

Orissa Dealers Conference at Hotel Mayfair Bhubaneswar



Ravi Todi, MD at the Orissa Dealers Conference

A Dealers Conference was organised on 18th November 2006, where all the dealers of Orissa participated. Sales, Service and Spare Parts related issues were discussed. Other matters related to Govt. subsidy sales and Bank finances were discussed. Market share and competitors activities were reviewed. Performance appraisal upto quarter III and projections for quarter IV were finalised including support required from the company for achieving the targets.

Karnataka Dealers Conference on 17.12.2006 at Hotel Atria, Bangalore

The performance review was done including analysis of competitors sales figures upto quarter III & quarter IV projections were also taken from the dealers. Also the support required by the dealers from the company were noted down an actions planned for quarter IV.



Karnataka Dealers Conference

The force behind the organisation . . .



Mr. Kalyan Chakraborty, AGM – Marketing joined the company in 2000. He had worked earlier with established companies like VST, Kirloskar, etc. He is in charge of the West Bengal Marketing.

“I came to BTL from Power Tiller industry having worked in VST which once enjoyed monopoly. However, in a changed market scenario, since starting of Chinese import, the market became oligopolistic. I have found out how difficult it was to establish Shrachi as a brand, especially in a market like West Bengal, which only used to accept Japanese Kubota brand. The marketing strategy of Shrachi only has made it possible”.



Mr. R. M. Rath, AGM – Marketing joined the company in 2000 for looking after Orissa markets. He was instrumental in making the Shrachi brand grow from scratch to present 30% market share in Orissa. Strong dealer network and emphasis on service activities like – service campaigns, dealers’ mechanics training programmes, etc. has made such phenomenal growth possible.



Mr. Raja Deb Purukyastha, Area Manager – Assam has served the company for nearly a decade. Shrachi was dominating the institutional sales in government sector in Assam. But when this segment dried up, due to paucity of government funds, Raja quickly boosted sales from retail segment by creating a district wise dealer network and emphasizing on bank finance, after sales service, etc.



Harvest



Bengal Tools Limited - Agro Division

January 2007

From the desk of MD



As we move along in our quest for excellence—for supremacy in the Power Tiller market in India, a lot of issues crop up in my mind.

The changing market dynamics have actually compelled us to think on a much broader perspective and yet remain focused on continued growth that we have envisioned from the very inception.

2007 is more a year of change – where new players both from domestic as well the global arena are trying to make inroads into the Indian markets. While this can be viewed as a potentially beneficial factor for “growing demand” we at BTL – Agro Division are in the process of planning our activities in the right perspective, so as to ensure sustainability and continued growth.

Let 2007 be a challenge for us – a challenge which should be construed as a reward for our efforts in a more definitive manner, bringing laurels and adding more feathers to our cap, which will remain a continuous process at BTL – Agro Division.

Ravi Todi

From the Desk of CEO



On behalf of the Agro Division, we wish you all a very happy new year – although a bit belated. You must have read and enjoyed the inaugural issue of our Newsletter “Harvest”. In the

meanwhile, a lot of activities have taken place which we bring to your notice in this new issue.

Fresh bank tie-up with UTI has taken place. Our newly constructed factory shed was inaugurated. Relationship with overseas principal got further strengthened through the visits of Sifang and Siam Kubota representatives from China and Thailand respectively. On the sales part, we have successfully participates in Loan Melas and Exhibitions and distributed tillers under government schemes. We have conducted dealer conferences in Orissa and Karnataka, and also had our internal sales team review meeting. On the service part, dealer’s mechanic training programmes at Orissa and Karnataka along with service campaigns at various locations have been conducted. This Newsletter relates exciting details on these events.

The net result is that the Agro Division marches ahead strongly towards fulfilling their ambitious targets. Our sales figure till the end of IIIrd Qtr. stands at 2400 and we are confident of reaching the magical figure of 3500, for which we had taken oath at the beginning of the year and which would result in 25% growth over the last year figures.

S. K. Nag

Cooch Behar Loan Mela



Coochbehar Loan Mela

A Loan Mela was organised at Khagrabari by SBI on 17th and 18th, October 2006 for financing of agricultural machineries like: tractors, power tillers, etc. Shracchi participated in the mela and received tremendous response from North Bengal customers and 7 cases were financed on the spot.

Loan Mela in Assam

On 28th October, 2006, a loan mela was organised in Moran, Dist. Sibsagar, Assam by SBI (Moran Branch) in which the Agro Divn. participated through its dealer M/s Saikia Agro Machinery. The mela was a huge success with around 1500 visitors. During the mela 13 nos. Power Tillers were sanctioned, out of which 11 were of Shracchi brand. Mr. Raja Deb Purukayastha, In-charge, Guwahati Branch attended the mela from Agro Divn.



Loan Mela in Assam

Tie-up with UTI Bank

A Financing tie-up was signed with UTI Bank on 30th October, 2006 at the Zonal Office between S K Mitra (Sr. VP), Eastern Zone, UTI Bank and Shri S K Nag (CEO – BTL – Agro Divn.) for financing of Shracchi Power Tillers.

This is an addition to the other tie-up already existing with different banks like SBI, UCO Bank, SBM, etc. – but the first of its kind with a private bank. This will be a big benefit to Shracchi dealers and farmers.

Visit of Sifang Representatives



Visit of Sifang representatives to Head Office



Visit of Sifang reps. to Bardhaman



Visit of Sifang reps. to Bangalore

Mr. Wong You, Manager and Mr. Huang Zimin, GM, visited India between 4th -10th November 2006. They came to Head Office and factory and had detailed meetings with MD, CEO and the entire marketing and technical team. They also went on a visit to Burdwan to meet the Shracchi dealer and customers.

Thereafter they proceeded to South India and visited our Bangalore godown and met the local dealer at Bangalore and Shimoga.

Inauguration of factory Shed

Agro Division inaugurated its newly constructed factory shed on 4th November, 2006 in the presence of dignitaries from M/s Zhejiang Sifang, China. The shed was inaugurated by Huang Zimin, GM and Mr. Wang You, Manager of Zhejiang Sifang. The occasion was graced by Shracchi Group Chairman, Mr. S K Todi and Managing Director, Mr. Ravi Todi.



Inauguration of Factory Shed at Dum Dum

Distribution of Shracchi Power Tiller under SJSY Scheme in Sahebganj district - Santhal Paraganas, Jharkhand



Distribution of Power Tillers at Sahebganj

The Agro Division got an order for 14 nos. Power Tillers along with trailers for distribution under "Swarna Jayanti Swarojgar Yojana" (SJSY) Scheme. The tillers were distributed on 8th November, 2006 in the presence of eminent personalities, including Shri Sandeep Kumar (Block Development Officer), Shri Udit Narayan Shah (District Development Commissioner), District Transport Officer, Shri Amarendra Kumar Singh (Director, District Rural Development Agency), others.

Service Camp and Dealer's Mechanic Training program in Orissa



Free Service Camp at Sambalpur



Free Service Camp at Mayurbhanj



Dealer Mechanic Training, Cuttack

Service camps and programmes for imparting training to mechanics for dealers were organised at Cuttack (10th Nov – 16th Nov'06), Balasore (15th Dec – 23rd Dec'06) Bargarh (25th Dec – 30th Dec'06) and Durgipali (7th Jan – 11th Jan'07).

Participation in Beach Festival in Orissa (Bali Yatra)

A big fair called "Bali Yatra" was held at Cuttack on the full moon day of Kartik. BTL – Agro Division also participated in this mammoth fair where thousands of people congregated at the fair ground. Innumerable varieties of goods were bought and sold.

Visit of Siam Kubota representatives from Thailand

Siam Kubota representatives visited the Shracchi corporate office, BTL – Agro Division and local dealers on 27th November 2006. They had detailed discussions regarding marketing activities / services including product quality, spares and other related issues while expressing satisfaction about the progress of Kubota project.

Service camp and Dealer's Mechanic Training program in Karnataka

A service camp and program for imparting training to mechanics of dealers were organised at the Bangalore Branch office of Bengal Tools – Agro Div. during the period: 27th Nov – 1st Dec'06.



Dealers Mechanics Training - Karnataka

All India Review Meeting at Shracchi Tower on 2nd December, 2006



Conference at Head Office on 2nd Dec. 2006

The meeting was attended by the field sales force from branches all over the country. The operations were reviewed including sales, outstanding, etc. for the period March '06 – November'06 and projections for December'06 to March'06 from branches were recorded. Mr. Ravi Todi MD Shracchi expressed satisfaction regarding the progress as per annual target. The sales team exhibited their confidence on achieving the target. The motivational talk given by MD raised the spirits of the field sales persons who were rewarded with special increments.