

SANKALP '14-'15 7000



Q4-2015 | Jan – Mar 2015 | Issue: 4

FROM THE EDITOR'S DESK

A very very Happy New Year to all readers!!

Apologies for making you all wait for the third edition of the Shrachi Sankalp Varta 2014. The Q3 edition shall cover a section by our respected Managing Director, Mr. Ravi Todi, Odisha Dealer's Meet 2014 held in Bhubaneswar, Mela participation in states like Assam, Odisha & Bihar, BTL-A @ GVKV exhibition held in Bangalore, Foreign trip to Malaysia for our Odisha sales team and Support excellence award Q3 winner.

As earlier, please feel free to share your views, comments and suggestions on our new edition. You can write to me at sumit.jalan@shrachi.com or send a post to Shrachi Towers, 8th Floor, 686, Anandapur, Kolkata – 700107.

Sumit Jalan, Manager-Strategy & Operations

Third quarter of the FY 14-15 has continued to see policy bottlenecks in major states as such our sales figures have again been below expectations. Subsidy policy in Orissa & Chhattisgarh showed no clarity where we are mainly dependent for our power reaper sales during third quarter. In those states where subsidy business was operational, subsidy disbursements were delayed. Hence, overall the overall external scenario failed to support sales expectations.

Nonetheless, we continued with our marketing activities like Dealer Meet, Mela and Exhibition participation across states. Internally we continue to take new initiatives for smoother business operations which have been the thrust areas in this FY; we also restarted with our Executive Committee (Ex-Comm) meeting which was widely appreciated by the senior management.

With New Year coming in we hope to end this FY with a happy note.



MANAGING DIRECTOR'S MESSAGE

Ravi Todi, Managing Director

BIHAR DEALER MEET



Bihar Dealer conference at Hotel City Center, Patna 16th February 2015.

EXHIBITIONS

ORISSA FAIR

We participated in many of local melas across Assam, West Bengal & Orissa as a part of our marketing initiatives. We also participated in Tea Research Association (TRA), Agri Hoti Show, Khanapara, Assam from 10th to 14th Feb, 2015 where we were honored with 'Best Stall Award'.



TEA RESEARCH ASSOCIATION (TRA)



AGRI HOTI SHOW



PRODUCT LAUNCH

Micro Tiller 135

- Useful for intercultivation & Step cultivation.
- Suitable for Horticulture & Plantation crops.
- Suitable for both dryland as well as wetland operations.
- Tilling width upto 3.5ft & 4.5ft (Adjustable)
- No belt & Chain.



**9HP
MICRO TILLER**

WEST BENGAL DEALER MEET

West Bengal (Burdwan) dealer conference at Burdwan Bhawan on 13th January 2015 .



West Bengal (Burdwan) dealer conference at Burdwan Bhawan on 13th January 2015 .



**SUPPORT
EXCELLENCE
AWARD Q4**

Ms. Abha Agarwal, Stores Mate

Works

Bengal Tools Ltd. (Agro Division), 2 Jessore Road, Kolkata – 700 028.
Tel: +91 9007724621
Email: sayan.b@shrachi.com

Corporate Office

686 Anandapur, E. M. Bypass Junction
Beside Ruby General Hospital, Kolkata – 700 107.
Tel: +91 9163220000
Email: btmktg@shrachi.com