

between the lines

NEWSLETTER- 4th Quarter: Jan-Mar '19





A GLANCE OF OUR ACHIEVEMENTS

Strength and growth in our life are directly proportional to the relentless effort and struggle. And that is how we continue to grow. As the financial year, **2018-19** came to an end, in the last quarter, we witnessed momentous success and growth. **We closed this year at Rupees 82 Crore, registering a growth of 48% over last financial year.**

Owing to the sincere efforts by our team as well as our dealers, we have seen this momentous growth across all our product segments as well as our domestic and international markets. States like Odisha, Assam and West Bengal have shown excellent performance while Uttarkhand, Tamil Nadu, Nagaland, and Tripura have shown significant growth. Our power tillers and power weeders were the major players in pulling up the revenue, as we consolidated our position in the existing markets while tapping fresh new markets.

LAUNCH OF NEW IDENTITY



For more than two decades now, Shrachi has been empowering the farmers in India by contributing towards increased farm productivity and rapid mechanisation in the agrarian sector. And this year we emerged with a brand new identity - Shrachi Agrimech. The reason was to singularly focus on the specific domain of business that we are into, i.e, agricultural machinery. Further, our new brand tagline 'Khushali Hamesha' promises happiness and prosperity to farming.

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NEW CAMPAIGN

APNI ZAMEEN APNI MACHINE

**APNI ZAMEEN
APNI MACHINE**

At Shrachi Agrimech, it has always been our endeavour to go beyond business statistics. The very core part of our operation leads us to encourage the farmers to come at par with the global standard, so that they discover new and up to date ways to turn greens into gold. Our campaign this year takes this encouragement to the next level. With this campaign, Apni Zameen Apni Machine, we pledge to motivate the farming fraternity with the pride of ownership and aid them to reap extra benefits in terms of higher production capacity, less manual labour and better standard of living.



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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.

**APNI ZAMEEN
APNI MACHINE**



SUMONJIT SAHA
Senior Executive
(Works, Kolkata)



DHAMMADEEP PRABHU JAWALE
Executive
(Sales & Marketing, Maharashtra)



SANJOY KHANRA
Senior Executive
(Commercial & Operations, Kolkata)



AMAN SINGH
Senior Executive
(Spare Sales & Service, Kolkata)



SAMIUL ARAFIN
Supervisor
(Assembly & Service, Kolkata)



RIPON SARKAR
Executive
(Assembly & Service, Kolkata)



VICTOR BENNETT MURMU
Assistant Manager
(Service & Activity, Kolkata)

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**APNI ZAMEEN
APNI MACHINE**



SUBHRANSU KUMAR JENA
Assistant Manager
(Sales & Marketing, Cuttack)



KARUNAKAR SAMANTARAY
Executive
(Back Office, Cuttack)



ARABINDA PRADHAN
Service Engineer
(Assembly & Service, Cuttack)



RAHUL PRAJAPATI
Senior Executive
(Testing, Kolkata)



SANDEEP KUMAR
Assistant Executive
(Assembly & Service, Kolkata)



ANIL KUMAR JANGA
Assistant Manager
(Sales & Marketing, Telangana)



HRISHIKESH DAS
Service Engineer
(Assembly & Service, Guwahati)



V. MADHAN
Executive
(Back Office, Vellore)

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**APNI ZAMEEN
APNI MACHINE**

OUR EVENTFUL 3 MONTHS

These last three months were extremely hectic, but our hectic schedules and razor-sharp deadlines didn't stop us from participating in various events organised by our HR teams like Annual Picnic, Hit the Bulls Eye, Holi and many more. We also organised several events to engage with our happy customers like Kisan Mela, Krishi Kumbh, Shrachi Engage etc. Let's take a glance at our eventful and happier times.



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105TH KISAN MELA

UTTARKHAND

A FEW GLIMPSES...

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KRISHI KUMBH

BIHAR

A FEW GLIMPSES...

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KRUSHI MELA

ODISHA

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SHRACHI ENGAGE

KOLKATA (FOR SIKKIM FARMERS)

A FEW GLIMPSES...

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ANNUAL MEET

KOLKATA

A FEW GLIMPSES...

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We closed the financial year 2018-19 at a ₹82 Crore with a 48% growth in business. Here are a few glimpses of 'Create your Future' - a training programme for our Sales Executives by Mr. Amber Arondekar (Indore). The event was followed by a celebration party at Kolkata.



ANNUAL PICNIC

A FEW GLIMPSES...

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FUN AT WORK

A FEW GLIMPSES...

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WOMEN'S DAY

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HOLI CELEBRATIONS

A FEW GLIMPSES...

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APNI MACHINE



SUPPORT EXCELLENCE

**APNI ZAMEEN
APNI MACHINE**

For putting in 100% effort and efficiently managing
the Tamil Nadu warehouse single-handedly.



M. ANBALAGAN
Technician, Tamil Nadu



GOLD SUPPORT EXCELLENCE

**APNI ZAMEEN
APNI MACHINE**

For long years of consistent and dedicated quality of
performance in assembly and service.



GANESH DHARA
Helper, Factory



ALAKESH DEY
Technician, Factory

