



SFM INSIGHTS

NEWSLETTER FOR THE QUARTER JULY - SEPTEMBER 2023

VOL. 6

DMS 2.0
Implementation
across India

**Highest Sale of
Power Tillers**
in a month

**Rewards &
Recognitions**

**Events &
Exhibitions**



Grow with us

MESSAGE FROM THE CEO



Greetings!

At the outset, I would like to wish all my colleagues and team members a very happy festive season ahead, through this medium. Festive season brings high spirits and enthusiasm and I would like to see the same in our SFM business.

SFM PC has embarked on a journey towards the vision of 10X - 6Y by 2029 and it can only be achieved by the continuous progress year on year. This festive season is the right time to take that giant leap towards our goal.

Clear strategies are set with innovation, emerging technology and new generation products. These sustainable solutions will empower our farmers and will pave a way to achieve our goal.

Thorough planning, meticulous scheduling and sincere execution are the key factors. I would like to see more involvement in on-ground activities like demos, farmer interactions, dealer engagement programs to promote VST brand across the markets and also propagate about the latest technological developments at VST.

Looking forward for an outstanding quarter ahead.

Regards,

Antony Cherukara
Chief Executive Officer



⚡ TECHNOLOGICAL ADVANCEMENT - LOOKING AHEAD

Electric start power tillers have the potential to significantly change the lives of farmers for the better. They offer several benefits compared to traditional pull-start models which makes them a more convenient and user-friendly option.

The most obvious advantage is the ease of starting the tiller. With an electric start, you simply turn a key, and the engine fires up. This eliminates the need for strenuous pulling on a starter cord, which can be difficult for women, older farmers or those with physical limitations.

Pull-starting a tiller can be physically demanding, especially when the engine is cold or if you need to restart it multiple times during a farming session. Electric start eliminates the need for strenuous pulling and reduces the physical effort required.



Electric start ensures consistent and reliable starting every time, which is important for efficiency and productivity in agricultural tasks.

Electric start systems are typically well-engineered and require minimal maintenance. This can save you time and money in the long run, as you won't need to deal with frequent maintenance or repair issues associated with pull-start mechanisms.

VST, a pioneer in power tiller industry has provided best out of best features keeping the comfort of the farmers as the prime focus.

VST now introduces the farmer favorite, VST 165 DI Power Tiller with electric start and all the ergonomic design comforts. This much awaited feature makes our Power Tiller the Top Of the Mind choice for hassle free farming.

WINNER OF ITOTY AWARD



ITOTY is a prestigious award in the farming industry recognizing the best agricultural mechanization players for their incessant efforts and contribution in empowering the farming industry as a whole.

It's a proud moment to be awarded for a consecutive third year and this time our VST 165 DI ES has won the Tiller of the Year award for the year 2023.

We thank all our associates and customers for making this to happen.

BRAIN STORMING SESSION - KERALA

A unique 2-day brain storming session was conducted at Kochi, Kerala, in the month of September 2023. All the state heads were involved in this Learning Recovery Program (LRP) to identify tight spots, fix and move forward to achieve greater success.

The session was very enlightening with our top management giving direction, motivation and target setting of 100K by FY 2026. Focus was given on on-ground realities in the market to shape future strategies to be more effective and practical.

A clear Vision was set up to FY 2029 at this meeting with supporting Mission statement for the team to follow.



⚡ SFM VISION & MISSION

VST strongly believes that no purpose will be achieved blindly or without proper focus. To inspire our team to achieve greater professional success by empowering farmers, we have clearly stated our Vision & Mission for SFM PC.

The whole team will work in synergy towards these objectives for a better farming experience in the next 6 years.

SFM VISION & MISSION



10X VISION



We will be
10X-6Y
by 2029

MISSION

**GLOBAL MECHANISATION SOLUTION
PROVIDER TO ENHANCE PRODUCTIVITY
FOR SMALL & MARGINAL FARMERS**

GANESH CHATURTHI FESTIVAL AT OFFICE

Festive spirit brings bonding and happiness. At VST, we celebrate all the festivals together as a family.

We have celebrated the Ganesh Festival with enthusiasm and vigor at our corporate office seeking blessings from the lord to pave the way forward very smoothly for greater milestones to be crossed in the year.



GANESH CHATURTHI FESTIVE SCHEMES

The first big festival of the season was celebrated at VST with high spirits by floating festive ambience at all our dealer points with attractive POS.

Special schemes to attract customers were designed for a few specific states to boost the sales of our SFM products.



⚡ REWARDS & RECOGNITIONS

VST MOBILITY - BOLERO DELIVERY TO KARNATAKA STATE HEAD

At VST, we strongly believe in rewarding our top performers - from our team mates, dealers, DSPs to ground level service teams. This culture at VST brings a competitive spirit among us to achieve greater tasks.

In line with this, we had announced the top 5 performing states for SFM products under 'VST Mobility' program during the SFM Star Dealer Conference. Each top performing State Heads were rewarded a Mahindra Bolero Neo vehicle. This will enhance their daily mobility to reach dealers, channel partners, retailers and farmers.



THAILAND & GOA TRIPS FOR DEALERS

We have appreciated our top performing dealers for FY 2022-23 with a relaxing vacation at best locations at Thailand & Goa.

All the dealers felt much rejuvenated after this short break and are enthused for major targets for the coming financial year.

THAILAND TRIP





GOA TRIP



DEMONSTRATOR INCENTIVE DISTRIBUTION

Product Demonstration is one of the widely used marketing activities at VST. We have spot delivered many products after these demonstrations and our team of demonstrators is imperative for this success.

Appreciating the efforts of our Best Performing Demonstrators, we have rewarded our best 3 performers with gift vouchers. Our demonstrators were very happy for this recognition and this motivational initiative will continue to keep healthy competition and uplift the team spirit.



PROJECT CHHATRAPATI

Reaching the end consumer being the top prerogative, we have launched a unique activity called Project Chhatrapati all over India. To Identify potential prospective customers is the focused goal of this project and we have received a tremendous response from this activity.

Periodical parameters have been set to measure the effectiveness of this activity and get maximum mileage through this project.

We congratulate our team members and dealers for the success of this project in Q1 & Q2 and ensure that this project runs successfully across all the dealerships in India in the coming quarters.

TAMIL NADU

Project Chatrapathi has been rolled out at 21 districts in the state. Through this project, the field officers have covered 2300 villages and generated more than 4500 enquiries and given a delivery of 200 machines in Q2.



ODISHA

The Odisha team has successfully implemented Project Chhatrapati at 10 districts in the state and the field officers have covered 1008 villages and generated more than 3600 enquiries and delivered 190 Power Tillers & 30 Power Weeders in Q2.



ASSAM

As a pilot project Initially the Project Chhatrapati was initiated by 2 dealership covering 4 District in the state. The Field officers has covered more than 100 villages and generated more than 800 enquiries and delivered 12 products in these districts.



⚡ HIGHEST EVER TILLER SALES IN TAMIL NADU

August 2023 witnessed a new record set by our Tamil Nadu team. VST is proud to announce that our Tamil Nadu team has achieved a whopping 2000+ Power Tillers sale in a single month. We have celebrated this success by cutting a cake with our team in the corporate office and shared the happiness.

With continuous efforts and hard work of our team and our channel partners, we have crossed this milestone and have set an example for other states to follow.



⚡ NEW BRANCH OPENING

To increase the reach of our SFM products in virgin markets our dealer M/s. KP Enterprises has opened a new branch at Palakkad, Kerala.

We appreciate the efforts of M/s. KP Enterprises and wish good luck for the new branch.



AGRI INTEX EXHIBITION - TAMIL NADU

CODISSIA & Agricultural Machinery Manufacturers' Association has jointly organized a premium event called Agri Intex at Coimbatore, Tamil Nadu in the month of July 2023.

VST has participated in this event by showcasing its SFM products. The event received an overwhelming response from the farmers and has given a very good mileage for our products. We have received more than 600 hot enquiries and 18 spot deliveries of Power Tillers and Weeders were made at the event.



⚡ DHARWAD KRISHI MELA - KARNATAKA

Krishi Mela is a prominent event conducted by the University of Agricultural Sciences at Dharwad, Karnataka in the month of September 2023. We have participated in this gala event by taking up a stall and showcasing our SFM products.

We have seen a great footfall of around 10000 farmers and received many hot enquiries from this event and also spot delivered few power tillers and power weeders.



⚡ RETAIL FINANCE MELAS - TAMIL NADU

A whopping number of 60 Power Tillers were delivered in the state of Tamil Nadu through Retail Finance Melas in various districts.

In association with Sriram Finance, we have conducted more than 125 melas, 25 dealers participated in this activity and witnessed increased secondary sales.

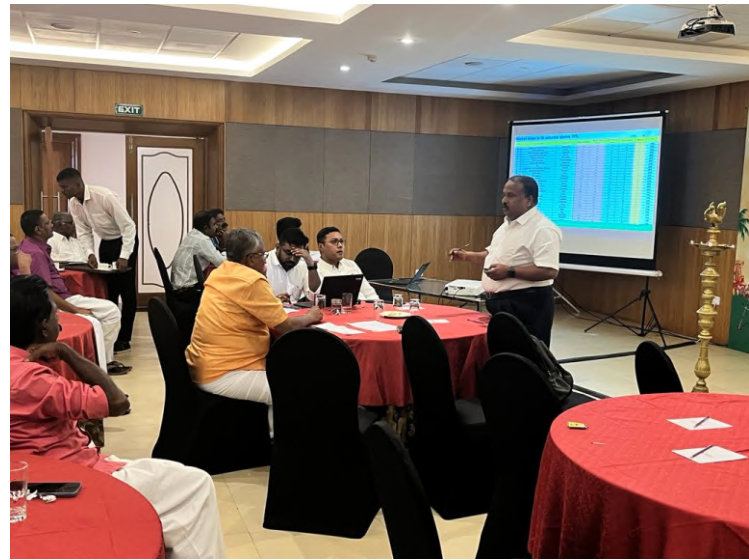


⚡ TAMIL NADU DEALERS' MEET

We have conducted a dealer meet for all the dealers of Tamil Nadu at Ooty in the month of September 2023. The success of 2000+ Power Tiller sales in the month of August was celebrated and mementos were distributed for the high performing dealers.

Product wise sales performance, capability score and subsidy schemes were briefed to dealers along with officials from Sriram Finance & Mintify bank explaining about Retail finance schemes.

New targets were set for the coming months of the FY and all the dealers have given their commitment to achieve them by increasing the manpower and implementing Project Chatrapathi in all the districts.



FARMERS MEET - TRIPURA

A series of farmers' meets have been conducted in various villages in Tripura to present our SFM products in person to all the farmers. Our product leaflets are distributed and various finance schemes and subsidy details have been explained in these meets. This campaign has given very good results in improving brand awareness and positioning of VST SFM products.



FARMER'S MEETING WITH HORTICULTURE DEPARTMENT - BIHAR

Around 30-40 farmers gathered for the meet conducted by us along with our dealer M/s. Balaji Agro at Banka, Bihar. This meet was organized in association with Horticulture Department of Banka and a very knowledgeable session has been conducted to benefit farmers.



⚡ KISHAN GHOSTI - BIHAR

A novel program called Kisan Goshti was conducted in Samastipur, Bihar in association with our dealer M/s. Bihar Agro Agency. This program was to mainly address and explain in detail the strength and quality of VST SFM products to the farmers. The direct interaction of VST staff with farmers was very well appreciated by everyone.



⚡ FARMERS' MEET - KERALA

We, along with our dealer M/s. NK Agro Implements & M/s. KP Enterprises have conducted farmers' meets at various locations in Thrissur & Palakkad districts of Kerala in the month of September 2023.

These meets helped in building VST brand and also for subsidy enrollment.



SMAM REGISTRATION CAMPAIGN - KERALA

VST Kerala team has conducted SMAM registration campaign in association with M/s. Baba Tech, Chatanoor and M/s. KP Enterprises, Malappuram in the districts of Kollam and Malappuram.

Through this event, we could promote VST SFM products, increasing the awareness in the farmers.



DEALER STAFF TRAINING - KERALA

To increase the productivity of the DSPs, we have conducted a training program for the KP enterprises staff. This training program was held under the supervision of State & Service Heads of VST Kerala team and other members.



GANESH CHATURTHI DELIVERIES MAHARASHTRA

Ganesh Chaturthi is one of the auspicious festivals and is celebrated with zeal and on a big scale in the state of Maharashtra. On this big day, our Maharashtra team has delivered more than 100 SFM products including Power Tillers, Power Weeders and Power Reapers across the state.



MEGA WEEDER DELIVERY - TRIPURA

Our Dealer M/s. Choudhury Enterprises, Tripura initiated business with various Farmers Producing Companies (FPC) like BAGAFSA, GAIRENG & LOKNATH in Agartala, Tripura and delivered 12 no. of VST Power Weeders to their stakeholders. Farmers appreciated the quality of our Power Weeders and were happy to own them.



⚡ DMS 2.0 IMPLEMENTATION

We are happy to share that a new version of DMS 2.0 is implemented for more than 500 dealers across India. The advanced version will enhance the performance of dealers by helping them on enquiries management, easy activity claim, placing the order, easy tracking of the deliveries etc. It will save time & effort and give the effective results.



⚡ PRODUCT DEMO - BIHAR

A Product demonstration was conducted in Samastipur, Bihar along with our dealer M/s. Bihar Agro Agency. Our new Power Weeders were demonstrated on vegetable crop fields.



⚡ POWER WEEDER DEMO – TAMIL NADU

To improve our power weeder sales in the state of Tamil Nadu, we have conducted around 100 demonstrations in various districts of the state in the month of September 2023.

This activity has given a very good mileage and we have delivered the highest number of 76 Power Weeders in the state in a single month.



⚡ PRODUCT DEMO - KERALA

Along with our dealer M/s. KP Enterprises, we have conducted many product Demonstrations in Malappuram for Maestro, FT 35 GE, RT 70 Power Weeders & Pubert Brush Cutter etc. These activities generated good interest in farmers about our SFM products.



⚡ DEMO & FARMERS' TRAINING - KERALA

We have conducted a demonstration program in association with M/s. S&B Associates, Kaipattoor, Kerala for newly established labour force at Perinad, Pathanamthitta.

This program was focused on increasing the awareness of VST brand in the market and also to help farmers learn the usage of our SFM products.



⚡ WEEDER DEMO - UTTAR PRADESH

Our new FT80 power weeder demos were conducted at Kushinagar and Khalilabad to get the feedback on the first hand user experience from the farmers. Farmers appreciated the premium quality of the product and also its superior power and performance.

A total number of 50+ hot enquiries were generated and 5 spot deliveries made during this program.



⚡ REAPER DEMO - UTTAR PRADESH

We have conducted an exclusive demo campaign for our Power Reaper VST 55DLX Multi Crop in Azamgarh, Uttar Pradesh to give the farmers first hand user experience of our product.

Farmers appreciated the height adjustment and side clutch features of our reaper and were very interested in it.



⚡ PRODUCT DEMO - UTTAR PRADESH

A demonstration program was organized for our products FT50GE power weeder and brush cutters at Balrampur, Uttar Pradesh. More than 40 farmers participated in this event and had first hand ease-of-use experience of our products.

We have generated more than 60 hot enquiries and 4 spot deliveries through this campaign.



MEGA VAN CAMPAIGN - TRIPURA

A 21 day mega van campaign drive was conducted covering 50 villages in 5 districts of Tripura. This campaign was initiated by our dealer M/s. Electric House, Agartala. This campaign helped in improving awareness and reach of VST SFM products in these districts and also generated more than 500 enquiries and 6 spot bookings and deliveries.



VAN CAMPAIGN - BIHAR

To create the brand awareness, VST had conducted several van campaign activities throughout Bihar. These campaigns have helped in improving awareness and reach of VST SFM products in these areas and will boost upcoming festive season sales. The farmers responded positively and they were very happy with the product features. The activity generated around 250 enquiries and 25 hot enquiries within 7 days of starting the campaign.



⚡ VAN CAMPAIGN - UTTAR PRADESH

A Van Campaign activity was conducted in Uttar Pradesh to promote our SFM Product - power tiller, weeder & reaper. This activity is still going on and we are receiving very good response from farmers. 85 villages were covered within 10 days and approximately 75 hot enquiries were generated.



MARKETING CAMPAIGNS

This quarter has seen many activities in the form of marketing campaigns that has given a very good milage in terms of brand awareness, identity, recognition and bookings & deliveries of our SFM products.

Happy Customer

"I bought this weeder and have been using it since one year and now I am getting good profits. It is performing well in the dry tilling, puddling operation. This is No.1 weeder."

Minnati Mahanto, Odisha.

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- SLAB 1: CASH VOUCHER WORTH ₹1L (40+ WEEDER SALES)
- SLAB 2: SMART PHONE WORTH ₹50K (25-40 WEEDER SALES)

OFFER FOR DSP

Eligibility Criteria: minimum 5 weeders to be billed till 7th Sept 2023.

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CUSTOMER TESTIMONIAL VIDEOS

VST, in association with Krishi Jagaran has captured the feedback of some of the progressive farmers who have been using VST SFM products. Few more product videos were made to create awareness on VST SFM products, their uses and benefits.

A gist of farmer testimonials on the ease of use, durability, compactness of our SFM products is presented here. The farmers are very happy to say that our products save both time and labour cost and give more productivity in farming.





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