



ONE VST

Tractor PC: Newsletter (June-Sept 2023) Published Date: 05-10-2023 Edition 4

 **VST**
SERIES 9
THE MOST ADVANCED COMPACT RANGE



Grow with us

Hello Friends,

I take this opportunity to thank all of you for your hard work and dedication in the last quarter. Despite the challenges and uncertainties, you have shown great resilience, creativity, and collaboration in delivering value to our customers and stakeholders.

- We launched **Series 9** to honor our commitment to offer the best in Claas COMPACT TRACTORS - a series with **innovative and first-time features in its segment.**
- We **expanded our presence in new regions**, the compact tractors of VST are **appreciated in >40 countries across the Globe.**
- VST secured **strategic position with leading companies of US** and working towards **Electric solutions in Farm Mechanization.**
- **VST ZETOR Tractors** experienced by selected Channel partners and added advantages of **wide range will ensure better profitability.**



These are just some of the examples of how we have made a difference in the Farm Mechanization world, and you all are the reason why we are a successful and respected company.

As we enter the next quarter with our **Fast, Frugal and Future ready approach** to enhance our competitive edge, wider product range including **VST Classic Series, Series 9, VIRAJ** and **VST ZETOR** range will enable you to offer need based solution to the customers'. The Unique **Consumption based OR Delivery Focused model** of VST supported by **technological tools like DMS** and **digital drive on lead generation** will support your on-ground activations to get **best profitability in Tractor business.**

With your continued commitment, passion, and excellence, I am confident that we will overcome any obstacles and achieve even greater heights in this Quarter. I also encourage you to share your ideas, feedback, and suggestions with me and your colleagues.

Thank you for being part of this amazing journey and **best wishes to you and family members for the festive season ahead.**

Your Growth Partner

Antony Cherukara
Chief Executive Officer

Series 9 Compact Tractors - Launch

VST Introduced the Most Advanced Compact Tractor Range - Series 9, with International Design and Technological Integration. From 18 to 36 HP, these 6 versatile models are designed to handle the growing needs of Farm Mechanization at orchard, vineyard, horticulture, traditional agriculture crops, and non-agriculture needs. Experience features like Dual Track, Electro Hydraulic Control, Fully Synchronmesh Gearbox, Independent PTO, MID PTO, Reverse PTO, and the efficiency of Japanese Technology DI Engine.





New Product Launch - VST 932 DI - i Trac

VST launched its most awaited full features loaded Compact+Multi-utility Tractor in a gathering of approximately 500 progressive farmers at Pandharpur, Maharashtra on 14th June 2023.

Maintaining its leadership in Compact Tractors segment, The New 932 DI-i Trac introduced in 30-32 HP category with maximum features including first-time in India in this segment -Fully Synchronmesh Gears, Multi-speed Independent PTO, MID PTO and Reverse PTO to make all task easy.

1st 932 DI was handed over to the progressive farmer in the gala function along with 10 other tractor sales.



International Yoga Day Celebration

Healthy body and soul are the driving forces to success. In accordance with the International Yoga day on June 21, 2023, we, at our factory have conducted group yoga session. The program was very useful to know new yoga postures from peers and meditation techniques to keep the mind composed and calm.



Krishi Mela - Dharwad, Karnataka

We have participated in Krishi Mela conducted by University of Agricultural Sciences at Dharwad in the month of September 2023, showcasing our VST Zetor and other latest models. The event was a huge hit with great footfall of around 10,000 farmers & approx. 80 hot enquiries were generated. Farmers were very happy to get first hand information on VST products and have given very valuable feedback about our products.



AGRI INTEX - Coimbatore, Tamil Nadu

Agri Intex, organized by CODISSIA and Agricultural Machinery Manufacturers' Association was a premium event at Coimbatore in the month of July 2023. We have taken up a stall and displayed our latest tractor models. We have received an overwhelming response from the farmer fraternity with an impressive footfall of approximately 50,000 farmers and our products were very well appreciated. We have also received a very good mileage by this event with many hot enquiries and 8 spot deliveries were made at the event.



Vidyapeeth App

Vidyapeeth is an online platform to educate out cluster managers on various aspects like about VST as a brand, products, finance, channel development, precision implements, service and processes.

Here following are the top five performers for the previous quarter:



Ezhilarasan Sekar



Madhu Babu T



Shaik Rasheed



Amit Maurya



Govind Vaijinath Tompe

Aarambh- New Dealer Induction at Hosur

We have taken an initiative of inducting all the new dealers at our Hosur plant. This program, called Aarambh is to give in-depth knowledge of our products and processes to our new dealers to help them start a new journey with VST.



Alchemists Ark

Alchemists Ark is the training provided to the VST Tractor Sales Marketing Team & Dealer DSP's on the various points of engaging with dealers & customers assertively & persuasively on long-life business persuasion, right beliefs required to succeed in VST, How to achieve instant rapport & to know how to have breakthrough conversations, act on promises & dealer management, time management matrix & immediate actions with dealer & customers, not just with dealers & customers even with colleagues.



Technology Sharing & Product Demonstration - Karnataka

A mega technology sharing and demonstration event was organized by VST in association with Greenblis Agro at Palnadu Farmers Producers Company, Muttagi, Vijayapura. The event witnessed around 100 farmers' attendance and was covered by local media.

VST presented the company's history, vision & mission and various models of technologically advanced compact and utility tractors. Our tractors were showcased and demonstrated in the event and farmers appreciated the quality and efficiency of our products.



Mega Customer Meet

VST conducted farmers meeting at Poomparai Kodaikanal along with dealer Sri Saravana Agriculture Machineris Oddanchatram & Indus Ind bank Cluster manager Mr. Saravanan. Also visited hot inquiry customers in their field for conversion. Approximately 50 farmers attended the meeting.



Mega Mechanic Meet

We conducted a Mega Mechanic Meet in Sangli under our KPD Bajaj auto Agency. In which 100+ mechanics and overall 120 people attended the meeting. It was a grand event where we also launched our Electrical Pumpsets. Company briefing, performance, new products and feedback were captured under it.



DSP meet at Hosur

We have conducted a mega meet for all the Dealer Sales Persons at Hosur plant. This educational program is focused on imparting knowledge on the processes at our plant making them equipped with all the necessary information to market our products.



Mega Delivery - Gujarat

Mega Delivery function in Gujarat on Jagannath Rath Yatra on the auspicious day of Lord Jagannath Rath Yatra, Gujarat has delivered 65 tractors.



Mega Service Camp - Tamil Nadu

A mega service camp has been conducted on 20th September 2023 at Pudukkottai, Tamil Nadu for our Viraaj tractor. Free service of 15 no. Viraaj tractors were done through this program and farmers were very happy for the timely maintenance of their tractors.



Van Campaign - Maharashtra

A huge Van campaign activity was floated in the state of Maharashtra with 11 campaign vehicles covering 1500 villages in 30 days on the event of Ganesh Chaturthi with special offers on Viraj 9045 and 929 EGT Dual track tractors. This campaign helped as a brand recall in the state and also boosted the festive month sales with approximately 500 hot enquiries and farmers availing special offers.



Van Campaign - Madhya Pradesh

We have conducted a Van Campaign activity in the state of Madhya Pradesh promoting our Viraj tractors and also introducing our 9 series models. The activity was a huge success with around 100 villages covered in 30 days and approximately 110 hot enquiries were generated.



Van Campaign - Karnataka

We have introduced our 929 EGT dual track tractor in the state of Karnataka by conducting an exclusive Van Campaign activity covering around 100 villages in 30 days for the same. This activity along with original tractor created the required impact in the market and the product is well positioned in the farming communities generating approximately 110 hot enquiries.



Wall painting - Rajasthan

A wall painting activity for our products Viraaj 9045 and 929 EGT dual track has been carried out in the state of Rajasthan, to increase the brand awareness and position these two models in both Utility and Compact Tractor segments in the state.

इतनी ताकत की असर दिखेगा

VST 9045 DI-

नयी पीढ़ी की नई पहचान

ज्यादा ताकत | ज्यादा बचत | ज्यादा आराम

VST 929 DI EGT

- ✓ किलोवॉल्ट इंजन
- ✓ अधिकतम टॉर्क
- ✓ तेल में लूई हुए बेक
- ✓ अलुमिनियम प्लॉय
- ✓ पॉवर स्टीयरिंग
- ✓ टायर (विडला) 14.9 x 26

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Grow with us

Ganapathi Festive Ambience

On the occasion of Ganesh Chaturthi VST wished all the farming fraternity with specialized Point of Sale communication at our dealer points in both Karnataka and Maharashtra. The well decorated dealers' outlets attracted many customers and helped in festive sales of our tractors.

Maharashtra - covered 36 dealerships in 5 days



Karnataka - covered 10 dealerships in 2 days



Zetor Showcasing

Our premium range of tractors - VST Zetor was showcased to all the star dealers at Hosur plant in a gala event. The product was tested and driven by the dealers and they were very happy to launch this product in the market.



Most Profitable Dealership Option

VST offers the Most Profitable Dealership Option - with unique consumption based model and widest product range from Classic Series to VST Zetor Premium Series, offering the best products with desired features.



VST
SERIES 9
THE MOST ADVANCED COMPACT RANGE

THE NO COMPROMISE COMPACT TRACTOR

DUAL TRACK

Work with single tractor whether its normal Orchard or narrow cropping like Sugarcane or Cotton.
The truly versatile Compact Tractor.

Top Performing - New Dealers

Gujarat	Shree Traders, Kamrej
Gujarat	Radhe Tractors, Bodeli
Gujarat	Dwarkadish Enterprises, Jamnagar
Gujarat	Gurukrupa Tractors, Dabhoi
Maharashtra	Aditya Tractor Sales and Service, Jalna
Maharashtra	Shrunakala Tractors, Dindori
Tamilnadu	Shree Vishnu Tractors, Tiruvallur
Maharashtra	Shree Vighnagar Tractors, Dharangaon
Tamilnadu	Pallani Appan Mill Store, Erode
Maharashtra	Bhosale Agro Equipment, Baramati

Top 10 Performing Dealer in H1

Maharashtra	Shree Sai Agro Care Machinery, Nanded
Maharashtra	Bajaj Agro & Auto Sales, Sangli
Gujarat	Vishwas Tractors, Anand
Gujarat	Shree Mahalaxmi Motors, Rajkot
Gujarat	Shree Ram Tractors, Dhoraji
Gujarat	Haresh Agro Traders, Amerli
Gujarat	Shreeji Auto, Junagadh
Gujarat	Radhe Tractors, Bodeli
Gujarat	Vishwas Tractors, Anand
Maharashtra	Raj Motors, Shahada

Digital Posts

CEAT SPECIALTY ITOTV VST

Thank you to all our farmers & dealers for choosing VST 180D as

BEST TRACTOR UNDER 20 HP

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Wishing Everyone a Happy Varamahalakshmi Vratam

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VST WISHES THE ENTIRE TEAM OF ISRO ALL THE BEST!

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Congratulations for the **SUCCESSFUL SOFT LANDING** of **CHANDRAYAAN**

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BEST WISHES TO INDIAN PRODIGY R. PRAGGNANANDHAA ON YOUR JOURNEY TO BECOME THE SECOND INDIAN TO WIN THE CHESS WORLD CUP

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Happy Ganesh Chaturthi

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Priorities of next quarter

Last quarter tested our mettle in more ways than one. It was a very challenging one with our key states MH & KA reeling under severe unfavorable external factors. At the same time GJ MP TN AS are few states where we saw growth. We win as a team. With the onset of festive season the demand is expected to be good in almost all states. The Northeast monsoon is showing signs of positivity.

We are on the path of transformation, as on August 9th 2023, we launched Series 9. The models we launched were 918,922,929,932 and 939. This fulfils one of the long pending demands of our loyal customers for new style and comfortable ergonomics. Each one of our classic series customer is a potential Series 9 Customer. We sold 200 tractors in two months.

Last quarter we completed training for our DSP's as " VST way of Selling. This training will help for DSP's to sell in a professional way, this will enable DSP's to handle objections of customers and help in closure of deal. This was the first step of training, Next Step will be DSP's travel Check sheet and we also request Dealers to pursue this training as well.

The following points continues to be our key priorities

- DMS 2.0 usage - enquiry and expected date of delivery updation.
- Additional fund induction for October and November volume.
- Recruitment of Salesmen as per agreement during AOP planning.
- Driving Enquiry generation through digital marketing.
- Pocket launches of Series 9, 929 Dual Track, DI Plus with small customer meeting.

Wishing all the very best for Festive Season period.

E. Prabhu,
Sales Head

Newly joined channel partners



**DWARKADISH
ENTERPRISES
GUJARAT**



**SUNRISE AJ INDIA
RAJASTHAN**



**IT AUTOMOBILES
ASSAM**



**RAMA TRACTORS
MAHARASHTRA**



**KRISHI DARSHAN
ASSAM**



**VPE AGRI ZONE
TAMILNADU**



**SRI AMMAN TRACTORS
TAMILNADU**



**SHREE VISHNU TRACTORS
TAMILNADU**



**M G MOTORS
KARNATAKA**



**BABA BAIDYANATH
ENTERPRISE
JHARKHAND**



**NANDESHWAR TRADERS
UP**



**HMS ASSOCIATES
UP**



**JSR AGRO AGENCIES
ANDHRA PRADESH**



**KADE ENTERPRISES
MAHARASHTRA**



**NEW INGLE AGRO TRADERS
MAHARASHTRA**



**BUILD TECH
ASSAM**

Wishing success to all our new channel partners



VST TILLERS
TRACTORS LTD.

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