



SHRACHI[®]
BTL EPC LTD (Agro)



between the lines

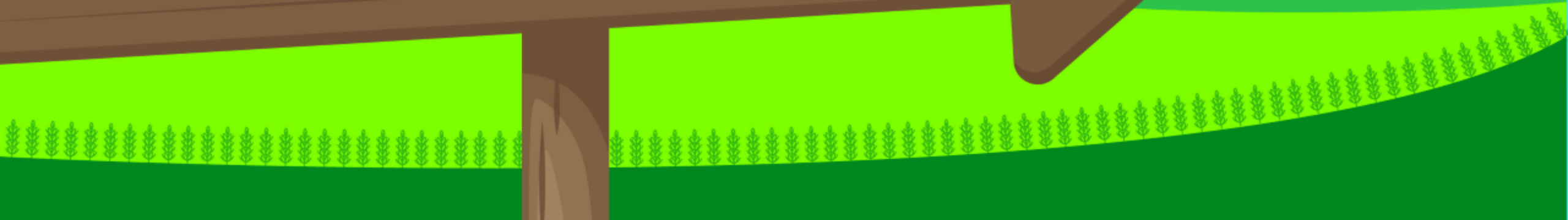
NEWSLETTER- 1st & 2nd Quarter: Apr-Sept '18



*between
the
lines*



A LOOK BACK TO MARCH FORWARD





A GLIMPSE OF OUR PERFORMANCE

The only constant in today's volatile, uncertain and complex world is change. And we continually evolve, grow and adjust to the changing environment with our spirited people, unvarying dedication, upgraded machinery and unparalleled skill-set. Our small steps gradually turned into longer strides, and in just about no time we reached to greater heights. Well, our figures say it all.

In the last two quarters, we've witnessed significant growth across the country, especially in Odisha and Maharashtra. We had a total revenue growth of 48% in Quarter 1 and 2 over last year.



OUR NEW MACHINERIES

THRESHER



SELF PROPELLED
(TRACK TYPE)
HARVESTER CF8055D



HARVESTER 360 T.A.F

SELF PROPELLED
HARVESTER C-514/C-412



HARVESTER TSC-513



STRAW REAPER



REAPER



OUR NEW FACES. OUR NEW ENDEAVOUR.

Our team is the key to our brand persona. And our identity is an extension of our people. It is their relentless effort which takes us to greater heights. We are sure, like all others, the new entrants too will help us in our mission. Here's introducing the new brigade.



LALSARE SACHIN SHAMRAO
Area Sales Manager
(Sales & Marketing, Aurangabad)



DHANANJOY KUMAR UPADHYAY
Deputy Manager
(Production, Factory)



PRATAP KUMAR SAHU
Senior Executive
(Sales & Marketing, Cuttack)



RAJNEESH KUMAR
Manager (Purchase, Head Office)



ANIMESH WAGHELA
Senior Executive
(Sales & Marketing, Indore)



ANKIT BANTHIA
Assistant Manager
(MD's Office, Head Office)



AYAN ROY CHOWDHURY
Graduate Engineer Trainee
(Assembly & Service, Kolkata)



SANJEEB KUMAR DAS
Senior Manager
(Sales & Marketing, Kolkata)



SAKET KUMAR SINGH
Graduate Engineer Trainee
(Assembly & Service, Kolkata)



ANIL KUMAR
Area Sales Manager
(Sales & Marketing, Himachal Pradesh)



ANKIT SINGH
Area Sales Manager
(Sales & Marketing, Lucknow)



OUR NEW FACES. OUR NEW ENDEAVOUR.

Our team is the key to our brand persona. And our identity is an extension of our people. It is their relentless effort which takes us to greater heights. We are sure, like all others, the new entrants too will help us in our mission. Here's introducing the new brigade.



ANUP KUMAR PAL
Senior Executive
(Purchase, Kolkata)



KAMALESH
Senior Executive
(Commercial & Operations, Kolkata)



NIRMAL KUMAR PRADHAN
Executive
(Back Office, Cuttack)



PALLAB JYOTI DEKA
Executive
(Sales & Marketing, Guwahati)



PRAVEEN KUMAR
Executive
(Spare Parts & Stores, Faridabad)



RAJIB SAMADDAR
Senior Manager
(Legal, Kolkata)



RATAN DAS
Supervisor
(Assembly & Service, Factory)



SARANG SHASHIKANT KOLHE
State Head
(Sales & Marketing, Maharashtra)



SARASU VATTACHARIYA
Service Head
(Assembly & Service, Kolkata)



VINOD KUMAR THAKUR
Assistant Manager
(Sales & Marketing, Raipur)

OUR EVENTFUL 6 MONTHS

The last two quarters has seen us grow in leaps and bounds - more businesses, more events and more individual accolades and recognition. We have conducted events across states, which were attended in large numbers, making each one a roaring success. These events have not only got us fame but also got us together. Let's take a glance of the happier times.

*between
the
lines*

OUR ANNUAL MEET RAFTAR'18

We conducted an employee meet in April to promote camaraderie and team spirit among all the personnel. It also saw awards being handed out to the best performers of every region across various verticals. Here's a sneak peek of the evening.



*between
the
lines*



OUR DEALER MEET **KONNECT'18**

Our annual dealer and distributor meet
KONNECT'18 was hosted across
four cities - Andhra Pradesh &
Telangana, Odisha, Maharashtra
and Assam. It allowed us
face to face interaction with
the entire associated sales-force
(our extended family)
and helped us to develop a personal
bond with each one of them.



OUR DEALER MEET
KONNECT'18
MAHARASHTRA
A FEW GLIMPSES...



OUR DEALER MEET
KONNECT'18
ANDHRA PRADESH & TELANGANA

A FEW GLIMPSES...



OUR DEALER MEET
KONNECT'18
ODISHA

A FEW GLIMPSES...



OUR DEALER MEET
KONNECT'18
ASSAM

A FEW GLIMPSES...



IIMAAA - KOLKATA CHAPTER SYNCHRONY'18

We are proud to have been associated with SYNCHRONY'18, IIM Ahmedabad's annual event which witnessed the reunion of the alumni and other noteworthy delegates of the city.



EXHIBITION'18

COIMBATORE

A FEW GLIMPSES...



*between
the
lines*

OUR TRAINING PROGRAMME **KONNECT'18** BHUTAN

A FEW GLIMPSES...



OUR TRAINING PROGRAMME
ENGAGE'18
NAGALAND

A FEW GLIMPSES...



INDEPENDENCE DAY'18

We proudly celebrated Independence Day with all the personnels to commemorate the country's democratic freedom.
Here's a sneak peek of the day.



THE STANDOUT EMPLOYEES

Awarded for his outstanding contribution in recovering dues and handling legal issues in the 1st quarter.



PROSENJIT CHATTERJEE



Awarded for efficiently managing the I.T. department in the 2nd quarter.



SWARUP HAIT





TOGETHER FOR AN ENRICHING TOMORROW

We are super excited with the team's performance in this quarter. We look forward to take the momentum to the next quarter, and build on to it. Our present show and the team's spirit convinces us to believe that there are no challenges that can hinder our flow. Hopefully we'll create new success stories to narrate in our next edition.

