

**Greetings from Shrachi Agrimech!!**

Welcome to the October edition of our newsletter, bringing to you the latest updates on our products and services, stories from the farm machinery industry and the latest happening from our office. Scroll down for the exciting updates.

For feedback, kindly get in touch with me at [sumit.sinha@shrachi.com](mailto:sumit.sinha@shrachi.com)

**TOP STORIES**

**SHRACHI & VST TILLERS STRATEGIC OEM TIE-UP**



Shrachi Agrimech Private Limited (a Shrachi Group Company), Kolkata, has entered into Strategic OEM Agreement with VST Tillers Tractors Limited, Bangalore wherein VST will be the OEM supplier for Shrachi's new range of Made-in-India power tillers, to be manufactured at their Malur plant near Bangalore.

*"It is indeed a great pleasure to see that VST and Shrachi have entered into a strategic tie-up where VST will be their OEM supplier of power tillers. VST & Shrachi will leverage their strengths for growth of the power tiller industry with superior quality power tillers, expansion into untapped markets and making deeper penetrations into the existing market. Thus, this tie-up will act as a catalyst which will go a long way in doubling farmer income and farm power availability in our country."* - Mr. Ravi Todi, Director, Shrachi Agrimech Private Limited.



**BUSINESS PERFORMANCE**

**HIGHEST EVER SALES**  
in any H1 period for our products & spare parts

**4000 WEEDERS**  
In H1, 20-21 (6 months)

We recorded the highest sales in any H1 (6 months) period ever. This is no mean feat, considering the pandemic & nationwide lock down. This was achieved by growing pan-India sales, specially from TN & AP, as compared to our past trend of getting majority sales from North India.

In comparison we sold 5000 weeders in the entire FY 19-20. We salute the dedication of our team for giving their best inspite of the challenges posed by COVID.



The honourable jury of Apollo Farm Power Awards 2020 has conferred the prestigious Micro Power of the Year < 8 HP award on Shrachi 100H Power Weeder.



Shrachi Agrimech is recognised as "10 Most Promising Agricultural Machinery Providers 2020" by Industry Outlook Magazine, in acknowledgement of its unwavering focus and dedication to achieve excellence in quality & delivery in this field.



**IN FOCUS**



**FOR WET AND DRY LAND**

**8D6 SUPER WEEDER**

1 weeder · 16 attachments  
Tiller like stability with back rotary attachment

**KNOW MORE**

**DEALER CONNECT**



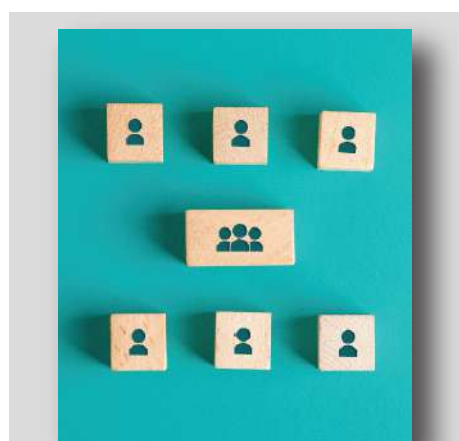
As a part of Shrachi Dealer Connect, 20 Shrachi Star Dealers, from across the country were gifted brand new LED TVs as an appreciation for their outstanding achievement in meeting revenue targets and business generation.

**CUSTOMER CONNECT**



With the easing of lockdown, we have again started to reach out to our customers through various demo and van activities in Tamil Nadu, Maharashtra, North Bengal, Tripura, Odisha and Assam, benefitting our farmers.

**INSIDER**



In this COVID time, well-being of our co-workers were the foremost priority, thus restricting the usual activities to the minimum. We took this time to get ourselves trained on various domains through training programs. We also conducted "Most inspiring co-worker" which was won by Mr Prosenjit Das. Congrats!! & an employee satisfaction survey where we scored a brilliant 4.3 in Happiness Index.

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