

SHRACHI SANKALP VARTA

2016

Q2 - Q4 | July 2015 – March 2016 | Issue - 2, 3 & 4

FROM THE EDITOR'S DESK

Dear Reader,

We bring to you yet another edition of **Shrachi Sankalp Varta**, the quarterly newsletter of BTL EPC Ltd. (Agro). In this issue, we bring to you glimpses of news, events and achievements that have happened over Q2 and Q3 of the year 2015. These two quarters in particular have been very eventful for us, as BTL EPC Ltd. (Agro) entered into two landmark collaborations, the first one with Landforce as their exclusive marketing partner for agricultural equipment such as Rotavator and Thresher across Bengal, Odisha, Assam and the Northeast and the other one with Stone India Limited as their exclusive marketing partner for Biotoilets across India. We also bring to you glimpses of the North India Dealers' Meet that turned out to be an extremely interactive and informative event. We are delighted to announce the launch of our new range of products – the diesel-driven 135 Power Tiller and the petrol-driven 100 Power Weeder. BTL EPC Ltd. (Agro) recently organised a Mechanic Training Programme as part of the **Service Ka Waada** campaign, where a team of 15 farmers, engineers and commercial managers from Bhutan participated in a five-day training programme.

Shrachi Group employees celebrated a 'colourful' Independence Day in 2015. To jazz up the spirit of independence, all employees turned up in colourful ethnic attires. There was a small competition for the **Best Dressed Male Employee** and the **Best Dressed Female Employee** and the management handed over prizes to the winner in each category.

Last but not the least, we take this opportunity to extend our heartiest congratulations to Mr. Supriya Das and Mr. Tarun Mitra for jointly clinching the 'Support Excellence Award' and to Mr. Rajesh Gupta and Mr. Tapas Dey for jointly winning the 'Support Excellence Gold Performer Award.'

Do share your valuable views, comments and suggestions with us. You can reach me at sumit.jalan@shrachi.com or message me at +91 9007018170.

Sumit Jalan, General Manager

Shrachi Group and Landforce join hands



Shrachi recently collaborated with Dasmesh Mechanical Works as their exclusive marketing partner for agricultural equipment such as Rotavator and Thresher across Bengal, Odisha, Assam and the Northeast, manufactured under the brand name **'Landforce.'** Speaking of this collaboration, Mr. Sarbjit Singh, Managing Director, Dasmesh Mechanical Works, said, "With Dasmesh Mechanical Works having expertise in the manufacturing of agro-equipment and Shrachi having extensive knowledge of local markets, together we plan to provide a sustainable solution for agriculture mechanisation to local farmers and thereby further promote farm mechanisation in the eastern part of the country". Mr. Ravi Todi, Managing Director, Shrachi, said, "The primary focus of our collaboration will be on dissemination of technical know-how and benefits of farm mechanisation, demonstration on the uses of machines and setting up an accessible network for after-sales service and maintenance of agro-equipment".

North India Dealers' Meet

Shrachi is tremendously proud to have a robust dealer network that has played a pivotal role in fortifying the foundation of the company in various markets across the country and abroad to gain an edge over competitors. To celebrate our growing network of dealers in North India, we organised a Dealers' Meet at our Faridabad office on 25th August, 2015 to strengthen our bond with our dealers. The meet represented a wide spectrum of aspirations of our dealers. The speeches, presentations and panel discussions were focussed on the way ahead. Mr. Sumit Jalan, General Manager (Agro Division), discussed future plans of the company and stressed on optimising opportunities in business through joint collaboration. The North India Dealers' Meet was a significant effort not only to strengthen business associations but also motivate our dealers to continue giving their best.



CII Exhibition

Shrachi recently participated in Krishi Unnayan Mela 2015, organised by CII in Cooch Behar, to showcase the latest range of products. One of the largest exhibitions held in West Bengal, a vital objective of the event was to showcase major Indian agricultural and food processing equipment and machineries. The event witnessed a high footfall of 10,000 farmers from various districts of West Bengal. Shrachi gave a live demonstration of its latest range of farm equipment and also had one-on-one interactions with individual farmers-informing them about various schemes and subsidies available with financial institutions for buying agro equipment.



New Product Launch

Strengthening its artillery of agro and farm equipment, Shrachi recently launched two products – the diesel-driven 135 Power Tiller (self-start, powered by Amaron battery) and the petrol-driven 100 Power Weeder. Tested at SRFMTTI Anantapur, the 100 Power Weeder is a unique shaft-driven weeder powered by a Honda engine. The products are eligible for central and state subsidy schemes and are enlisted with the Ministry of Agriculture & Farmers Welfare.

100 Power Weeder



135 Power Tiller

Service Ka Waada



Our newly launched **Service Ka Waada** campaign aims at building a long-term relationship with our customers, and recently organised a five-day Mechanic Training Programme, in which a team of 15 farmers, engineers and commercial managers from Bhutan participated. To take this campaign forward, we conceptualised the themes of this year's calendar and diary based on the campaign.



Independence Day Event



Shrachi celebrated the 69th year of Indian Independence with gusto. Saluting the true spirit of Indianness, all employees turned up in pure ethnic wear in dazzling saffron, white and green shades, evoking the tricolour.

The joint winners of the

"Support Excellence Award – Q1 & Q2"

Q1: Apr - Jun

Soumendu Pal *Asst. Manager*
Robin Dutta *Sr. Executive - Back Office*

It is a pleasure to have received the honour. This will only inspire us to deliver better performances and reach newer heights.

Q2: July - Sep

Supriya Das *Executive - Stores*
Tarun Mitra *Executive - Stores & Despatch*

We are honoured to have been selected for this award. This has been possible only because of our HODs, seniors and colleagues, who had extended their guidance and cooperation.

BTL EPC LTD (Formerly Bengal Tools Limited)

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