

ONE VST

Tractor PC: Newsletter (Dec-May 2023) Published Date:09-06-2023 Edition 3



Trust of >5 lakh farmers,
Legacy of >50 years



Widest working range
(3 HP to 50 HP)



No.1 Power Tiller brand
for last 50 years



Pioneer in light weight
4WD compact Tractors



Global footprints in
> 40 countries



Year on year growth
rate of over 20%

Greetings!

It gives me immense pleasure to share my thoughts via this 3rd edition of ONEVST Newsletter of Tractor Business. My vision in 2021, when we were at 500cr. towards the goal 2023 is achieved and I am happy that we have crossed a major milestone in FY 2022-23. I thank all my team members for this remarkable achievement and look forward for many more milestones to cross. We have been growing with almost 20% CAGR till now and we should look forward for 30-40% CAGR in FY 2023-24.

During last month Star Dealers' conference and personal interaction with most of you, we discussed that Your VST Brand will be available with much wider range soon. The most technological advanced tractors 932 DI & 929 DI will be launched globally, we



will have the largest range of compact tractors upto 36 HP this year and in the near future compact upto 45 HP also will be launched. We have started our supplies to electric tractor manufacturer in US and working with leading players on this platform. We are setting up a global tech centre also to ensure that we are leaders in farm mechanisation technology. With all these initiatives and your continued support, we should strive to achieve more in the coming years.

With this rejuvenated spirits and winning enthusiasm, I welcome my team members, dealers and associates to come and join hands with us to envisage a much greater future in the industry and reach greater heights.

Looking forward for a rewarding FY 2023-24 journey.
All the best.

Regards,
Antony Cherukara, Chief Executive Officer

Krishi Darshan Expo - Hisar, Haryana

KRISHI DARSHAN EXPO is being held at the Ministry of Agriculture and Farmers Welfare, Department of Agriculture Cooperation, NRFMTTI, Hisar, Haryana from 18th to 20th February, displaying a range of VST smart products including VST Zetor. We are receiving very good feedback from farmers.



Celebration of 500000+ Power Tiller rolling out

VST Tillers & Tractors is proud to celebrate this Gudi Padwa , Ugadi and Navratra festival with Farm community Across the Globe by rolling out 500,000+ Power Tillers from its State-of-the-art manufacturing plant at Malur/ Bangalore in Karnataka.

We are thankful to all our associates & Suppliers for their timely support toward the development of these user-friendly SMART Machines to contribute towards prosperity of Small & Marginal Farmers and their families.

At VST, we are committed and dedicated towards desired customer service and support.



Women's Day Celebration - Women Empowerment

Women's Day celebrates the very essence of women all over the world. This day marks the importance of why women should be treated equally without any bias or prejudice and at VST we are committed to it. On March 8, Women's Day is commemorated at VST to honour women of all ages and races who have been contributing to the growth of VST.



New Product Launches at Dealerships

VST has been a pioneer of the 4WD technology and has been continuous endeavouring to bring the best in the class experience with new models to its customers. Latest VST 929 DI EGT has been launched and has been a big hit with the farmers. Few other models also have been unveiled by the company.



Participation at the State level local Melas

Sambhal District in Sugar Mill in Uttar Pradesh



Bhopal Krishi Mela

International Manure Processing Expo in the program organized by Department of Horticulture and Food Processing and Integrated Horticulture Development Mission 24 to 27 March 2023 Bhopal Krishi Mela



Demo and road Shows in Maharashtra before Padwa



Demo and road Shows in Karnataka before Ugadi



Tractor Delivery During Padwa Festival in Maharashtra

Festivals has always added the colour and vigour to our culture. At Padwa festival on 22nd March, 212 tractors has been delivered across the state by the dealers of Maharashtra.



Tractor Delivery during Ugadi Festival in Karnataka

Ugadi festival which also was on 22nd March, Karnataka dealers delivered 25 tractors across the state.



Capability Building of Dealership Manpower

VST believes in all round development of its channel partners manpower development. To make the Sales DSP and Service Manpower updated on its products VST launched the Eklavya Training across the India under YODHA 30 Project. Total 451 Manpower of the dealership got trained on product through this initiative.



Capability building for VST Team by external agency for Sales & Service Team.

Capability building for VST Team by external agency for Sales & Service Team of the Tractor PC got trained as an on going regular development of the team.



VST strongly believes in providing a strong customer care experience to its customers through the channel partners and to seek customer feedback both at the product and after sales experience from its customers on regular basis. This engagement service camps serves as a platform for its customers and prospects buyers to touch and feel the latest products that are launched by the company which are also displayed. Few glimpses of Service Camps which are conducted across India.



“PARIVARTAN” - All India Dealer Conference 2023-24

VST Tillers Tractors Ltd scaled new heights in FY23 with ever highest, four-digit turnover. The tractor business showed signs of improvement towards the end of the FY. However, we have a lot of catching up to do.

Towards that, Tractor PC conducted All India Dealer Conference at Cidade De Goa on May 2nd and May 3rd and theme of our Conference was “PARIVARTAN”. This theme signifies change in approach, make positive changes and look beyond the possible to catch the Pace of Market. Nothing is impossible if we have a positive approach.

During Conference VST team has presented plans for FY 24, we have done New Product Launches - VST 929 DI EGT, VST 932 MT and Viraj 9045 Di+, our CEO has shared company vision of 30k tractors. There was shared Learning by Dealers where Dealers presented best practices done by them like Digital Marketing, Sales of 30 HP, HHP sales etc. To enhance vision of our dealers we have arranged a session by External Speaker Mr. Suresh Srinivasan. This session helped our dealers to “THINK BIG”.

We need to mention here that we have been transforming and will continue to transform the way we were operating all these years. We are continuously improving the systems and processes from DMS to DMS 2.0, the geographical reach - 300 + Dealer's, the Infrastructure, our Brand Visibility, the existing products & New Products - from 17 Hp to 50 Hp along with upcoming range of products as VST Zetor, field services to customers etc.





Priorities of next quarter

Mr. E. Prabhu, Sales Head

We were delighted to meet our key dealers during “Parivartan FY24” All India Dealer Conference held last month at Goa. All of us present during the two days could feel the sense of excitement - on EGT, 171, 30HP DI - etc. I also met loyal customers of VST who have purchased 9045DI Plus series in Karnataka, Rajasthan & EGT in Maharashtra. They are delighted with the performance of the products. Also, we at VST are ready to support our dealers with various digital enquiry generation initiatives. April & May of FY24 we de grew after the growth in the previous quarter. June is a big season with an opportunity to end the quarter with achievement of AOP.

June to August are the three months when we need to prepare for the upcoming festivals in September to November period. The priorities continue to be

- DMS 2.0 usage - enquiry and expected date of delivery updation.
- Additional fund induction for June as well as September volume.
- Recruitment of Salesmen as per agreement during AOP planning.
- Driving Enquiry generation through digital marketing.
- Pocket launches of EGT, DI Plus with small customer meeting.

Wishing all the very best for June to September period.

Best Practices at Digital Platform

Akshata Tractor - Madha - Maharashtra



Shree Ram Tractors - Dhoraji - Gujrat

Using the effectfull marketing on digital platform , consider with below points-

- Fonts, logos, colors and images form a visual identity for your brand.
- The action or business of promoting and selling products or services, including market research and advertising
- Storytelling is one of the most powerful marketing tools.
- Search engines can connect you to new and relevant audiences.



Newly joined channel partners



ANAND AGRO TECH
CHHATTISGARH



BHAJARANGI AUTOMOBILE
JHARKHAND



BHARAT PUMP
AND PRIME MOVER
ODISHA



DEV ENTERPRISE
MADHYA PRADESH



KASTURI AGRO
CHHATTISGARH



KONGUNDAN TRACTORS
TAMIL NADU



MAHAVIR TRACTORS
GUJARAT



MILAN TRACTORS
GUJARAT



PADMAVATHI AGRO SERVICE
KARNATAKA



ROY AGRO ENTERPRISES
WEST BENGAL



SINDRI FERTILIZER
JHARKHAND



UNNAT KRISHI
SEVA KENDRA
MADHYA PRADESH



VENKATESHWARA
ENTERPRISE
TELANGANA



YUV RAJ TRACTORS
MAHARASHTRA

Wishing success to all our new channel partners



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