



VST

# SFM INSIGHTS

NEWSLETTER FOR THE QUARTER APRIL - JUNE 2023

VOL. 5

**SFM Star Dealer  
Conference @ Goa**

**Product  
Launches**

**Project Chhatrapati  
-Acceleration Drive**

**Schemes  
& Offers**



**Grow with us**

# MESSAGE FROM THE CEO



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Greetings!

It gives me immense pleasure to address my team through the fifth edition of VST Insights. This quarterly periodical has successfully completed one year (four editions) and now we are entering into the second financial year with detailed presentation of all the on-ground activities. I appreciate the members of both field and editorial teams for their incessant efforts in keeping this medium of communication going strong.

In the last edition I had mentioned about our vision of capturing 30-40% CAGR for SFM products in FY24 and through this medium, I once again reinforce the need to grow in this category for the achievement of our overall business goal.

I encourage my team to plan, strategize and implement all the activities that will synchronize into a collective success of brand VST.

I look forward for many more activities and achievements in the coming quarters and assure the best support and guidance.

Regards,

**Antony Cherukara**  
**Chief Executive Officer**

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# STAR DEALER CONFERENCE



The 'Star Dealer Conference' was organized in the month of May 2023 at Goa Marriot Resort & Spa which was attended by the highest achieving dealers in FY 2022-23.

The 2 day event started with the lighting of the lamp by senior management & our dealers. A consolidated business overview was presented by our PC Head after the welcome note, followed by an enlightening brief on context setting way forward by our respected CEO.



The highest performing dealers have shared their success stories through presentations, few new schemes were unveiled, new products launched followed by award ceremony & recreational Gala night.

This activity motivated our star dealers and concluded with a vision and commitment for FY 2023-24.



New Products Launched: 165 DI ES, the most admired Power Tiller now with Electric Start, FT 35 GE & FT 80, the new age Power Weeders and 55 DLX Multi-Crop Power Reaper.



## Award ceremony & Gala night





# SENIOR MANAGEMENT FIELD VISIT



Our respected Managing Director, Mr. V. T. Ravindra along with our PC Head, Mr. Bheem Reddy made a field visit in Andhra Pradesh. They have interacted with the farmers owning our 16HP Power Tillers in Rajahmundry to get first hand feedback and inputs from them. The farmers were very happy to see that our company's MD had visited their farm, talked to them and guided them about our products. They were overjoyed and shared their feedback enthusiastically.



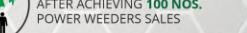
# SCHEMES & OFFERS



A Unique Membership scheme was floated exclusively for Power Weeder sales in the states of Karnataka, Maharashtra & Gujarat. Dealers from these states have joined as members of this special club with commitment. Certain targets were fixed for our member dealers to take it as a challenge and attractive trips were announced for the achieving members.

This special scheme will run up to the 3<sup>rd</sup> Quarter of FY 23-24 and we are looking for a tremendous mileage in terms of sales volume of our Power Weeders.

ENTER THE CLUB WITH THE COMMITMENT  
ACHIEVE AND WIN A TRIP



Eligibility to be a member of the club:  
Commitment of minimum 100 nos. weeder sales in FY24 ( by Q3 end )

# FARM MECHANIZATION EXHIBITIONS - KERALA



Our dealer M/s. KP Enterprises had participated in Farm Mechanization Exhibitions conducted by District Agriculture Department in Mallappuram, Alappuzha & Wayanad districts of Kerala.

This activity helped us to showcase our Power Tillers, Brush Cutters and Power Weeders increasing the brand visibility in these districts. The farmers were very happy to see our range of SFM products and have shown interest in them.



# KISSAN MELA - ANDHRA PRADESH



Our dealer had participated in Kisan Mela held in Andhra Pradesh in the first quarter of FY 23-24. The event was graced with maximum footfall of the farmers, who have appreciated our award winning products. The general brand awareness was enhanced through this event.

In line with the above promotional program, we have conducted more than 15 product demonstrations, which resulted in more than 30 deliveries.



# AFRICAN DELEGATES' VISIT - KARNATAKA



Our Dealer, M/s. Sri Siddeshwara Enterprises had a momentous day when a team from Agricultural Department from Africa paid a visit. The team studied in detail about our SFM products and also gathered information on our operations across the globe proclaiming the global reach of VST brand and products.



ಶನಿವಾರ 20, ಏ - 2023  
ಅಭಿರೂಪ ಕೆನ್ನ್ಯಾ ಕೆನ್ನಿ  
ಸಚಿವರ ನಿಯೋಗ ಫೇಟೆ



ಈ ಸ್ಮಾರಕ ಪ್ರದರ್ಶನದ ಕಿಂತ ಸಿದ್ದೇಶ್ವರ ಎಂಪ್ರೆಸ್‌ಟ್ರೀಸ್ ಕ್ಷಣಿ ಯಾವ ವರ್ಷ ಶ್ರದ್ಧಾಲ್ಯದ ಪರಿಣಾಮ ಅಭಿರೂಪ ಕೆನ್ನ್ಯಾ ಕೆನ್ನಿ ದೊಡ್ಡ ಸ್ವಾಂತ್ರ್ಯ ಸಂಪನ್ಮೂಲ ನಿಯೋಗ ಮಾನ್ಯತೆ ಪಡೆದುಕೊಂಡಿರುತ್ತಾರೆ. ಈ ಸಂಪನ್ಮೂಲ ಸ್ವಾಂತ್ರ್ಯದ ಪರಿಣಾಮ ಅಭಿರೂಪ ಕೆನ್ನ್ಯಾ ಕೆನ್ನಿ ಸಚಿವರ ನಿಯೋಗ ಫೇಟೆಯ ಮುಂದು ಸಾರ್ಥಕ ಪ್ರಾರಂಭವಾಗಿರುತ್ತದೆ.



# DEALER VISITS - ANDHRA PRADESH



Our Andhra Pradesh team has visited all the dealers across the state to address operational issues, explain benefits to dealers on profitability in dealing with VST SFM products and also to implement Project Chhatrapati. The one-on-one meetings were very productive in laying out the plans for increasing retail finance, manpower requirements, sales volume and overall performance.



# DEALER VISITS – TAMIL NADU



We have conducted several cluster wise meetings with the dealers at Madurai, Trichy & Salem locations in the month of June. All Tamil Nadu dealers participated in these meetings spearheaded by our VP - Mr. Bheem Reddy.

Many important decisions have been taken in these meetings including implementation of Project Chhatrapati in all the districts of Tamil Nadu and subsidy allotments in the state.



## FARMER MEETS - TAMIL NADU



District level farmer meets were organized with the help of the officials of Agricultural Engineering Department in various districts of Tamil Nadu to improve the number of customers availing subsidy offers.

Impressive footfall was seen in all these meets making the activity a grand success.



## PRODUCT TRAINING FOR DSPs - KARNATAKA



We have organized a product training program for the Dealer Sales Persons of M/s. SLN Agri Tech in Mysore, Karnataka. This program has helped in empowering our dealer sales team with more product knowledge and sales skills for their field activities.



## EXPLORING NEW MARKETS - HIMACHAL PRADESH



Penetrating into new markets is one of the best initiatives to increase brand awareness, market share, sales and revenue. In line with this, VST has forayed into Himachal Pradesh with its Smart Farm Machines. VST conducted various activities by initiating an alliance with District Agricultural Director for brand awareness and positioning the brand with a village drive in the districts of Kulu & Manali by visits and demos along with our dealer M/s. Maa Enterprises.

A total no. of 21 villages covered by demonstrating our Power Weeders FT 35 GE & FT 50 GE generating more than 300 enquiries. We have also delivered 8 power weeders through these activities.



## RETAIL FINANCE DRIVE – TAMIL NADU

Our Tamil Nadu team continues its aggressive efforts in this domain driving deliveries through Retail Finance in the first quarter of FY 23-24. In association with M/s. Shriram Finance our team has conducted various retail finance melas for farmers and also organized meetings with district level officers in almost all the districts of Tamil Nadu.

More than 25 dealers are enrolled in the scheme and about 100 Power Tillers & Power Weeders were delivered to the farmers under this scheme.





## PRODUCT DEMO & TRAINING - KERALA



VST along with its dealer M/s. KP Enterprise, Mallapuram, Kottayam has successfully conducted product demos in various locations in Vengara & Mongam blocks of Kerala. FT 35 GE, Maestro & RT70 Power Weeders were demonstrated for detailed product awareness and training.



# POWER WEEDEER DEMOS - KARNATAKA



Demo activities of the SFM products have been carried out in various parts of Karnataka educating farmers on the farm mechanization and empowering them for the future of farming.



# POWER WEEDEER DEMOS - TAMIL NADU



More than 60 product demonstrations of our Power Weeders have been conducted in the first quarter of FY23-24 in various districts of Tamil Nadu. These demos were purely to educate farmers on the functioning of our power weeders with different types of attachments on different types of soils effectively. We have also demonstrated the suitability of our Power Weeders for various crops like vegetables, cotton, sugarcane etc..

These activities resulted in more than 75 Power Weeder deliveries in these territories.





## 95 DI IGNITO DEMO DRIVE – TAMIL NADU



A magnanimous delivery target of 100 no. of 95 DI IGNITO Power Tillers has been achieved in the first quarter of FY 23-24. This achievement is the result of conducting more than 50 product demonstrations in the key districts of the state of Tamil Nadu.



# PRODUCT DEMOS - TELANGANA



In the process of enhancing brand awareness and sales volume in the state, VST has conducted various demos for both Power Tillers and Power Weeders in various districts of Telangana State.

Farmers participated in these demos and appreciated our product performance in sugarcane fields and puddling work.



# POWER WEEDEER DEMOS - ASSAM & ARUNACHAL PRADESH



In association with M/s. RS Agro and M/s. Assam Auto Agency, VST team has conducted field activities in Tipkai & Boribari villages in Assam and Khonsa village in Arunachal Pradesh. Our RT 70 and PG 50 Power Weeder models were demonstrated in these villages and the farmers were very much impressed with our products.

Through this activity, we have generated many enquiries and a few Power Weeders were also delivered on spot booking.





## 95 DI IGNITO DEMO - ASSAM



VST team, along with our dealer M/s. Atma Engineering Works has successfully conducted product demo program for 95DI IGNITO Power Tiller in different villages of Hojai, Assam.

The self start feature of the product attracted many farmers in the area generating many enquiries and also a spot booking & delivery.



# PRODUCT DEMO - MEGHALAYA



In the presence of the Assistant Director of Agriculture and other government officials, we have carried out a demo activity of RT 70 Power Weeder and 95DI IGNITO Power Tiller in Meghalaya.

Our product performance was very well appreciated by all the officials and farmers.



# PROJECT CHHATRAPATI - KARNATAKA



This quarter, we have introduced Project Chhatrapati in Shivamogga and Belagavi districts to create more enquiries with our activities like combing operations, road shows, demos, farmer meets etc.



# ROAD SHOWS - KARNATAKA



VST Tillers Tractors Ltd. along with our dealers started a massive Road Show campaign in Belagavi, Mysore, Shivamogga, Mandya, Chamarajanagar and also in Uttara Kannada districts. These campaigns helped in repositioning of SFM products in these districts and to improve sales.



# MEGA VAN CAMPAIGN – TAMIL NADU



A mega Van Campaign Drive was organized in more than 15 districts of the state of Tamil Nadu to enhance the brand awareness and generate enquiries.

More than 15 dealers and our retail finance partner have joined hands with us in the mega campaign.





## VAN CAMPAIGN, DEMO & DELIVERY - UTTAR PRADESH



VST Uttar Pradesh team has conducted a massive campaign with the objective to increase the brand awareness, bookings and deliveries. The campaign was a unique mix of activities starting with Van campaign followed by product demonstrations at selected stops with dense farming population like agricultural markets & cooperative societies and delivery of our products in rural and agricultural communities.

Effective utilization of resources, thorough planning and execution resulted in more than 10 Power Weeder deliveries in these areas.



# PRE-MONSOON SERVICE CAMPS - KARNATAKA



More than three service camps were conducted in various parts of Karnataka to facilitate farmers getting VST SFM products serviced before the monsoon season arrived. More than 70 Power Tillers were serviced during these camps making them ready for the coming farming season.



# DOOR-TO-DOOR SERVICE CAMP - ASSAM, TRIPURA & ARUNACHAL PRADESH

We have conducted more than 35 door-to-door service camps in the states of Assam, Tripura & Arunachal Pradesh. Our dealers M/s. JB Enterprise, M/s. Tanuja Parts, M/s. Krishi Kendra, M/s. Mahabir Automobiles, M/s. Electric House, M/s. Sneha Chand Enterprises & M/s. Das Krishi Bhandar have actively participated in these camps.

During these camps we have received VST 130 DI, 165 DI Power Tillers & Maestro Power Weeders for service and farmers were very happy with the service of the products by our engineers.



# POWER WEEDERS' MASS DELIVERY - KARNATAKA



VST Karnataka team has shown a remarkable performance by delivering many Power Weeders across the state in the first quarter of FY 23-24. A launch pad has been laid for delivering many more SFM products in the coming quarters of the year.





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