



VST



# SFM INSIGHTS

BULLETIN FOR THE QUARTER APRIL - JUNE 2022

VOL. 1

STAR DEALER  
CONFERENCE  
IN KERALA

CROSSED 1<sup>ST</sup> STEP  
OF A LONG JOURNEY  
IN WEEDEER SALES

SPECIAL  
SCHEMES



# MESSAGE FROM THE CEO

Greetings,

It gives me immense pleasure to bring in a new periodical on VST Small Farm Mechanisation. This Bulletin gives information on all the happenings in this sector and keeps the team members informed on the "way forward" strategies.

Focus on SFM category is imperative as the trend in agricultural industry is very dynamic today with the Power Tiller sector alone growing by 20% CAGR. There is a vast opportunity for VST in this category and we are already in a very propitious position in the market with the No. 1 power tiller brand in India.



With this vision, we have worked on increasing our range of products in this category over years to storm the market and now is the time for us to aggressively tap the market share with our technologically advanced quality products. I appreciate all the dealers and team members for giving a good start by achieving recognizable numbers in the last financial year and would look forward for a jubilant FY 2022-23.

Regards,

**Antony Cherukara**

Chief Executive Officer

## STAR DEALER CONFERENCE

A Star Dealer Conference was organized by VST at Le Meridien, Kochi, Kerala for 3 days in the month of April 2022. It was a special event attended by 100 star dealers, who received a warm welcome & enjoyed all the sessions of the event.



## TEAM BUILDING ACTIVITIES

On the 1<sup>st</sup> day of the conference, we organized team building activities where all dealers actively participated and enjoyed the sessions by showing the true spirit of VST family.



## LIGHTING THE LAMP

On the 2<sup>nd</sup> day, the conference was inaugurated by our CEO, PC Head and dealers by lighting a lamp. Our Honorable CEO addressed the gathering with his motivational speech and way forward direction. Few dealers shared their success stories on women empowerment, infrastructure, retail finance, manpower management etc. The program was very enlightening for the dealers who sincerely appreciated VST for conducting such an excellent event.





## PRODUCTS UNVEILING

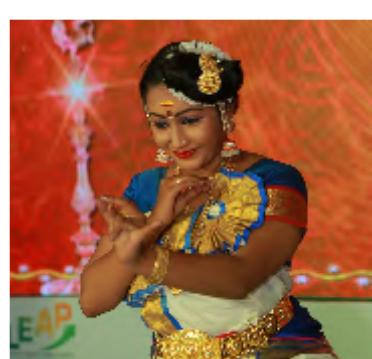
In the event, 95 DI Ignito, 165 DI power tillers and PG 50, RT70, FT 50 GE power weeders were unveiled by the top management & dealers with enriched cheer and applause from the team.

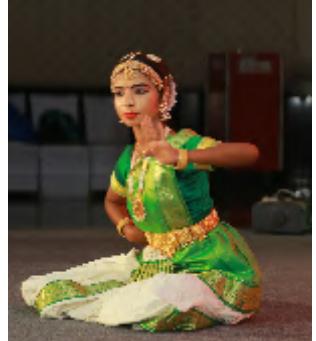
Also, a unique product display unit specially designed for brush cutters and hedge trimmers was showcased during the event.



## CULTURAL PROGRAM & AWARD CEREMONY

The evening started with a gala cultural event and award ceremony that cheered and enthused all our dealers. About 10 dealers who had outperformed in the financial year 2021-22 received the awards and certificates. All dealers expressed their happiness & gratitude for having participated in this memorable event.





## GOA TRIP ANNOUNCEMENT

VST announced a free trip for 3 dealers for their outstanding performance in achieving the highest sales of power tillers and power weeders in the financial year 2021-22. VST has rewarded these dealers with a free Goa trip for a couple.



## FOREIGN TRIP SCHEME

VST announced a reward scheme for all the dealers for the financial year 2022-23. Specific targets are given on the sales and the achievers will be rewarded with trips to various foreign & other destinations.

Dealers were very excited about the scheme and have given the commitment to achieve the target.

A promotional banner for the Foreign Trip Scheme. It features a large green banner in the center with the text 'WIN A TRIP\*' and an image of a tractor. Below the banner are three sections labeled 'SLAB 1', 'SLAB 2', and 'SLAB 3', each with a destination image and a list of target numbers. The VST logo is in the top right corner. The text 'Achieve the target in FY 2022-23 and stand a chance to win a trip' is in the center.

### \*Terms & conditions

1. Both Power Tiller and Power Weeder are eligible under the Scheme. 3 Nos. of Power Weeder will be considered as 1 Nos. of Power Tiller for the purpose of the eligibility computation. Fractions ignored.
2. One person from a Dealership will be eligible for Trip and One dealership can avail one trip based on the eligibility criteria.
3. Detailed travel itinerary will be communicated at the end of the year.



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# INAUGURATION OF NEW BRANCH OFFICE

VST has inaugurated a new branch office cum warehouse in Khurdha, Bhubaneswar, Odisha. This office is logically best suited to provide all the essential services to our dealers and farmers.



# INAUGURATION OF NEW DEALER SHOWROOM

VST has added one more member to the family by appointing M/s. Shreevis Engineering as our dealer at Puri, Odisha. The inauguration of the showroom was graced by our PC Head.



# TRAINING PROGRAM

VST conducted a training program for women self-help group farmers from different districts at Odisha training center. This program was mainly focused on women empowerment in farming by providing training to women farmers on power tiller operation, maintenance on the field, safety features and FAB.



## APPRECIATION & REWARDS

To motivate the team & dealers for superlative performance & success, VST has given unique gifts like bike, LED TV, laptops etc. to the staff for their outstanding performance.



# CUSTOMER MEET, ODISHA



A customer meet was organized by our dealer M/s. Sahoo Agency in Jharsuguda, Odisha. The meeting was honored by the presence of government officials and was attended by more than 100 farmers. A detailed information was given to the farmers on how VST has changed the new generation farmer's life with it's range of SFM products, their features, USPs & special benefits.

# CUSTOMER MEET & DELIVERY MELA

M/s. Patil Irrigation, had organized a mega customer meet and delivery mela at Bijapura, Karnataka in June 2022. VST Zonal Manager Mr. Abhijith attended the event along with Agriculture JDA & Horticulture DDA who were invited to the event. More than 60 customers attended the event where 1 power tiller, 2 power weeder & 1 brush cutter were delivered and the dealer received 2 spot bookings for power weeder.



# MEGA DELIVERY DAY

A mega delivery day was celebrated by VST dealers M/s. Sahoo Agencies, M/s. Sahoo Agro Chemical and M/s. Seema Enterprises on 20<sup>th</sup> April 2022. This celebration was remarkable as 64 VST power tillers were delivered on that day.



# DELIVERY MELA, MYSORE

VST power tillers were distributed to farmers by Honorable Agriculture Minister, Sri B. C. Patil in the presence of Director of Agriculture and other senior officials at Mysore, Karnataka in the month of April 2022. Our dealer, M/s. SLN Agritech from Mysore had organized the event and delivered 20 power tillers.



## POWER WEEDER ROLL OUT CAMPAIGN

VST dealers M/s. Good Earth Farm Machinery and M/s. Sri Venkateswara Enterprises have conducted the 'Power Weeders Roll-out Campaign' in Kallakurichy & Madurai regions of Tamil Nadu in the month of June 2022.

The activity was a grand success with more than 10 retailers and 50 prospects generated in a span of 2 weeks. With the complementing activities like retailer mapping, demonstrations and van campaigning, both dealers have delivered 20 nos. of power weeders through this program.



# TESTIMONIAL

A woman farmer from Keonjhar District, Odisha and a customer to VST through M/s. Sai Shakti Agency is very happy using our VST Maestro power weeder. She is kind enough to give a testimonial on our product's benefits on vegetable and cotton fields.

**“I bought this weeder and have been using it since one year and now I am getting good profits. It is performing well in the dry tilling, puddling operation. **This is No.1 weeder.**”**

- Minnati Mahanto, a happy VST customer



## CHENNAI AGRI EXPO

VST dealer M/s. Sriram Agro Services has participated in the Chennai Agri Expo conducted in the first week of June 2022. During the three days of the expo, there were many fruitful interactions with government officials and farmers. More than 15 hot prospects have been generated and a VST power tiller was successfully spot delivered.



## FARMERS' MEET & DEMO, TAMIL NADU

To kick start the 'Power Weeder rollout Campaign', a farmers' meeting was conducted at Kallakurichi, Tamil Nadu. Information was given about our range of power weeders, their features, USPs and how these machines are beneficial for farmers. After the meeting & demos, farmers were very convinced with product performance and the dealer got three spot bookings.



# PRODUCT DEMOS

## VST RT70 - KERALA

A demo program was conducted at Cherthala, Kerala in the month of April 2022. The performance of VST RT 70 power weeder was demonstrated at the event and the power weeder was supplied by our dealer M/s. Sagarika Tools.



## VST MAESTRO - KARNATAKA

A field demo of VST Maestro power weeder in banana field was conducted at Gangavathi, Karnataka. Good feedback & 2 spot bookings were received from farmers.

## VST MAESTRO - ODISHA

VST dealer M/s. Pushpak Traders had organized VST Maestro power weeder demonstration at Rairangpur, Odisha. Our machine performance on the dry land and tight soil was very much appreciated by the farmers.



## VST PG 50 - TAMIL NADU

VST dealer M/s. Sri Venkateswara Enterprises, had conducted a demonstration program of PG 50 power weeder in Madurai, Tamil Nadu.

During the demonstration, the power weeder was operated by a lady farmer who handled the machine with confidence and was convinced with product performance.

Other farmers who attended the demo were very impressed with the product quality, mileage and convenience in operation of the power weeder.



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