



SFM INSIGHTS

NEWSLETTER FOR THE QUARTER JAN - MARCH 2023

VOL. 4

500,000+
Power Tiller
roll-out

Highest Sales
Ever

Events &
Exhibitions

Mega
Delivery Day



Grow with us

MESSAGE FROM THE CEO



Greetings!

With great pleasure, I am addressing you through the fourth volume of the SFM Newsletter. 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.

The contribution of SFM business to overall business is substantial and we should look forward for 30-40% CAGR in FY 2023-24 as we have more than 65% market share in SFM industry. Grabbing the mileage of being pioneers in power tiller Industry, 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 more rewarding FY 2023-24. All the best.

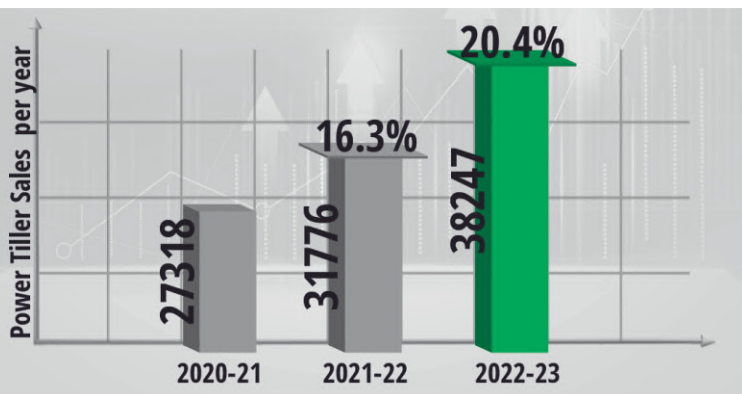
Regards,

Antony Cherukara
Chief Executive Officer



HIGHEST SALES EVER

The collective efforts of SFM team, at the HO, factory, sales offices & on the field with the support of our dealers has resulted in the highest ever sales of power tillers in FY 2022-23. The growth in sales has increased by 16.3% from 2020-21 to 2021-22 and 20.4% from 2021-22 to 2022-23. We congratulate all our customers, channel partners & suppliers for their contribution in this remarkable achievement.



Atmanirbhar Kisan
Atmanirbhar Bharat

VST

HIGHEST SALES EVER

38000+

POWER TILLERS IN FY 2022-23

Congratulations to all our Customers, channel partners & Suppliers for your contribution In this remarkable achievement.

Grow with us

INTERNATIONAL WOMENS' DAY CELEBRATION

International Women's Day on 8th March was celebrated at VST with zeal, enthusiasm and passion. We have shown respect to our woman leaders, for their excellence in creativity, leadership and hard work at our corporate office, factories and also on the field by honoring them on this special day.



5 LAKH POWER TILLER ROLL-OUT MILESTONE

A moment of joy to cherish with for all the VST team members, when we rolled-out 500,000th Power Tiller from our Malur plant in the month of March 2023. This major milestone could only be achieved with all your efforts & support. VST looks forward for many such major milestones to reach in the future.



SFM - SMART FARM MACHINES

In recent years, the agricultural sector has seen significant advancements in technology, leading to the development of smart farm machines. VST, one of the leading brands in this field, has been empowering farmers, partners and the community through innovative, sustainable and profitable solutions.

VST SFM- Smart Farm Machines offers a wide range of products such as power tillers, power weeders, reapers, brush cutters and hedge trimmers, all of which are lightweight, durable and fuel efficient. These machines are designed to make farming more efficient, thus helping farmers increase productivity and profitability.

One of the major advantages of VST Smart Farm Machines products is their applicability to small and marginal farmers. These farmers often face challenges such as lack of access to capital, inadequate land holdings, and limited access to modern technologies. VST Smart Farm Machines are tailored to the needs of small and marginal farmers, enabling them to increase their yields and income.



INDO-BANGLADESH AGRI MECHANISATION SUMMIT, BANGLADESH

With a vision to expand the horizons to market our SFM products, we have participated in Indo-Bangladesh Agri Mechanization Summit at International Convention City, Bashundhara (ICCB), Dhaka, Bangladesh held in the month of January 2023. Our CEO Mr. Antony Cherukera was the moderator for the discussion on “The Market Mechanism – Indo – Bangladesh Cooperation and Convergence”. All the panelists shared their expert opinions on the market mechanisms and the discussion was very insightful to pave the way forward for the collaboration of India and Bangladesh to find the sustainable solutions for the challenges faced in agricultural industry.



VST, also had a stall to display our range of SFM products and it was an honor that Mr. Mohammad Abdur Razzaque, Agricultural Minister of Bangladesh visited our stall and appreciated our products, particularly the design of our 165DI power tiller.



KRISHI DARSHAN EXPO - HARYANA

We have participated in Krishi Darshan Expo held in the month of February at Hisar, Haryana. The spectacular display of our SFM products were very well appreciated by all the visitors. Farmers across the state have shown interest in our SFM products. Our stall was awarded as the 'Best Stall' for the innovative design and aesthetic display of our products.



KRUSHI ODISHA

Krushi Odisha 2023 was one of the biggest events held in Bhubaneswar, Odisha in the month of February 2023. Honorable Chief Minister, Sri Naveen Patnaik inaugurated the expo. VST participated in this mega event by displaying our wide range of products that drew many farmers to visit our stalls and get first-hand information about our products.

It was an honor to receive Mr. Ranendra Pratap Swain, Minister for Agriculture, during his visit to our stall and address his enquiries about our products, service etc.





DISTRICT LEVEL EXHIBITIONS - ODISHA

We have participated in various district level exhibitions held from 4th January to 6th March 2023 in all the 30 districts of Odisha. All our dealers have supported these activities by actively participating in these exhibitions.

This year, these exhibitions saw very high rate of footfall of farmers coming from all the districts of Odisha culminating into more than 1000 enquiries and 500+ spot bookings.

With these promotional activities, we could achieve more than 1000 numbers of Power Tillers and 100 numbers of Power Weeders deliveries in the 4th Quarter of FY 2022-23.





KRISHAK MELA - ASSAM

Krishak Mela organized by Assam Agriculture Department in the months of Feb & Mar 2023 has seen a great footfall of farmers this year. VST along with our dealers M/s. Tanuja Parts and M/s. Krishi Kendra participated in this expo by displaying our range of SFM products.

The show was a huge success with many farmers and local celebrities visiting our stall and giving a positive feedback.



SUTTUR JATRA AGRI EXHIBITION - KARNATAKA

Suttur Jatra Agri Exhibition 2023, Mysuru was a cluster of the farmers of the 4 southern districts with the footfall of more than 5 lakhs. Our dealer M/s. SLN Agritech had participated in this event and we have received a very good milage both in terms of sales and branding.



KRISHI & THOTAGARIKA MELA - KARNATAKA

Krishi & Thotagarika mela 2023 was held at Shivamogga. We have participated in this event along with our dealer M/s. Sri Raja Agritech. The expo was very eventful with farmers appreciating our wide range of SFM products.



FESTIVAL SCHEMES - GUJARAT

A festival offer was rolled-out for Maha Shivratri and Holi festivals on VST power tillers and power weeders for Gujarat state. This scheme was very well accepted by the farming community and we could see good number of purchases of our power tillers and power weeders.



Atmanirbhar Kisan
Atmanirbhar Bharat

VST

**Maha Shivratri
OFFERS**
upto 18th February 2023

Buy any Tiller or Weeder & get a Flour Mill **FREE** or a discount of **Rs. 9000/-**

Take a demo of our products at your nearest showroom with the scheme leaflet/message & get an **ATTRACTIVE GIFT**

*Terms & Conditions apply | Scheme valid only for physical deliveries | Applicable for tillers & weeders only | Offer available only in Gujarat State.



Atmanirbhar Kisan
Atmanirbhar Bharat

VST

**Holi
OFFERS**

Buy any Tiller or Weeder & get a Flour Mill **FREE** or a discount of **Rs. 9000/-**

Take a demo of our products at your nearest showroom with the scheme leaflet/message & get an **ATTRACTIVE GIFT**

THESE OFFERS ARE FOR A LIMITED PERIOD ONLY

*Terms & Conditions apply | Scheme valid only for physical deliveries | Applicable for tillers & weeders only | Offer available only in Gujarat State.

MEGA DELIVERY PROGRAMS - WEST BENGAL

Murshidabad district

A mega delivery program was conducted in association with our dealer M/s. Bhagirathi Agro at Kandi subdivision, Murshidabad district, West Bengal. 51 numbers of Power Tillers were delivered in the presence of local MP, MLA, BDO, DDA, SO & ADA. Mr. Abilash Bhaika, Sales Head, WB and Mr. Surojeet Banerjee supervised the event.

It was a proud moment for VST and the entire farming community when one of our Power Tiller deliveries was received by a 103 year old farmer with great excitement.





A tremendous achievement by our WB team by billing more than 100 Power Tillers every month in the fourth quarter of FY 2022-23. The highest ever delivery in the history of VST of more than 102 Power Tillers in a day and 175 no. billing in a month. This could be achieved with continuous efforts of VST WB team and our dealers.



MEGA DELIVERY PROGRAMS & WOMEN EMPOWERMENT - ODISHA

VST recognizes the pivotal role of women in Indian farming and to empower them with agri-mechanization, we have provided our SFM products to women's self-help groups in Odisha in association with our various dealers across the state.

M/s. Sai Shakti Agency, Keonjhar - 101 Power Tillers delivered



M/s. Adyashakti Enterprises, Balasore - 17 power weeders delivered



Pushpak Trader, Baripada - 30 Power Tillers & 14 Power Weeders delivered



Pushpak Agro, Keonjhar - 100 power tillers delivered



MEGA DELIVERY PROGRAMS - KARNATAKA

Weeders - delivery in Q4

More than 190 Weeders delivered in the quarter in between Jan-Mar 2023 across Karnataka. This achievement was possible with the support of dealers and extensive marketing activities.



Power Tiller delivery on Ugadi

On the occasion of Ugadi festival, we have delivered more than 120 Power Tillers across Karnataka.





Power Tiller distribution in the Presence of CM - Mysore

VST authorised dealer M/s. SLN Agritech has organised a mega delivery event. It was a proud moment that Honorable Chief Minister of Karnataka Sri Basavaraj Bommai, spearheaded the deliveries of VST power tillers. More than 25 power tillers were distributed in his presence at Mysuru. We appreciate the efforts of our dealer M/s. SLN Agritech for this remarkable event.



Power Tiller distribution - Chikkaballapur

In association with our dealer M/s. GN Agro Industries, we have distributed our power tillers at Chikkaballapur. This program was inaugurated by the Chief Minister of Karnataka. We have distributed our Power Tillers through the dignitaries - Joint Director of Agriculture and District Collector.





PROJECT CHHATRAPATHI - TAMIL NADU

Project Chatrapathi, a new initiative was pilot launched in the state of Tamil Nadu. M/s. Amaravathi Agri Complex from Tiruppur and M/s. Sri PG Tillers & Tractors from Salem have joined hands to roll out this pilot project by recruiting two teams of 3 members each. These two teams received a thorough training on the products both in the plant and on the field for one month and were deputed to generate enquiries in the month of March 2023. Out of 1500 enquiries generated from 460 villages 300 are hot enquiries and 10 power tillers were delivered in the month of March 2023.



RETAIL FINANCE DRIVE - TAMIL NADU

Continuing the retail finance initiatives started in the previous quarters to drive the sales in the state of Tamil Nadu, our Tamil Nadu team in association with Shriram Finance, has conducted several melas for farmers in almost all the districts of Tamil Nadu. In these melas, district level officers met our finance partners for better understanding on process and facility. Over 25 dealers in tn have been collaborated in this program and more than 75 power tillers were delivered through this scheme in this quarter.



DEALERS' MEET - KARNATAKA

Karnataka dealers meet was conducted in Bangalore in the month of March 2023 with a vision to take the feedback of the current year's situation and sales projection for the coming Financial Year. This meeting was very insightful and helped us to make plans and strategies to achieve higher goals in the coming year.





BANKERS' MEET - ODISHA

Driving up the sales activity with the help of retail finance gives more numbers to achieve our targets. Keeping this as an objective, our Odisha team conducted various finance melas for farmers and also arranged district wise banker's meets in different districts of Odisha.

With the help of cooperative banks we could deliver more than 50 Power Tillers in Bhadrak, Sambalpur, Jharsugada and Sundargarh.



DEMO & ROAD SHOW - ASSAM

VST along with our dealers M/s. Tanuja Parts, M/s. Krishi Kendra, M/s. Mahabir Automobiles and M/s. JB Enterprises, have successfully conducted live demos and road shows in various parts of Assam. The activity resulted in positive feedback from farmers and generated good number of enquiries and deliveries.



DEMO & ROAD SHOW - ODISHA

In association with our dealers in Odisha, M/s. Sahoo Agencies, M/s. Nirupama Agrotech & M/s. Khirabdee Enterprises, van campaign activities were conducted exclusively for VST 165 DI Power Tiller. We have covered more than 100 villages in Odisha through this campaign. The feedback from farming community was very positive. Farmers liked the design of the machine and features like seat attachment, ease of operation and women friendly design of our product.

This activity helped us to deliver more than 27 numbers of our 16HP Power Tillers in the month of January 2023.





DEMO & ROAD SHOW - KERALA

A Road Show was conducted by our distributor M/s. KP Enterprise at Malppuram and Palakkad in Kerala for over 15 days to create brand awareness of our Power Weeders and Brush Cutters. The show was very well appreciated and positive feedback and enquiries have been generated.

Out of 80 enquiries generated, 14 are hot enquiries and we have made 6 deliveries.



VAN CAMPAIGN - UTTAR PRADESH

Penetrating into virgin markets is the key for market growth. In line with this strategy, we have conducted many online and offline campaigns in North India to introduce our SFM products. A continuous Van Campaign is going on in the state of Uttar Pradesh combined with the distribution of leaflets & fixing of posters. More than 200 villages have been covered so far with excellent interest generation in farmers. We have generated more than 220 enquiries through this campaign.



TRAINING PROGRAMS - KERALA

Kottayam district

In association with our dealer M/s. National Trading Company, we have conducted a 2 day Training program for women farmers at Agricultural Machinery Training Center, Kozha, Kottayam. Around 50+ farmers from Kottayam districts participated in this training program that has resulted in the brand awareness of our sit and drive port tiller and other SFM products.

Our team has rolled out demos and training programs across all the taluks of Kottayam district in Feb 2023 to create awareness in the market.



Thrissur district

VST, along with our dealer M/s. NK Agro Implements participated in the training program on Farm Mechanization products organized by District Agriculture department in 13 blocks of Thrissur district. More than 550 farmers attended this training program and tried our Brush Cutters & Power Weeders.



Kollam district

In association with our dealer M/s. Baba Tech, we have conducted an exclusive RT 70 Power Weeder training program for women farmers. 40 farmers across Kollam district participated in this program. This program created good brand awareness of our SFM products in the district.



TRAINING PROGRAM - ASSAM

In collaboration with Srijani Mahila Farmer Products Company, we have conducted a field activity cum training program to create awareness on VST products in Kerkajani and Rangjuli villages of Goalpara, Assam.

During this field activity, our VST Maestro power weeder was operated by women farmers and they were very much impressed by the performance and ease of use. A Power Weeder product training session was also conducted to educate about the uses and performance.



TRAINING PROGRAM - WEST BENGAL

A training program was conducted at Bardhaman, West Bengal to benefit the farmers and to create more awareness on VST SFM products. The ease of use and women-friendly features of our SFM products were very well appreciated by the farmers who have attended the program.



DOOR TO DOOR SERVICE CAMP - ASSAM

More than 30 door to door service camps were organized in various parts of Assam to create awareness of VST Power Tillers. M/s. Suruj Enterprise and M/s. North Eastern Trade Agency have collaborated with this activity and the customers were very impressed by our service.



MEGA SERVICE CAMP - ODISHA

Mega service camps were organized in association with our dealers M/s. Sahoo Agencies, M/s. Pushpak Agency & M/s. Pushpak Agro in Jharsugada, Mayurbhanja and Keonjhar districts of Odisha. With these service camps, we could connect with both old and new customers in the farming community and they were all very impressed by our service.

More than 100 power tillers were serviced through these camps and we got the mileage of 10 Power Tiller and 2 power Weeder deliveries through these camps.





**TILLERS
TRACTORS LTD.**

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