



SFM INSIGHTS

NEWSLETTER FOR THE QUARTER OCT - DEC 2022

VOL. 3

WINNER OF



CII
**INDUSTRIAL
INNOVATION
AWARDS 2022**
Recognizing Champions of Indian Innovation

MISSION DJ 5000

MARKET
PENETRATION
@ VILLAGE LEVEL

FOUNDER'S DAY
CELEBRATION

SCHEMES & OFFERS



MESSAGE FROM THE CEO



Greetings,

At the outset, I would like to wish all my team members a very Happy New Year! New Year brings new plans, prospects, ideas and many more... with this enriched zeal, let's look forward for a very rewarding calendar year ahead.

The third edition of "SFM INSIGHTS" is here and it gives me immense pride to put forward the achievements in the third quarter of FY 2022-23. The boost in SFM business is the result of meticulous planning, thorough implementation and combined efforts of all the members of the team. This quarter has seen many first's in brand promotion exercises like sponsoring a Kabaddi team, senior management visiting door to door in the process of customer analysis and village level market storming activities resulting in the uptick of numbers in billing and delivery.



I would like to stress upon the point that the Q4 is very challenging and with the support of the ongoing festival schemes and brand promotion activities, I would look forward for a winning quarter for SFM business. I appreciate all my team members for their incessant efforts and would assure all time support for achieving major milestones ahead.

Happy festive season to all of you and your near and dear ones.

Regards,

Antony Cherukara
Chief Executive Officer



PKL - BENGALURU BULLS UPDATE

Bengaluru Bulls, known for their previous achievements have given a treat to the viewers by challenging the opposite teams up to the semi finals. The season was very lively and entertaining that has been enjoyed by everyone and we have got excellent mileage for being title sponsors.

VST would like to take this legacy forward and will be looking for investing in more meaningful and healthy branding exercises.



AWARDS & ACCOLADES

CII INDUSTRIAL INNOVATION AWARD 2022

2022 was the year of great achievements for VST. For the second time, VST is honored & has been recognized among India's top 50 Most Innovative Companies by CII. This consecutive victory has become possible with the collective efforts of each of our team members dedicated to excellence in innovation for the benefit of our customers.



We are proud to announce that we are recognized as one of the **Top 50 Innovative Companies in India** for the second consecutive year.



VST 95 DI IGNITO



VST MT 932

IMEXI 2022 AWARD

It is a very proud moment for VST SFM plant at Malur, as we were conferred with IMEXI commitment prize for the year 2022. This Silver Medallion received from IMEXI- Integrated Manufacturing Excellence Initiative from Kaizen Hansei and Kaizen Institute is for Operational Excellence. During the indepth assessment from Kaizen Hansei, we learned a lot about where we need to bridge the gap. It not only helped benchmark an existing state of excellence in a realistic way but also provided seasoned advisory on what needs to be done for imulating the best in the industry, as it is necessary for one to be continually introspective or be ready for the future.

We congratulate all the VSTeans for this magnificent achievement and look forward for many more in 2023.



APOLLO FARM POWER AWARD

VST RT 70 Power Weeder is the winner of the Farm Power Award 2022 under MICRO POWER <12 HP Agricultural Machinery Category for exemplary contribution to agricultural mechanization in India. This prestigious award is the result of our continuous efforts in upgrading quality and technology in the industry.



FOUNDER'S DAY CELEBRATION

On 17th December 2022, we have celebrated our Founder's Day at our Malur factory. All our employees and their families attended this prestigious event, where our CEO shared the vision statement that enforced our organization's primary objective and future prospects of the farming community. Cultural programs were conducted to engage all the employees and their families and these programs were very well participated by one and all.



SCHEMES & OFFERS



MISSION DJ 5000

A concept to achieve sales of 5000 no. Power Tillers in the months of December 2022 and January 2023 each, is very well orchestrated and saw a major leap in the month of December 2022 with closing numbers of more than 4000. The success of this scheme gives us confidence to penetrate further in the new markets and tap the potential market share.

To achieve this mission, we have floated a promotional scheme correlating with the festive season of Pongal in the month of January 2023.

PONGAL OFFER

Pongal is celebrated in Tamil Nadu with vigour and enthusiasm especially in the farming community as this is the festival of harvest. We took this opportunity to promote our SFM products and started a campaign in TN with a lucky draw offer.

The response so far, is overwhelming and we are looking forward for great numbers in Jan 2023.



NEW PRODUCT LAUNCH

This quarter, we are proud to introduce a couple of technology driven products to help our farmers. The FT 35 GE Power Weeder and 4S36HD 4 Stroke Brush Cutter were inaugurated by our CEO in the CII exhibition we have participated in Chandigarh in the month of November 2022.



VT 4S36 HD

VT FT 35 GE



TAMIL NADU DEALERS' MEET

A Dealers' meet was organized in Kumarakom, Kerala exclusively for SFM dealers of Tamil Nadu. This meeting was chaired by our CEO and supported by our PC Head and Service Head, our CEO has given directions to all the dealers for future goals and targets and motivated them to achieve the targets set for the coming pongal season.

Dealers, along with their cluster heads attended the meeting, presented the delivery targets and the strategies to achieve them were discussed in detail.



MAHARASHTRA DEALERS' MEET

On 21st and 22nd November 2022, a dealers' meet was organized for Maharashtra dealers. This event was organized at Hotel Novotel in Goa. Only high performing selected dealers were invited for the meet and in-depth insights on the future business strategies and growth aspects were discussed in detail.

The dealers were very positive to achieve the 1500 no. Power Tiller billing for DJ months and have shown their efficiency by closing the December month with 1000+ no. billing.





MEGA DELIVERY MELA & FARMERS' MEET - TAMIL NADU

In association with our dealers M/s. Sri Venkateswara Enterprises and M/s. Aravind Agencies, we had organized a grand Delivery Mela and Mega Farmers' meeting at Madurai and Mannargudi locations in Tamil Nadu. These events were organized in the month of October 2022 on 20th and 21st respectively. Both the functions were addressed by our CEO and he personally looked after the delivery of the products. With the delivery of 50 Power Tillers in Madurai and 75 no. in Mannargudi and also with 10 retail finance deliveries the event was a huge success and the inspirational speech given by our CEO motivated the team for further mega deliveries for Pongal.

Senior representatives of our retail finance partner, Sriram Finance had participated in this event and shared their views and experiences with the team.



MEGA MECHANIC MEET - KARNATAKA

A Mega Mechanic Meet was organized on 20th December 2022 at Shivamogga, Karnataka. More than 100 mechanics were invited and a fruitful discussion and demonstration of VST products took place. Mechanics were very happy with this initiative and appreciated us for the effort put in.



MEGA CUSTOMER MEET CUM DELIVERY PROGRAM - ODISHA

A mega customer meet cum delivery program was conducted by VST Odisha team with the support of our dealers M/s. Shakti Agency & M/s. Pushpak Agency. This two- day program was on 14th and 15th December 2022 to have one-to-one interaction with customers and promoting VST SFM products. This program was very effective and generated more than 200 enquiries and 20 spot bookings. With the delivery of 20 no. Power Tillers and 17 Power Weeders, the delivery program concluded with a profitable note.



KISAN GOSTHI & FARMERS' MEET - UTTAR PRADESH



A unique program by name Kisan Gosthi was organized in Barabanki, UP. With more than 200 farmers' active participation, this event was a huge success. Farmers especially showed interest in our PG 50 GE & 5PR Power Reaper. A local NGO, Tanager, who specializes in mint crops, was also present at the event and gave valuable guidance to the farmers on the use of Multi Crop Reaper for harvesting.

A farmer meet was organized in Balrampur, UP to exclusively promote RT70 Power Weeder. Additional demos were organized and were very well appreciated by all the farmers.



EXHIBITION PARTICIPATION



In our ongoing marketing and branding calendar of events, we have participated in three major exhibitions in this quarter.

GKVK KRISHI MELA AT BANGALORE

GKVK Krishi mela at Bangalore was conducted from 3rd to 6th November 2022. We have taken up a stall to display our SFM products. The event was very successful with good number of farmers' foot fall and the interest shown towards our SFM products was remarkable with good number of hot enquiries and deliveries.



CII AGROTECH AT CHANDIGARH

CII has conducted a mega agricultural exhibition CII Agrotech at Chandigarh in the month of November 2022, this exhibition has proved enormously beneficial to VST. The honorable Vice President of India Mr. Jagdeep Dhankar visited our stall and witnessed our new product introductions by our CEO.

The event was attended by many farmers from all over India and good number of hot enquiries and bookings were generated.



KISAN MELA AT PUNE

VST's presence in Kisan Mela at Pune is continuous and this time as well, we made our presence very attractive to our farmers across Maharashtra and other states with the display of our products. The interactions with customers and dealers gave us useful insights and good number of bookings and enquiries were generated.



MILLET MISSION EXHIBITION AT GUWAHATI

VST along with our authorized dealers M/s. Brahmaputra Menkent India Pvt. Ltd., M/s. Avima Exports Pvt. Ltd., M/s. Shakti corporation and M/s. HVF Agency had participated in Assam Millet Mission at Guwahati on Nov 16th 2022 . The footfall of customers from various districts of Assam was remarkable this year. Our team has collected more than 500 enquiries and made 104 spot bookings in a day.

Overall deliveries at this exhibition were more than 45 no. of power tillers.



MARKET PENETRATION @ VILLAGE LEVEL - TAMIL NADU

In association with our dealers, VST Tamil Nadu team has conducted an unique Village level combing operation in all the districts of Tamil Nadu. This activity has generated more enquiries and also the subsidy documents were collected from farmers. In December 2022 month alone, more than 3000 villages were covered and 7000 enquiries were generated.

To complement this activity we have also partnered with Tamil Nadu Agri Engineering department and conducted farmers' meets at various villages in the state of Tamil Nadu.





GHAR GHAR DASTAK CAMPAIGN - UTTAR PRADESH

Under the Ghar Ghar Dastak campaign, door to door visits were conducted covering more than 50 villages in Balrampur district. These visits helped to create awareness on the use of VST SFM products and to educate the farmers on the farm mechanization for greater benefits.

To complement this activity, exclusive demos were organized in different villages of Balrampur district, UP to promote RT70, PG 50 GE and FT50 power weeders. Farmers in large numbers participated in these product demos and had a firsthand experience in the use of VST products. A very satisfactory feedback was received from both male and female farmers on the ease of use of our products and the initiative taken by M/s. Shree Gopal Tractors was very well appreciated.



PRODUCT DEMO - ODISHA



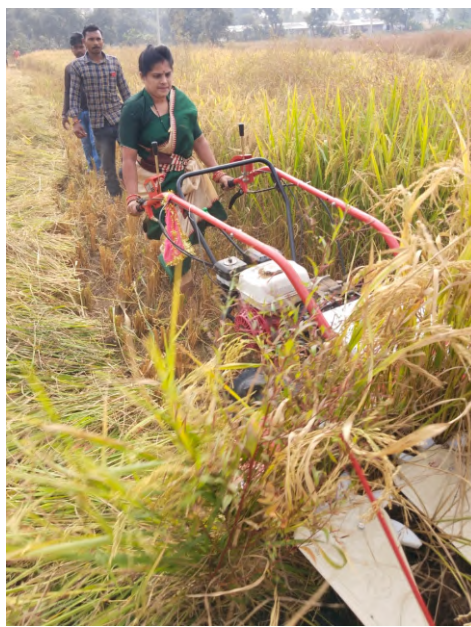
MAESTRO POWER WEEDER

Multiple demonstrations were organized in and around Mayurbhanja area for VST Maestro power weeder in the months of November and December 2022. VST team along with our dealer M/s. Pushpak traders carried out more than 50 demos where farmers could really test the machine on field and were very impressed with its performance. They appreciated the ease of use of the product and praised VST for providing technology driven products for the farming community.



POWER REAPER

A demonstration program was conducted by our dealer M/s. Maa Enterprises, Bolangir district in Odisha to promote VST Power reapers in the month of November 2022. This program was actively participated by the farmer community and the ease of use of the product was tested and very much appreciated by the female farmers.



RETAIL FINANCE DRIVE - ODISHA

Retail Finance is a very effective tool for converting enquiries into billing and VST Odisha team has taken this opportunity to the maximum advantage, conducting various programs like Retail Finance Melas in various districts. Connecting customers and finance partners was the basic objective of this drive. This exercise has given more than 50 Power Tiller deliveries in Bhadrak, Sambalpur, Jharsugada & Sundargarh.



MISSION GUJARAT

VST Team Gujarat, along with the respective dealers have conducted various marketing and promotional activities like door to door combing operation, customer/farmer meets, demos, road shows, service camps and mega deliveries in the state for this quarter. This initiative has given a very big boost to VST brand in both virgin markets and VST dominated markets of Gujarat State.

Highlights:

- Conducted 8 customers meets which led to not only enquiries for our products, but also new dealer business enquiries
- Appointed 6 dealerships in totally vacant areas
- Added 36 new DSPs

Through these activities we have got an edge to increase the tiller sales volume by more than 300 & double the sales volume of weeders & reapers.

MEETS





PRODUCT DEMOS



ROAD SHOWS



SERVICE CAMPS



DOOR TO DOOR CUSTOMER ANALYSIS - ASSAM

The door to door visits by our MD, Mr. Ravindra V. T & our PC Head, Mr. Bheem Reddy along with the dealer have proved invaluable in terms of customer analysis, feedback and for leveraging future strategies.



PROMOTIONAL ACTIVITIES

Our Assam team along with the dealers have conducted various product demos, customer meets and service camps to promote VST SFM products and these activities maintained our Brand presence TOM in the customers.

DOOR TO DOOR SERVICE CAMPS



PRODUCT DEMONSTRATIONS



**GOING STRONG WITH OUR DEALER NETWORK ALL OVER INDIA,
FACILITATING FARMERS WITH THE AVAILABILITY OF
VST PRODUCTS AT ANY NOOK & CORNER OF THE COUNTRY.**



VST

**TILLERS
TRACTORS LTD.**

Regd. Office: Plot No- 1, Dyavasandra Indl. Layout, Whitefield Road, Mahadevapura Post,
Bengaluru-560048, Karnataka. INDIA. Phone: +91 - 80 - 67141111, e-mail: tollfree@vsttractors.com,
CIN: L34101KA1967PLC001706.

 **1800 419 0136**

 **www.vsttractors.com**