-19 VACCINATION DRIVE, 7th June 2021**

FOR SHRACHI EMPLOYEES AND FAMILY



An Initiative By **BTL EPC LTD.**



In Association With **AMRI HOSPITALS**



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