SHRACHI
BTL EPC LTD (Agro)

SHRACHI PAR BHAROSA
KHUSHAU HAMESHA

SHRACHI SANKALP VARTA

Quarter 1| Apr 2017 - June 2017 | Issue- 1

FROM THE EDITOR'S DESK

Dear Reader,

This edition of Sankalp is special. It is different from what we have been seeing over past few years.

This year started on a very special note with the unveiling of "Shrachi Par Bharosa, Khushali Hamesha" as our new theme. We celebrated our excellent achievements in business and pledged for an even better year ahead. As promised, we closed the quarter with outstanding figures.

The last quarter was hectic but fruitful. With record breaking sales for a quarter, an outstanding 38% GOLY in revenue in the 1st quarter, FY 17-18, this year has started on a very auspicious note.

Along with sales, this quarter has been a busy one, with various events and activities like product demonstrations, dealer meets, training programmes, exhibitions for agro-machinery as well as bio-toilets across the country.

With the combined effort of everyone, we made considerable progress in GST implementation for which we deserve a round of applause. And finally, the Shrachi Agro family grew bigger and better with new employees and their expertise.

As you scroll down, you will get a glimpse of all that has made the 1st quarter of 2017 so special for us.

Do share your views, comments and suggestions with me. You can reach me at **sumit.sinha@shrachi.com** or on my number :**+91 99034 33512**

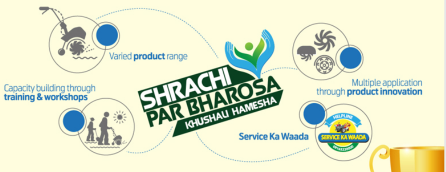
Thank you,
Sumit Sinha, Assistant Manager – Corporate Communications
BTL EPC LTD (Agro)

SHRACHI SANKALP
KOLKATA

To celebrate our achievements in FY 2016-17, we gathered during Shrachi Sankalp 2017, the Annual Sales Meet, on 5th and 6th April, 2017. It was organised at our head office. After the sales review with the respective state heads, certificates and trophies were bestowed to the best performers under various categories, to identify and felicitate their efforts. The previous year was equally successful. We hope these feats prove to be a launch pad for a successful future in the coming years.

NEW THEME INAUGURATION

Our new theme for the upcoming year – 'Shrachi Par Bharosa, Khushali Hamesha', was launched by our respected Managing Director, Mr. Ravi Todi. This was followed by lunch and an informative training session on the next day.


Varied product range
Capacity building through training & workshops
SHRACHI PAR BHAROSA KHUSHAU HAMESHA
Multiple application through product innovation
Service Ka Waada
HELPLINE
SERVICE KA WAADA

HALL OF FAME

Here's to the extraordinary performers, who have achieved their goals successfully.

Mechanic of the Year **(Silver)** – **DIPTI KANTA SAHOO,** Mechanic of the Year **(Gold)** – **DHARMENDRA DAS,** Mechanic of the Year **(Diamond)** – **BISWANATH SARKAR,** Support Excellence Award **(Employee of the Quarter)** – **ANNIE MOOTHEDAM,** Support Excellence Gold Award **(Employee of the Year)** – **ANIL KUMAR D,** Best Debutant of the Year – **GAURAV SHARMA,** Comeback of the Year – **TEAM BENGAL,** Special Achievement Award – **DILIP SAHOO,** Star Achievers' Club Award – **SURESH KUMAR,** The Great Grand Award – **PALASH MUKHERJEE,** Silver Performer Award **(Sales)**– **SAPTARSHI CHOWDHURI,** Gold Performer Award **(Sales)** – **RASHMI RANJAN,** Diamond Performer Award **(Sales)** – **SANJAY VATS,** Best Sales Team of the Year – **TEAM ASSAM & NORTH EAST**

ODISHA KRISHI MELA
BHUBANESWAR

Like every year, we participated in the Krishi Mahotsav 2017, from 10th to 14th April, 2017, organised in Bhubaneswar. Farmers from across Odisha visited this exhibition along with the agriculture department officials, including Deputy and Assistant Agriculture Officers. It gave us a good opportunity to showcase our product range to both the farmers as well as the officials. This in turn helped us with valuable feedback from our respected customers.

BIO TOILET

SHRACHI
ECO CLEAN
Aerobic Bio Toilet
9836305400

We, as a part of WINS (WASH in schools) project, funded by Rotary International, have so far installed nearly 20 Eco Clean Aerobic Bio Toilets in many schools and imparted training for the same. This is an ongoing project and we will be installing Bio Toilets in nearly 200 schools and train their students as well. Similar projects are being executed in Meghalaya.

SHRACHI KONNECT
NORTH INDIA

Shrachi Konnect 2017, our North India dealer meet was held in Faridabad, on 8th May 2017, where dealers across North India had participated to make the event successful. In this event, our new brochure with our new theme, 'Shrachi Par Bharosa, Khushali Hamesha', was presented and distributed amongst the guests. In presence of the Managing Director, the performance of our dealers were honoured and he duly motivated them to perform better. There was also an effective one to one session with the Managing Director, where our channel partners addressed their views, shared their feedback and suggested ways to improve the overall business.

SHRACHI ROTAVATOR DEMONSTRATION
WEST BENGAL

We conducted the product demonstration of our Rotavators in West Bengal, spanning across the months of April and May, 2017. Murshidabad, Burdwan, Birbhum and Nadia districts were extensively covered. Rotavators attached to a tractor were used, to give free tilling demonstrations to the farmers. Active promotions were carried out through leaflet distribution, installation of banners and audio announcements from Shrachi branded cars.

SWACHH BHARAT EXPO
MUMBAI

BTL EPC LTD (AGRO) was proud to present Eco Clean, its unique range of Aerobic Bio Toilets at the CSR Expo at the World Trade Centre in Mumbai, between 25th and 26th May, 2017. At our stall, we had exhibited a single stand-alone basic model for villages, slums, rural schools and an aesthetic community Bio Toilet block. Our WASH approach, reinforced by proactive behavioural change programmes to eliminate open defecation in India, towards meeting the objectives of Clean India Mission, was widely appreciated by one and all. Important visitors to the stall were CSR Heads of Aditya Birla Group, Hindalco, Rajashree Birla, Essar Foundation, Green Tech Foundation, United Phosphorus, World Vision, Plan International, Action Aid, Maruti Suzuki, Lumiere Solutions, and many more. We were represented by our WASH Head in a panel discussion regarding the impact of CSR on SWACHH BHARAT ABHIYAN.

SHRACHI ENGAGE
ANDHRA PRADESH & TELANGANA

Shrachi Dealer Mechanic Training Programme, Hyderabad, was conducted from 1st to 5th of June, 2017. Mechanics of our dealerships in Andhra Pradesh and Telangana participated in this enriching, 5 day long training session. During the course of this training session, the participating mechanics were given training on various subjects. They were trained to service our products like power reapers, weeder and garden tools, machine dismantling, engine–clutch–gear overhauling, etc. They were also trained on technical specifications of products, engine/gear oil change schedule, and proper servicing schedule of Shrachi power tillers, power weeders and brush cutters.

SHRACHI KONNECT
ANDHRA PRADESH & TELANGANA

Our Andhra Pradesh and Telangana dealer meet was organised in Hyderabad on 10th June, 2017, where dealers across Andhra Pradesh and Telangana had participated to make the event successful. The hard work and performance of our dealers were felicitated, in the presence of the Managing Director. An informative and enlightening one-to-one session with the Managing Director was held, where our channel partners had a detailed discussion, followed by exchange of ideas to make the business better. Our new brochures and leaflets were distributed among the dealers and were highly appreciated. The programme was concluded with a sumptuous lunch and a group photograph.

SHRACHI GRAHOK SUKHOTSAV
BANKURA

We had organised 'Shrachi Grahok Sukhotsav' at Sonamukhi in Bankura, West Bengal, on 17th June, 2017. This was organised in association with our dealer, 'Rakhya Ma Krishi Udyog'. This event was a platform to connect our existing happy and satisfied customers, agents and mechanics with our prospective customers and related officials, over a delicious and elaborate lunch. Our power tillers and other machinaries were exhibited in the premises. The guests were also given Shrachi branded backpacks to take home.

SHRACHI ENGAGE
KOLKATA

Mechanics of STCBL, Bhutan, participated in Shrachi Engage, our multi-dimensional mechanic training session, which spanned across 3 days. This was conducted at our factory in Kolkata from 20th to 22nd June, 2017. The participants got hands on experience in various subjects like troubleshooting of power weeders, accessory fitting, engine overhauling of brush cutter and chainsaw.

Knowledge on technical specifications of products, engine/gear oil change schedule and proper servicing schedule of Shrachi power tillers, weeders and brush cutters were also imparted to them.

NEW JOINEES

We heartily welcome the new joinees to Shrachi Agro. We wish them great success and look forward to a long lasting collaboration.

MITESH CHOTALIYA
Area Sales Manager – Sales & Marketing
Gujarat

ABHIJIT KUMAR SARKAR
Area Sales Manager – Sales & Marketing
Kolkata, West Bengal

ARJUN SINGH DANGI
Area Sales Manager – Sales & Marketing
in Raipur, Chhattisgarh

SANDIP KUMAR TIWARI
Assistant Manager – Sales & Marketing
Kolkata, West Bengal

J. FRANCIS MARIA LOUIS
State Head – Sales & Marketing
Coimbatore, Tamil Nadu

DIBYA NATH DEKA
Executive – Sales & Marketing
Guwahati, Assam

MAMANI BISWAS
Junior Executive
Factory – Kolkata, West bengal

RAMESH MANDHA
Executive Assistant to MD
Head Office – Kolkata, West bengal

SALES AND COMPANY PERFORMANCE

Records are meant to be broken, and this quarter we did that. We broke the all time highest sales record in one quarter, with the total revenue of ₹18.17 Crore in Q1 FY 17-18 with 38% GOLY in revenue. This is an outstanding achievement by all the team members and the management.

Special contribution by the following states have been mentioned below for their noteworthy performance:

1. **Assam & North-East:** The North-Eastern team led by Mr. Raja Purakaystha and Mr. Rupjyoti Sharma, has recorded a remarkable growth of 77% in revenue from ₹4.29 Crore last year Q1 to ₹7.59 Crore this year Q1. This includes 312 weeders and 113 rotavators. We congratulate the entire team and wish them success.
2. **North India:** Team sales led by Mr. Sanjay Vats, has grown by 32% from ₹2.38 Crore to ₹3.14 Crore. The penetration has increased in areas like Uttarakhand, with a good amount of dealer development in vacant areas of Kashmir and Himachal Pradesh.
3. **Andhra Pradesh & Telangana:** Mr. Suresh B Kumar, Sales-cum-Branch Manager, has made us proud with his outstanding performance. He, along with his team, has more than doubled the sales in his states clocking ₹1.89 Crore as compared to ₹85.75 Lakhs on YTD basis.
4. **West Bengal, Bhutan, Sikkim & Andaman:** Mr. Arijit Mazumder deserves a special mention for handling subsidy sales and subsidy business in Bankura with ease. His areas have grown by 60%, from ₹1.11 Crore to ₹1.78 Crore on YTD basis.
5. **Other Areas:** Mr. Amit Buchade has done a remarkable job in increasing the sales in other areas like Maharashtra. Spares department along with the revamped team, has achieved a growth of 8% as well. We encourage Odisha, Karnataka and Tamil Nadu team to put in more efforts and achieve great figures in the upcoming quarter.

We congratulate everyone on their commendable performance!

WINNER OF THE SUPPORT EXCELLENCE AWARD 1ST QUARTER, 2017

SUPPORT EXCELLENCE AWARD
Employee of the Quarter

Mr. Anirban Basu (Senior Executive – Accounts)
Awarded for: Efficiency shown in completing all documentations related to VAT assessment within the tight time schedule given by the department.

"My sincere appreciation to all my seniors and colleagues for their constant advice and support. Success makes everyone responsible and hard working. Awards are motivational. It will surely help me perform much better in the near future. Thank you."

SHRACHI®
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