



# Harvest



Bengal Tools Limited - Agro Division

July 2007

## From the desk of MD



As we move ahead in our journey towards supremacy, the challenge seems to become far more daunting in its own way. It also helps us to innovate and improve ourselves continuously – strengthening our resolve to tread the difficult path with greater conviction.

2006 – 2007 has been a relatively good year for our company. We have able to meet our targets, add in new products; streamline the after sales service – thus adding to a complete experience for our customers. We now need to march ahead of our competitors in the coming years and be a brand name to be reckoned with. It may be a difficult proposition but not an impossible one.

We at Shrachi are ready to work with you all – bring about product innovation, upgrade quality, enhance marketability through various measures, increase support mechanism. However, it is the people of Shrachi which can bring in the desired results. It cannot be done single-handedly but through Team effort. We must work together and nurture the Shrachi family of which you all are a part.

Probably we have come to a new beginning – where challenges and opportunities run side by side. It is good for us – as it adds fuel to the dynamism and spirit with which your “Shrachi” is growing today. We all must learn to value this and carry out our duties conscientiously.

Let me wish you all the very best in the ensuing year. We are growing and I am sure that our company will become a market leader in the Power Tiller business in the not too distant future.

Best wishes,

**Ravi Todi**

## From the Desk of CEO



Again we meet with the latest issues of our Quarterly Newsletter “HARVEST”. First, we sincerely apologize for skipping the April 2007 issue due to unavoidable circumstances. The delay was primarily due to our preoccupation

with the closing of the last financial year as well as our Annual Conference which took place in April 2007.

You will be happy to note that we successfully closed the last financial year with a sales figure of around 3500 units as per target and taken a challenge to increase the same to 4000 plus units during the current financial year.

In the mean time Ministry of Shipping, Road Transport and Highways had issued a notification GSR 589 (E) dated 16th September 2005 vide which it was made mandatory for all Power Tiller engines to meet Bharat Stage II emission norms w.e.f October 2006. The notification also brought Power Tillers under CMVR Rules by considering the same as a Motor Vehicle and hence it was mandatory for all manufacturers to obtain CMVR Certificates. Only those brands which meets the Bharat Stage II Emission norms and has CMVR Certificates shall be considered by the Ministry of Agriculture for grant of subsidy under the Governmental programmes and Schemes. This posed a big “challenge” for our company.

However we are pleased to inform that our Power Tiller model successfully passed the Bharat II emission norms from Automotive Research Association of India (ARAI), Pune and also met the Central Motor Vehicle Rule (CMVR) norms from CFMTTI, Budni, MP. Accordingly, our Power Tiller has been included by the Union Ministry of Agriculture in Government assisted “subsidy scheme”.

We now look forward to a happy and prosperous new financial year and want to see “Shrachi” steadily march ahead of competition.

**S. K. Nag**



## A new Challenge...

BTL - Agro Division was faced with a new challenge from the last quarter of 2006 which needed immediate action on the company's part. The Ministry of Shipping, Road Transport and Highways had issued a notification, which made it mandatory for all Power Tiller engines to meet Bharat Stage II emission norms w.e.f October 2006. The notification also brought Power Tillers under CMVR Rules thus making it compulsory for all existing manufacturers to obtain

CMVR Certificates.

In doing so, the company had to conduct a lot of trials, spend a substantial amount of money on R & D activities to ensure that it met the norms stipulated by the authorities. This went on from October 2006 to end May 2007 when the Shrachi Power Tiller successfully passed the Bharat II emission norms from ARAI, Pune and also received the CMVR compliance from CFMTTI, Budni,

Madhya Pradesh.

The clearance provided the much needed recognition to the company which is now in a position to utilize its newly acquired status to market the product through Government assisted "subsidy scheme".

Well the challenge is over now, and it is time to get the ball rolling at maximum speed for attaining a new landmark for Shrachi.



CMVR Certificate from CFMTTI, Budni



Approval from Ministry of Agriculture, Government of India



Bharat Stage II Emission Certificate from ARAI, Pune

## Annual Conference

### Space Circle – 21st & 22nd April, 2007

The Annual conference of the company was held for two days at Space Circle on 21st and 22nd April, 2007.

The Conference began with an inaugural address by Mr. S K Nag, Chief Executive who in a few words brought out the significance of such events and summed up the past, present and the future which all look towards. The company's vision, mission and goal, objectives, policy and strategy were also spelled out.

This was followed by a PowerPoint presentation by Mr. Ravi Todi, Managing Director covering all the operational aspects of the company including its new Power Tiller launch as well as introduction of new products like harvesters, reapers, etc. and the newly formed "Spare Parts MGR Division".

Mr. Ratnanko Banerjee, the new Business Development Manager gave a detailed presentation on these new products including their technical specifications, pricing, etc. The participants from various states across the country also gave their self introductions and got an opportunity to mix with their colleagues from other states.

Representative of each state made individual presentations where detailed analysis of the last year's performance was carried out and targets fixed for the coming financial year. Rewards and incentives were also given to all the good performance in appreciation of their contributions to the company.



At the close of first day's programme – a cocktail party cum dinner was organized which provided occasion for unwinding after the hard day's work. A half day long management programme was organized on the second day which was interactive in nature and thoroughly enjoyable – and at the same time very educative.



MD's Address



Annual Conference in progress

Overall the venue, the ambience, the food, the drinks were all great and the representatives went back – soaked in the motivational spirit, ready to carry the flag of "Shrachi" high up in the air as they continue to march ahead in the market during the course of the ensuing year.



Participants at the Interactive Management Game



Mr. Ajit Kumar of Bihar receiving the Award of Excellence from MD



Karnataka Team receiving Best Regional Team Award from MD

## Launch of Shrachi Kubota

The "Shrachi Kubota Power Tiller" – the new model with its engine imported from Thailand (Japanese KUBOTA technology) was launched with a lot of fanfare in selected districts of West Bengal – Jalpaiguri, Cooch Behar, Midnapore, 24 Paraganas and Malda in May 2007.



Launching campaign of Shrachi Kubota In North Bengal

It may be recalled that the first issue of this Newsletter contained brief details about its proposed launch during the course of this year and its effectiveness and technological superiority in comparison to other products of similar nature. Despite being a leader in the Chinese tiller market, this launch has helped Shrachi to be positioned as a premium product manufacturer in the eastern part of the country today.

A van operation displaying the product covered the major markets of the selected districts. Handouts were distributed to the targeted customers. In addition, an audio cassette playing jingles of the product sung by eminent singer Rupankar, generated a lot of curiosity amongst the villagers.

POP's, Flexi banners, danglers, stickers were displayed at important points – seeds, pesticides and fertilizer shops, village mandis, Panchayat offices, banks, Government offices, among others. The overall response was overwhelming and the product was well accepted by the farmers' community. Similar activities have also been planned in other districts.

CMVR compliance for Kubota is expected by July 2007, after which the inclusion in the Government subsidy list will further enhance its activities in other states – including Orissa, Karnataka among others.



A happy farmer family with Shrachi Kubota Power Tiller



## New Product by Shrachi

Recently, Bengal Tools Limited – Agro Division has launched two new products – “Self Propelled Reaper” and “Combine Harvester”.

The Self Propelled Reaper is used for harvesting or cutting the crops from the field. It can perform the job equivalent to 20 manual labourers doing the same job with sickles and is a boon for our country where manual labour has become both scare and costly. Also it increases productivity, efficiency and reduces costs as well – the diesel engine being fuel efficient. Many State Agriculture Departments distribute this machine to farmers in their state under “Subsidy Schemes”. In India there are only two reputed manufacturers and hence this machine from Shrachi can provide a strong third alternative for Indian farmers.

The Combine Harvester Model 4L – 80 is another popular product from the Sifang Group, which Bengal Tools Limited – Agro Division has recently launched. The Combine Harvester



Combine Harvester 4L-80



Self Propelled Reaper

models available in India are mostly made in Punjab, using Kirloskar or Leyland engines which are huge and very costly and mostly targeted towards the very rich and big farmers of Punjab – Haryana belt, cultivating wheat. Absence was felt for compact Mini-Combine Harvesters which are affordable and targeted towards smaller farmers in other regions of the country cultivating rice, jute, etc. But in South East Asian countries predominantly growing rice, such machineries from China are already popular. Hence the company feels that a sizeable market can be created for such a product in India.



## Dealers of BTL - Agro Division

### SRI LAXMI MOTORS, ORISSA

Mr. Putta Raju of M/s Sri Laxmi Motors, Sonepur, Orissa is a Super Star dealer of BTL – Agro Division. Starting as an agent under one of our main dealers, M/s Bhubaneshwari Body Building, Gunjan District, he became a main dealer two years back from KBK district and sold 202 and 209 tillers in the last two years respectively.

The reason for his outstanding success is constant touch with the farmers throughout the year and ensuring customer satisfaction through dedicated after sales service.

### SAI AGRO, ANDHRA PRADESH

Mr. Srinivasa Reddy of Sai Agro, Karimnagar is another stalwart from Andhra Pradesh who during the course of last year sold 174 tillers in his territory in the face of stiff competition from VST and other competitors.

His well equipped workshop and spare parts counter ensure excellent after sales service for his customers. Additionally, his good relations with banks and government offices helps him to arrange finance and subsidy for his customers.

## Force Behind the organisation:



Mr. K C Bakthabatchalam, Manager – Sales has been associated with the company since its inception. He is currently looking after the Tamil Nadu Operations. He has been connected with the “Power Tiller Trade” even before the company had started importing from China – having literally seen the market grow from scratch. He feels that the key to SUCCESS is strong and efficient “after sales service”.



Mr. K Suresh, is the Manager Sales in Andhra Pradesh and is also an old veteran in this trade. He has taken the sales figure of Shrachi to 400 plus in Andhra starting from zero. Andhra Pradesh, which is considered to be the “Rice Bowl of India” has potential territories like Karimnagar, East and West Godavari. Competition is fierce here but despite the challenges, Shrachi marches ahead strongly and steadily.



Mr. K Kannan, joined BTL after spending two decades in VST which once enjoyed monopoly in Power Tiller trade. He presently looks after parts of Karnataka state which happens to be VST’s home ground. Notwithstanding this factor, Shrachi’s presence is quite strong having 20% market share.



Mr. Ramesh, who was attached to VST for nearly two decades, has now been with Shrachi for the last few years. He looks after parts of Karnataka where there is fierce competition in the market place, especially from VST. Yet, Shrachi has a significant market capitalization despite a late entrant in this region.