



VST
Grow with us



A VST GROUP
ENTERPRISE



Our Ventures

Other business ventures continued to grow and developed into the six sectors that now form the VST Group.



Automotive Parts:

Distribution of Auto parts for

TATA MOTORS



Automotive Franchise:



Manufacturing:



Construction:

CREST Construction



Financing:



Petroleum

Retail outlets

ABOUT US

Welcome to



- Founded in 1967, but its history dates to 1911.
- One of the fastest-growing brands in the agriculture segment
- Leadership position in power tillers and 4WD compact tractors.



ABOUT VTTL

- Manufacturer of farm equipment including power tillers, tractors, diesel engines, and other precision agricultural and automotive components.
- Tractors are marketed under VST brand in the domestic market and FIELDTRAC brand in various markets of the European Union meeting the latest EU standards.



OUR VISION AND MISSION

Building a Sustainable Future

5X Vision:

We will be a **3000 cr** global brand in diversified farm mechanization products and solutions by 2025

Mission:

We will accomplish our Vision with undivided and undeterred commitment towards innovative quality products through Inspired Individuals, Simplified Systems, and 5X Leadership.



Customer Centricity

Make every interaction count, even the smallest one



Integrity

Doing the right thing, even when no one is watching



Synergy

Together we achieve more



Speed

It's not the big, but the fast that wins



Stretch

Go the extra mile, it is never crowded



Go Green

Conserve to serve

GO-TO PROVIDER

Of industry-leading, smart farming solutions.

By putting farmers at the forefront of our operations, we are driving positive change in the agricultural landscape.

CORE VALUES →



TRAITS

VST's Behavioural Traits: 3F

Fast - Swift Responses and Actions

Adapted to changes in technology, market demands, and customer requirements.

Frugal - Bang with a buck

Start Up mentality with complete focus on customer requirement.

Future Ready - Thriving in Tomorrow's World

Investment in a 100-crore project to establish a global tech centre for enhanced R&D Capabilities.



LEADERSHIP CREATION

Comprehensive Leadership development

In a rapidly evolving landscape, leadership holds the key to shaping a brighter tomorrow. VST is committed to cultivating **exceptional leaders** who can drive change, inspire innovation, and make a meaningful impact.



Nurturing Visionaries

We empower our employees to become catalysts for change, innovation, and growth.



Creating a Ripple Effect

Our leadership initiatives extend beyond our organization, driving positive change across the industry.



Through our comprehensive leadership development programs, we equip individuals with the skills, mindset, and vision required. Our focus is on fostering a culture of continuous learning, personal growth, and strategic thinking.



ABOUT VTTL

Our Highlights

With a rich legacy and commitment to farmer empowerment, VST has become a trusted brand in the agricultural equipment industry. Our partnership with Mitsubishi Heavy Industries and our cutting-edge manufacturing facilities have enabled us to maintain a leadership position in both domestic and international markets.



Market Share

Over **75% market** share in India for power tillers.



Growth

CAGR of >20%



Compact Tractors

Pioneers in introducing **4WD compact tractors**.



Cultivating Trust

Trust of **> 5 Lakh Farmers**,
Legacy of **> 50 Years**



Product Range

(2 HP to 50 HP)



Global Presence

Presence in more than **40 countries worldwide**.



STRENGTH IN NUMBERS

A Snapshot of Our Success

Achievements
we gained so far!

1 **Revenue Milestone**
Despite challenges like the COVID-19 pandemic, supply chain disruptions, and raw material inflation continued in the Growth path
Current revenue - 1006 crores , 2023.

2 **Research and Development**
Significant investments made in R&D to drive continuous innovation
Current investment - 100+ crore in the last 4 years.

3 **Workforce**
Proudly employing a dedicated team of inspired individuals.

4 **Dealer Network**
Extensive network of dealers, ensuring widespread availability of our products.

**REVENUE
MILESTONE**

**3000
CRORE**
By 2026

**INVESTMENT
IN R&D**

**100
CRORE**
In the next
two years

**NUMBER OF
EMPLOYEES**

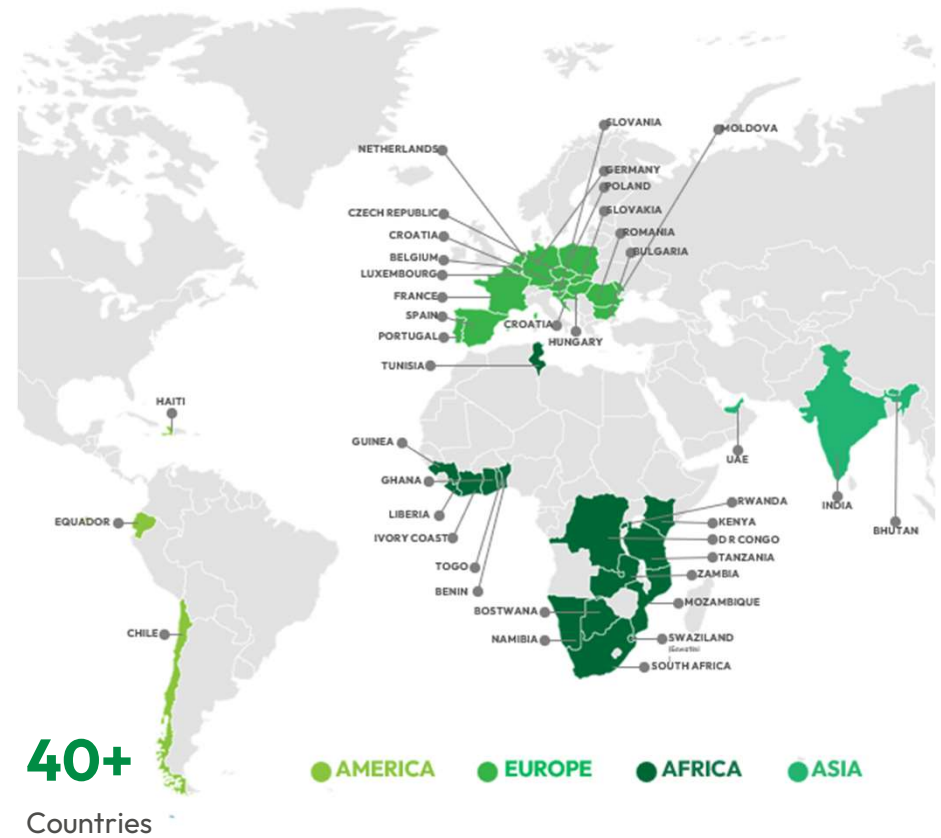
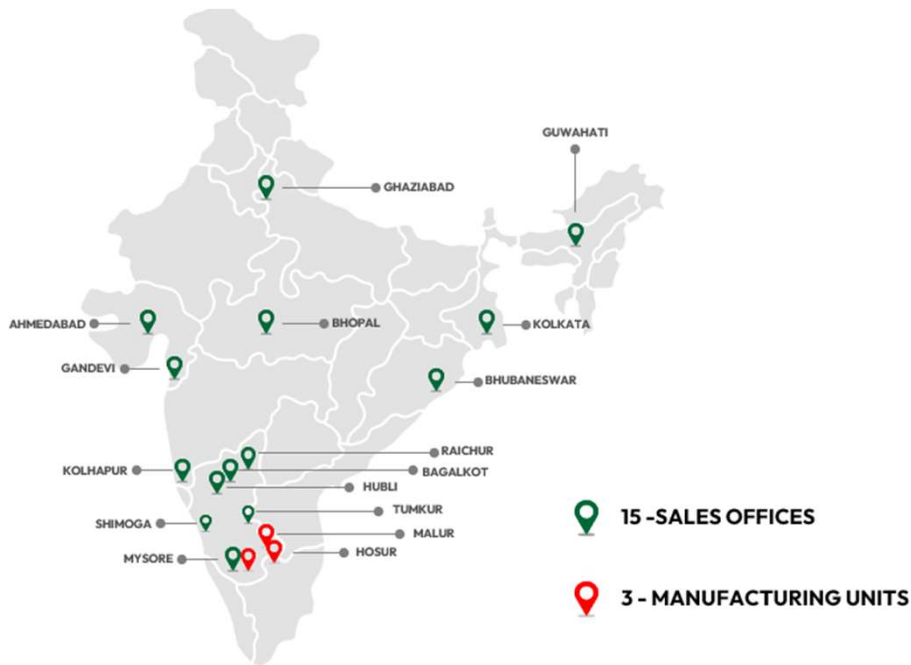
1,309
570 Executives,
739 Workers

**4500+
RETAILERS**

**1000+
DEALERS**

OUR PRESENCE

Expanding our Geographical Footprints





TRANSFORMATION

Enhancing value through effective strategies

By streamlining and optimizing operations, VST has been able to achieve substantial growth.

Pathway to vision

CLEANING TO GROW

Optimising Inventory, Policies, Processes, Technology, and Product

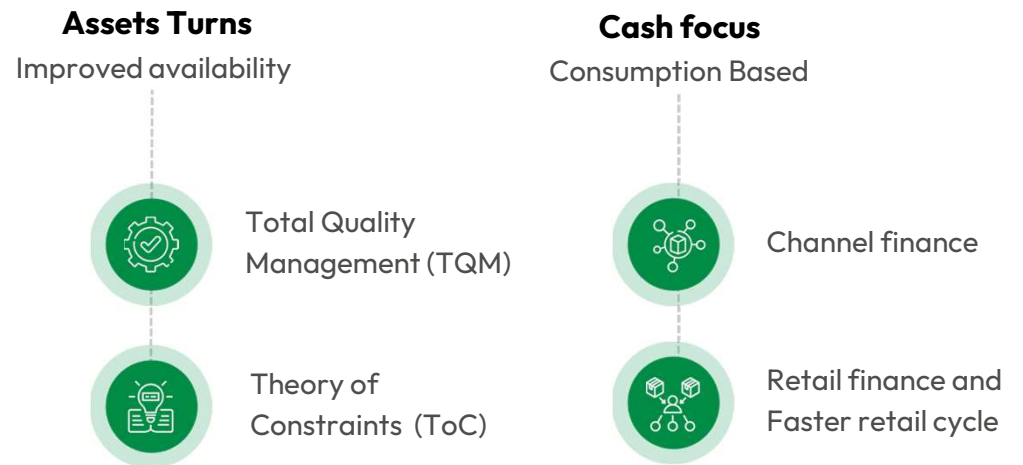
GEARING TO GROW

Systems Implementation, PC-wise Focus, Organizational Transformation, Growth Projects, and Brand Transformation.

EXPONENTIAL GROWTH

Leveraging Growth Projects, Inorganic Expansion, Global Opportunities, New Capacity Planning, and Brand Promotion.

Building blocks





PATHWAY TO VISION

Gearing to Grow

Building on the foundation of transformation, VST is currently positioned for accelerated growth and expanded business opportunities.

Progress

2022-2023 marked the "**Gearing to Grow**" phase of VST's transformation.

New opportunities

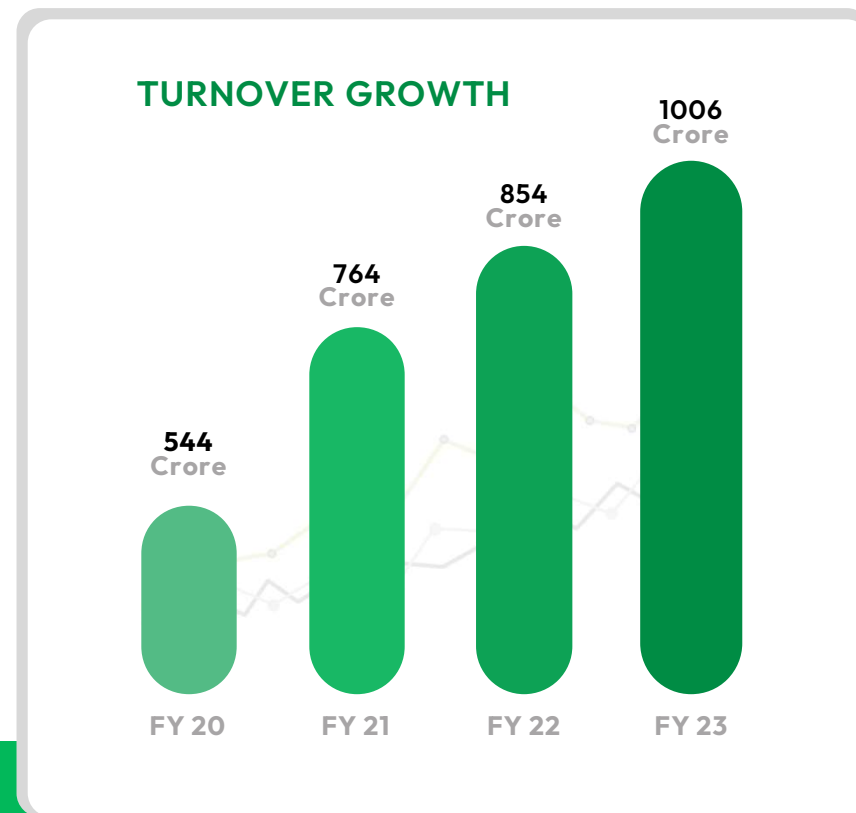
Diversified our product offering and capture new opportunities.

Product Growth Projects

Undertook strategic initiatives to explore and capitalize on new business prospects.

Brand Transformation

Initiated a comprehensive brand transformation program to enhance market presence and competitiveness.



By the completion of the last fiscal year (FY 23), the company achieved a remarkable growth of 1006 crores, representing a **CAGR of +20%**.



PATHWAY TO VISION

Exponential Growth

Strategic Directions



Evolve Power Tillers

To Smart Farm Machines
and going Global.



Leadership

Leadership in Compact
Tractor Segment



HHP Tractor

HHP Tractor –Maximize
capacity Utilization.



Implements

Promote Precision
Implements (PCD)



Technology Evolutions

Participate in technology evolutions
(electric/ autonomous tractor)



Rural Distribution

Exploring Opportunities



SUSTAINABILITY

VST Sustainability Journey

FOCUS AREAS



Water conservation



Energy efficiency



Waste management



Reduction of air pollution



Increased use of renewable energy

Environment

- ~**50%** overall water recycled
- ~**40%** Water recycled and reused
- Solar installed capacity - **1100kw**
- ~**22%** Renewable energy
- **Zero** liquid discharge
- **>1000 trees** planted
- Waste Recycling - **470MT**
- Rain water harvesting installed capacity - **934+KL**
- **46 Stacks** installed to reduce air pollution

Sustainable Practices

- BRSR Reporting adopted
- Stakeholder recognition Initiated a comprehensive stakeholder identification exercise to recognize our most significant stakeholders.

Material Assessment

- It is conducted to identify primary risks and opportunities related to environmental, social, and governance elements.



TECHNOLOGY

Global Technology Centre and R&D Infrastructure

Fuelling Innovation through Advanced Research and Development

Global Technology Center:

To setup a Global technology centre at Hosur with an investment of 100 crs (phase-wise)

- To focus on driving increased innovation
- Fast track our pipeline to drive the launch of new products
- Going global with tractors and SFM products
- To adhere and bring products for our changing customers' requirements
- Adapt to shift in technology – Being at the fore-front of electric
- Field to lab simulation



Strengthened

R&D capabilities



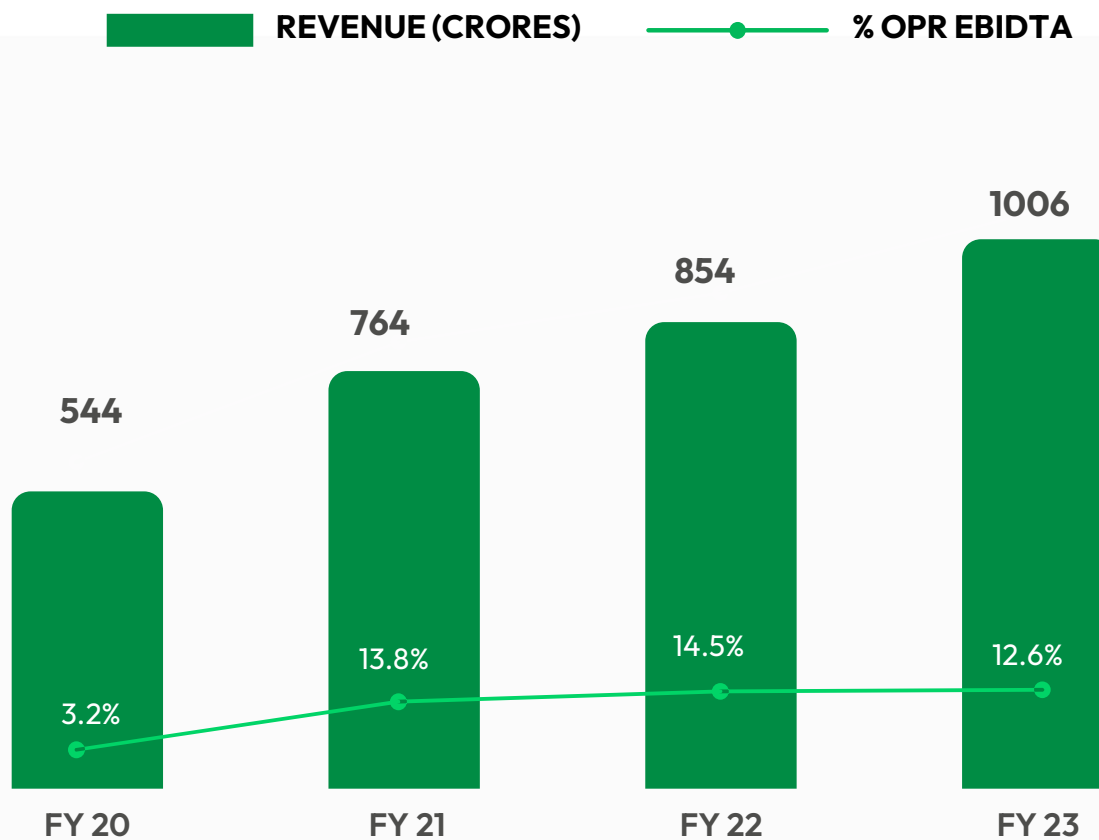
Future

Focused on advanced
technology adoption



TREND

Revenue & Operational EBIDTA





Join us in our journey to revolutionize agriculture, empower farmers, and create a greener tomorrow. Together, we can make a lasting impact on the agricultural industry and shape a brighter future for generations to come. Contact us today to explore partnership opportunities, investment possibilities, or to learn more about our innovative solutions.

Thank You!

