



# ONE VST

Tractor PC: Newsletter (Oct-Dec 2023) Published Date: 13-01-2024 Edition 5



*Grow with us*



Dear Team,

At the outset, I would like to wish you all a very Happy and Prosperous New Year 2024. As we step into this new leap year, brimming with energy and vibrancy, we anticipate a wave of positivity and prosperity touching all aspects of our lives.

Despite the challenges posed by erratic monsoons and cash flow issues in the last couple of months, we ensured 12 new product launches. These include the Most Advanced Compact Tractor Series 9, Complete EV Tractor, and Stage 5 Tractor in Europe, along with a complete new range of VST-ZETOR models in the 40-50 HP segment, ensuring a comprehensive product range from 17 to 50 HP, covering COMPACT, Utility and Multipurpose Premium Tractors.

Our participation in Brand Exhibitions and continued involvement with PKL Season 10 have successfully increased brand awareness, bridging the gap between rural and urban audiences across the country.

Looking forward and focusing on stronger growth, we are expanding our operations in the Northern states with a ONE VST approach, building on our success in European markets and soon entering the US market.

Now, as we enter the fourth quarter of the fiscal year, it's time to channelize our energy and skills into the market with renewed enthusiasm. Guided by our behavioural approach of being FAST, FRUGAL and FUTURE READY, last calendar year, we implemented best practices, including digitalization readiness with a new facelift of the website, Social Handles Engagement, DMS to manage all sales inquiries and on-ground promotional activities to facilitate our channel partners in all aspects of lead generation and conversions.

As we set our sights on achieving our business goals for the year, let's SYNERGIZE with our team efforts, STRETCH and challenge our individual limits to bounce back in this quarter with the determination to exceed our desired SPEED of growth.

Let's do our best and outpace ourselves every day!

Regards,

**Antony Cherukara**  
Chief Executive Officer



## Pro Kabaddi League - Season 10

A unique branding platform was created by VST last year by sponsoring a Kabaddi team in Pro Kabaddi League season 9. The mileage earned in respect of brand positioning is quite effective and we have decided to continue this legacy by giving our support and sponsoring Bengaluru Bulls in Pro Kabaddi League season 10. Spearheaded by our Managing Director, Mr. Ravindra VT, our CEO, Mr. Antony Cherukara, in association with CEO Bengaluru Bulls, Ms. Kirthi Muralikrishnan, we have unveiled the new jersey of Bengaluru Bulls in the month of November 2023 at VST Head Office, Bengaluru. An on-ground activity of auto-rikshaw branding (200 no.) for the season 10 rolled out for cheering Bengaluru Bulls with the co-branding of VST.

We wish our team good luck and call for all the VSTians' participation, support & cheer for the team's victory.





## Agritechnica Exhibition - Germany

Enhancing our global presence, we have participated in Agrotechnica Exhibition in Germany in the month of November 2023 by showcasing our international models - Fieldtrac tractors. We are glad to share that we have received an overwhelming response in this expo, with more than 300 visitors at our stall enquiring about VST Tractors and our team has generated about 60 productive leads at the event.





## KISAN Exhibition - Pune, Maharashtra

We have participated in the Kisan Exhibition held at Pune, Maharashtra in the month of December 2023. VST classic, compact and utility (HHP) tractors were displayed in the event. The special attraction at the event was VST Zetor, our premium series tractor.

The show received a very positive response with maximum footfall and generated 500 leads. We have also done 13 spot bookings at this expo.





## GKVK Exhibition - Bangalore, Karnataka

VST has always taken the opportunity to make the brand presence felt at GKVK expos every year. In November 2023, we have taken up a stall at GKVK expo Bangalore and showcased our classic, compact and utility tractors.

The footfall was outstanding this year and we have generated around 150 leads from this event.





## Delivery Function - Maharashtra

A mega delivery mela was organized by our dealer M/s. Akshata Enterprises in the month of November at Malshiras, Sholapur district, Maharashtra. This sales boosting activity created lot of awareness in the market and we have delivered 4 Viraaj tractors through this program.





## Agrovision Exhibition - Nagpur, Maharashtra

We have participated in Agrivision expo in Nagpur in the month of November 2023, setting up a stall and showcasing VST products. The number of footfall and the enquiries generated during the expo showed the positive response of the farmer fraternity.

Around 135 leads have been generated through this expo and proper brand positioning achieved in our TG.





## Zetor Delivery - Georai, Maharashtra

VST Zetor, our premium series of tractors have been introduced to Indian market this year receiving very positive acceptance in the market. To celebrate the take home moments of our HHP tractors, our dealer M/s. Kunal Tractors of Georai, Maharashtra had arranged a mega gathering.

Senior executives of VST participated in the event and gave product knowledge to the farmer friends. Around 3-6 tractors were delivered in this program.





## Van Campaign - Andhra Pradesh

A 30 day van campaign activity was planned in Nov-Dec 2023 in the state of Andhra Pradesh to increase the awareness on VST tractors. With a scheduled route plan, this activity covered all the major potential districts of the state distributing the LBLs (Leave Behind Literatures).

This activity has generated more than 120 productive leads.





## Van Campaign - Tamil Nadu

A mega van campaign activity was started on 15th Dec 2023 in Tamil Nadu for 150 days by deploying 5 vans to cover the entire state. This campaign is a combing activity in search of potential customers in all the districts of the state and also to increase awareness levels of VST Tractors.

As on 31st December 2023, the campaign generated 210 effective leads and added many enthusiastic customers for VST tractors.





## Pongal Festive Kit - Tamil Nadu

Pongal, the festival of harvest is celebrated with vigor in the state of Tamil Nadu. We, being in the agricultural industry celebrate this revered festival with enthusiasm and look for major business enquiries and bookings in this season.

Celebrating this auspicious festival, our dealer points are decked up with attractive POS to attract our farmer friends to these outlets for enquiries and more.





## Technology sharing & demonstration FPO Activity - Karnataka

In association with our dealer M/s. Patil Irrigation, VST has organized a technology sharing and demonstration event for farmers in Karnataka. The event witnessed a good number of 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.





## Vidyapeeth App

Vidyapeeth is an online platform to educate our 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:



Devendra Parmar



Santosh Umare



Vitthal Reddy



Dev Prakash



Manij Sharma

## VST 932 - THE OWNER'S TRACTOR

Why have a driver ?  
Presenting the  
**OWNER'S TRACTOR**



**Make farming a pleasure**



### **THE PLEASURE OF COMFORT:**

- Optimised leg room
- Smooth vibration-free drive
- Easy gear shifting with fully synchromesh transmission
- Side shift for maximum comfort



### **EASE OF WORK:**

- Finger touch control with double actuating power steering
- Independent, mid and reverse PTO
- Versatile application compatibility for the first time in compact tractors



### **THE LUXURY OF A CAR:**

- New gen instrument cluster
- Lowest engine noise
- The comfort of a side shift
- Sleek styling
- Shift gears like your car



## 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.



# PROFITABLE DEALERSHIP OPPORTUNITY

WITH WIDEST **COMPACT, UTILITY & PREMIUM TRACTOR RANGE**

VST COMPACT + UTILITY RANGE



PREMIUM VST ZETOR RANGE



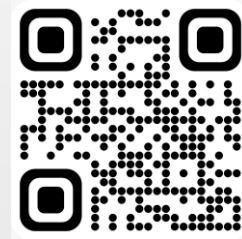


# New Website Launch

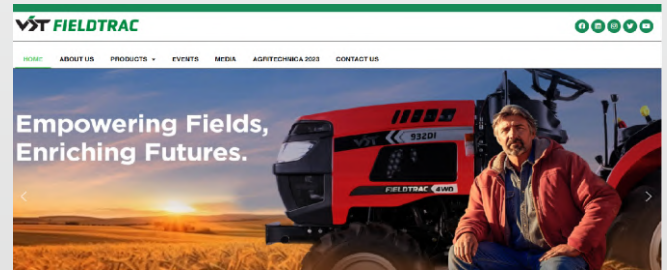
## New Domestic Website



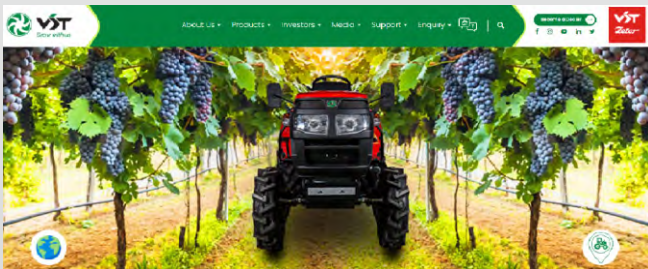
## New International Website



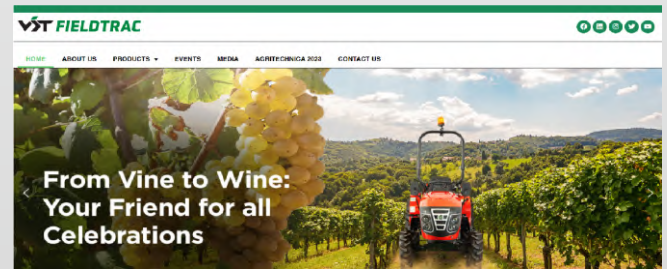
The screenshot shows the homepage of the new domestic website. The header features the VST logo and navigation links: About Us, Products, Investors, Media, Support, and Enquiry. A search bar is also present. The main content area is titled "EMPOWERING FARMERS SINCE 1967" and includes a circular graphic with the text "Grow with us". Below this, five key statistics are listed: Trust of >5 lakh farmers, Legacy of >50 years; Widest working range (2 HP to 50 HP); Pioneer in light weight 4WD compact Tractors; No.1 Power tiller brand for last 50 years; and Global footprints in > 40 countries. A final statistic states a year on year growth rate of over 20%.



The screenshot shows the homepage of the new international website. The header features the VST FIELDTRAC logo and navigation links: HOME, ABOUT US, PRODUCTS, EVENTS, MEDIA, AGRITECHNICA 2023, and CONTACT US. The main content area features a large image of a red tractor in a field with a man sitting on it. The headline reads "Empowering Fields, Enriching Futures."



The screenshot shows a product page on the new domestic website. The header is identical to the homepage. The main content area features a large image of a tractor in a vineyard. The headline reads "From Vine to Wine: Your Friend for all Celebrations".



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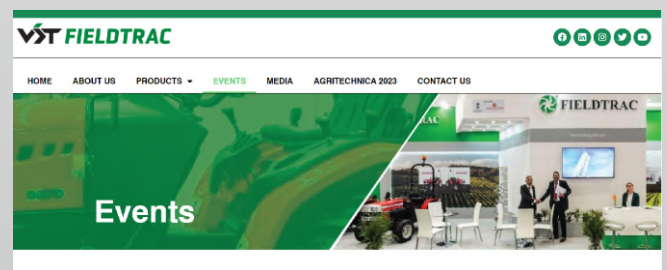
The screenshot shows a product page on the new domestic website. The header is identical to the homepage. The main content area features a large image of a tractor in a field. The headline reads "THE MULTI-TASK PERFORMER NOW WITH ELECTRIC START".



The screenshot shows a product page on the new international website. The header is identical to the homepage. The main content area features a large image of a world map with the headline "Expanding our Geographical Footprints" and "40+ Countries".



The screenshot shows a product page on the new domestic website. The header is identical to the homepage. The main content area features a large image of a tractor in a field. The headline reads "A RANGE OF POWER WEEDERS SUITABLE FOR ALL STAGES OF FARMING!".



The screenshot shows a product page on the new international website. The header is identical to the homepage. The main content area features a large image of a tractor in a field. The headline reads "Events".



# Digital Posts

**SALUTE TO THE HANDS THAT FEED A NATION**

World Quality Day

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**CONGRATULATIONS TEAM INDIA**

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**STEP INTO THE FUTURE OF FARMING!**

VST BE AT: **AGRI TECHNICA** FOR AGRICULTURE & RURAL DEVELOPMENT, BANGALORE, INDIA

VST FIELDTRAC

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**THIS NAVARATRI, BEGIN PROSPERITY WITH VST**

MONOBLOCK PUMPS

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**Power. Passion. Performance.**

It's Game Time, Team India

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**Happy Ganesh Chaturthi**

Wishing everyone a blessed Maha Shastmi

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**WISHING EVERYONE A BLESSED MAHA SHASTMI**

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**Walking in Bapu's Footsteps with VST!!**

Celebrating Truth, Peace and Resilience this Gandhi Jayanti

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**RIISING WITH THE BLUES!**

INDIA VS NEW ZEALAND

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**OWNER'S TRACTOR**

VST 929

THE PLEASURE OF COMFORT

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**THIS NAVARATRI, BEGIN PROSPERITY WITH VST**

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**Congratulations! TEAM INDIA**

ends Asian Games 2022 with a New Personal Best!

107 Medals

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**Why have a driver?**

Presenting **THE OWNER'S TRACTOR**

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**CHAMPION SQUAD, UNYIELDING SPIRIT!**

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**VST 929 DI - EGT DUAL TRACK**

FULLY CONSTANT MESH GEARBOX

STAY AHEAD WITH COMFORT OF GEAR SHIFT AND EASE OF WORKING

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**VST 929 DI - EGT**

UNLEASH PERFORMANCE

DUAL TRACK

REMARKABLE PERFORMANCE IN 30 HP POWER

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**VST 929 DI - EGT**

ADAPTIVE TRACK WIDTH

DUAL TRACK

ADJUSTABLE DUAL-TRACK TECHNOLOGY

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**VST 929 DI - EGT DUAL TRACK**

DUAL ACTING POWER STEERING

POWER STEERING SIMPLIFIES THE TOUGHEST TASKS

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**VST 929 DI - EGT DUAL TRACK**

ONE TRACTOR, ALL FIELDS!

REAL COMPACT TRACTOR - FROM STANDARD TRACK TO NARROW TRACK

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**HEARTS WON, HOPE KINDLED.**

SALUTING OUR BRAVE HEARTS!

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**Passion and Performance for the Win!**

INDIA VS AUSTRALIA

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**A CULTURE OF QUALITY, A COMMITMENT TO EXCELLENCE**

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**Revolutionizing Agriculture: VST's Innovative Launch at Agritechnica 2023 Captures Global Headlines!**

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**GO INDIA!!**

ONE STEP TO THIRD GLORY

SEMI-FINAL INDIA VS NEW ZEALAND

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**Happy Govardhan Puja**

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**STEPPING TOWARDS SUSTAINABLE FUTURE**

WORLD QUALITY DAY

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**CELEBRATING THE STRENGTH OF BONDS AND THE BEAUTY OF ENDORSEMENT PARTNERSHIPS.**

WISHING ALL OUR VST FAMILY A BLESSED KARWA CHAUGHT!

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**TEAM INDIA IS ALL SET FOR ANOTHER POWER-PACKED MATCH**

INDIA VS SRI LANKA

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**EVERY PRODUCT REFLECTS OUR PRIDE!**

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us

**929 HST**

Revolutionizing Farming with User-Friendly Hydrostatic Transmission

Toll-free No. 800 48 038 | www.vsttractors.com | Grow with us



# Digital Posts

**VST FIELDTRAC**

**932 Stage 5**

Embracing Eco-Efficiency with Advanced Emission Control Technology

932 Stage 5 features:

- Low Emission Technology
- Low Fuel Consumption
- Low Vibration
- Low Noise
- Low Maintenance

91-75400 0817 | export@vsttractors.com

**VST FIELDTRAC**

**929 EV**

Driving Sustainability in Agriculture with Eco-Friendly Innovation and Efficiency

929 EV features:

- Low Emission Technology
- Low Fuel Consumption
- Low Vibration
- Low Noise
- Low Maintenance

91-75400 0817 | export@vsttractors.com

**VST FIELDTRAC**

STEP INTO THE FUTURE OF AGRICULTURE WITH VST AT

**AGRI TECHNICA**

12 - 18 NOV '23  
HARDROCK CONVENT  
HALL NO - 7  
BOOTH NO. B-38

Happy National Farmers Day

91-75400 0817 | export@vsttractors.com

**THANK YOU**

Happy National Farmers Day

91-75400 0817 | www.vsttractors.com | Share with us

**EXHIBITION OFFER**

BOOK A VST PRODUCT AND GET PRO KABADDI MATCH TICKET FREE

91-75400 0817 | www.vsttractors.com | Share with us

**BENGALURU BULLS**

**BULLS' ROAR**

BACK-TO-BACK SUCCESS!

91-75400 0817 | www.vsttractors.com | Share with us

**BENGALURU BULLS**

**CHARGE AHEAD, BULLS**

MATCH DAY  
BENGALURU BULLS  
TELANGANA TITANS

SUNDAY | DEC 24  
8:00PM

91-75400 0817 | www.vsttractors.com | Share with us

**BENGALURU BULLS**

**ROAR FOR GLORY!**

MATCH DAY  
BENGALURU BULLS  
PUNJER PALTAN

WED | DEC 20  
8:00PM

91-75400 0817 | www.vsttractors.com | Share with us

**BENGALURU BULLS**

**BULLS SOAR BEYOND HOME**

JOURNEY TO GLORY CONTINUES!

91-75400 0817 | www.vsttractors.com | Share with us

**BENGALURU BULLS**

**Roar your voices fuel the wins!**

**Roar Bulls!**

91-75400 0817 | www.vsttractors.com | Share with us

**BENGALURU BULLS**

**UNLEASH THE ROAR!**

IT'S BULLY TIME FOR THE BULLS AT HOME!

Bengaluru Bulls vs Dabang Delhi K.C.

Today @ 8:00 pm

91-75400 0817 | www.vsttractors.com | Share with us

**BENGALURU BULLS**

**ROAR HARDER!**

BENGALURU BULLS  
vs  
BENGAL WARRIORS

MONDAY | DEC 04  
8:00PM

91-75400 0817 | www.vsttractors.com | Share with us

**BENGALURU BULLS**

**Speed and AGILITY**

MATCH DAY  
BENGALURU BULLS  
GUJARAT GIANTS

SUNDAY | DEC 03  
8:00PM

91-75400 0817 | www.vsttractors.com | Share with us

**BENGALURU BULLS**

**Unleash the Roar!**

It's Game Day!

91-75400 0817 | www.vsttractors.com | Share with us

**BENGALURU BULLS**

**Speed and AGILITY**

MATCH DAY  
BENGALURU BULLS  
GUJARAT GIANTS

SUNDAY | DEC 03  
8:00PM

91-75400 0817 | www.vsttractors.com | Share with us

**BENGALURU BULLS**

**EVERY ROAR COUNTS**

3<sup>rd</sup> December

91-75400 0817 | www.vsttractors.com | Share with us

**BENGALURU BULLS**

**ROAR WITH THE BULLS**

91-75400 0817 | www.vsttractors.com | Share with us

**BENGALURU BULLS**

**Speed and AGILITY**

MATCH DAY  
BENGALURU BULLS  
HARYANA STEELERS

SUNDAY | DEC 03  
8:00PM

91-75400 0817 | www.vsttractors.com | Share with us

**EXHIBITION AGRICULTURE SHOW**

KISAN 13-17 DEC 2023

Plot No. 1, West, Pragati Ground, New, Maharashtra.

Hall No. A (Open Court)

Stall No. A 64

91-75400 0817 | www.vsttractors.com

**BENGALURU BULLS**

**LOUDER AT HOME**

LET'S ROAR TO VICTORY!

Bengaluru Bulls vs UP Yodhhas

Today @ 8:00 pm

91-75400 0817 | www.vsttractors.com | Share with us

**BENGALURU BULLS**

**ROAR LOUDER**

CHARGE HARDER!

BULLS COMEBACK!

91-75400 0817 | www.vsttractors.com | Share with us

**BENGALURU BULLS**

**HOME**

is Where Victory Begins

91-75400 0817 | www.vsttractors.com | Share with us

**BENGALURU BULLS**

**Speed and AGILITY**

MATCH DAY  
BENGALURU BULLS  
DABANG DELHI K.C.

FRIDAY | DEC 01  
8:00PM

91-75400 0817 | www.vsttractors.com | Share with us

**CM felicitates 9 women hockey players of Simdega**

RANCHI: Chief Minister of Jharkhand, Hemant Soren, felicitated nine players by giving them the keys of power after through their names. The felicitation programme organized by the Government of Jharkhand at Ranchi in Simdega district.

Chief Minister, Hemant Soren felicitated nine players from the Jharkhand Women's Hockey Team. The players being felicitated in Ranchi, Jharkhand are: players Kiran Bada, Rajani Khatun, Nisha Khatun, and others.

The women hockey players received the award in the presence of the Chief Minister and the guests in Ranchi.

The Chief Minister said that the women hockey players have represented the state and the country with pride and distinction.

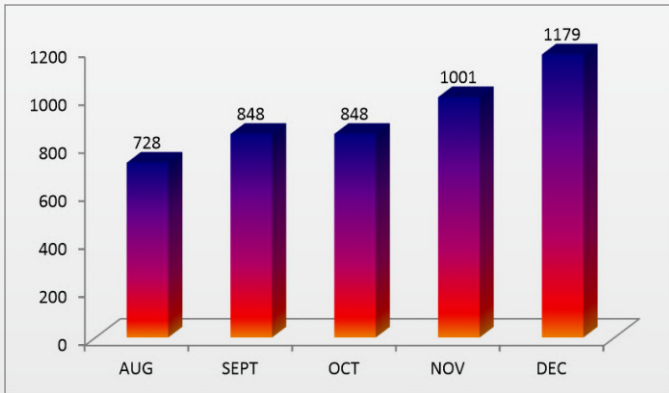
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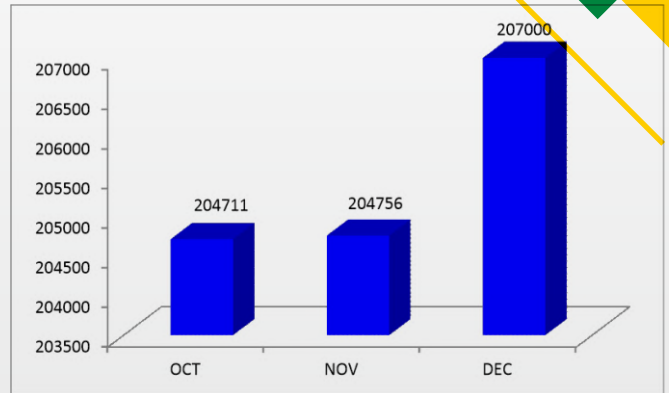


# Social Media Followers

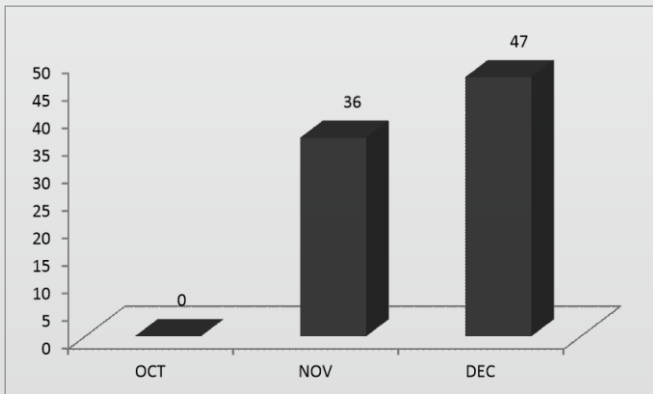
### Instagram



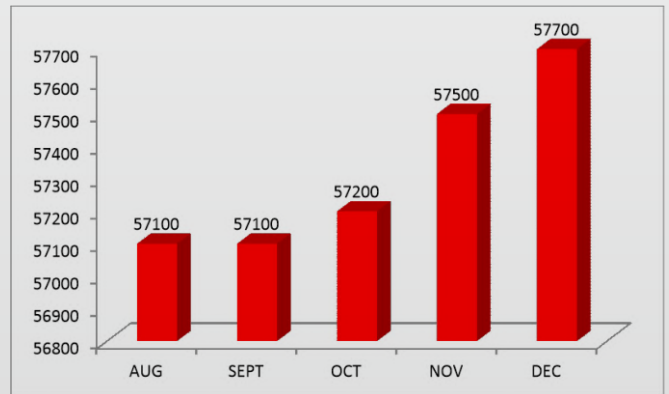
### Facebook



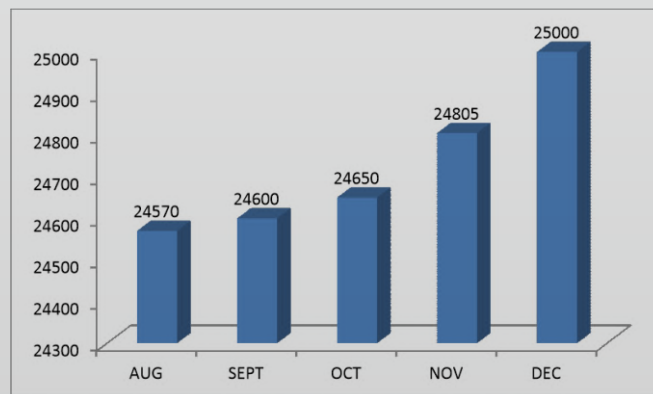
### X (Twitter)



### Youtube



### Linkedin



**Your engagement matters!**  
**Scan the QR codes below for instant access**



Facebook



Instagram



Linkedin



Youtube



X (Twitter)



# VST in the News...

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## VST Tillers Tractors unveils electric tractor at Agritechnica 2023

Farm equipment manufacturer showcases indigenously developed electric VST Fieldtrac 929 EV along with two other new products

By Autocar Pro News Desk | 16 Nov 2023 | 4994 Views

Share -    

VST Tillers Tractors: The farm equipment manufacturer has unveiled three brand new tractors, including its indigenously developed electric tractor, at the Agritechnica 2023 in Hanover, Germany. The three products, the 929 EV, the 932 DI with Stage V engine, and the 929 with HST transmission, are displayed at AGP... It also showcased its state-of-the-art Stage V engine (24.5 hp).

**United News of India**  
India's Multi Lingual News Agency

Friday, Dec 29 2023 | Time 17:42 Hrs(IST)

News Photo Hindi Kannada Urdu Bangla   About UNI Contact us JOBS

your keyword

## VST Tillers Tractors unveils innovative electric tractor at Agritechnica 2023

### VST and ZETOR Collaborated to Introduce Cutting-Edge Farming Solutions in India

VST ZETOR tractors have many features that make them suitable for Indian farmers, such as a robust 1,800 kg lift capability that allows them to handle even the heaviest tools.

India World Sports Business & Economy Entertainment States Parliament

Business Economy

Posted at: Nov 15 2023 6:55PM

Stock Report

## VST Tillers Tractors Showcases a Range of Innovative Products at the KISAN Agri Show 2023

Posted On: 2023-12-19 17:09:03(TIMEZONE : IST)

Share Tweet Pin Share



## VST Tillers Tractors Showcased a Range of Innovative Products at the KISAN Agri Show 2023

Bengaluru (GC) : VST Tillers Tractors Ltd, one of India's leading farm equipment manufacturers, showcased its range of innovative products at the KISAN Agri Show 2023 in Pune. VST displayed its tractors ranging from 18HP to 50HP including the VST 929 DI DUAL TRAC Tractor, the most feature loaded OWNERS TRACOR VST 932 DI & VST Zetor Model, first 16 HP electric start power tiller, and 95 Ignito in 9 HP range along with other state-of-the-art farm equipment supporting farm mechanization needs of Small and Marginal Farmers in the country.

VST Tillers Tractors, which commands a leadership position in power tillers with more than 70 percent market share, has displayed its most innovative range of power tillers including VST 165 DI ES 16HP electric start power tiller, which is suitable for wet and dry land operations, inter-cultivation, earthing up and Land preparation. This highly advanced machine is suitable for farms including vegetables, horticulture, and plantation crops.

Mr. Antony Cherukara, CEO of VST Tillers Tractors Ltd, said "at the year's KISAN Agri Show, we showcased a range of our most innovative products. Over the years, VST has been focusing on helping Indian farmers in the mechanization of their farms by offering state-of-the-art products. We have always strived to deliver technologically superior products to the farming community across the globe. VST's product portfolio aptly fits the farmer's technological requirements to carry out farming smoothly. The interest shown by the visitors at the Show is heartening and gives us the confidence to bring out more innovative and state-of-the-art products to the farmers and support their services."



Home > Business News > Companies News > VST Tillers Tractors Unveils 3 New Tractors at Agritechnica 2023

## VST Tillers Tractors unveils 3 new tractors at AGRITECHNICA 2023 in Germany

### VST Tillers Tractors showcases range of products at KISAN Agri Show 2023

(19 Dec 2023, 19:01)

VST Tillers Tractors showcased its range of innovative products at the KISAN Agri Show 2023 in Pune. VST displayed its tractors ranging from 18HP to 50HP including the VST 929 DI DUAL TRAC Tractor, the most feature loaded OWNERS TRACOR VST 932 DI & VST Zetor Model. VST also displayed 165 DI as India's first 16 HP electric start power tiller, and 95 Ignito in 9 HP range along with other state-of-the-art farm equipment supporting farm mechanization needs of Small and Marginal Farmers in the country.





## Priorities of next quarter

Dear Friends,

I sincerely appreciate your dedication and hard work during the last quarter of the calendar year. It is heartening to witness the growth in our Gujarat, Tamil Nadu and Madhya Pradesh states, where our teams have effectively aligned their efforts with the market dynamics, driving business volumes.

Despite facing challenging market conditions, our Maharashtra team has demonstrated commendable performance. Through consistent hard work and a realigned approach, increased VST market share in our target market segment. Additionally, the Karnataka team has completed all groundwork, positioning themselves for a forward-growing journey.

Our organization is currently undergoing a transformative phase, addition of a complete product range is positioning us favorably for sustainable and profitable dealership opportunities. The launch of the Series 9, our most Advanced Compact Range, along with new technological advancements showcased our R&D capabilities at AGRITECHNICA, Hanover, Germany. Furthermore, VST - ZETOR has made significant strides in the Maharashtra state, fulfilling a long-standing demand from our loyal customers for new styles and comfortable ergonomics. The initial response has been remarkable.

The "VST Way of Selling" initiative has played a crucial role in enhancing our Dealership Sales Professionals' (DSPs) Efficiency and VST Vidyapeeth is empowering our team with knowledge about new products and sales processes.

### **Our key priorities moving forward include:**

- Effective utilization of DMS and daily updates on inquiries
- Sustainable channel development with profitable business opportunities
- Strategic fund planning with channel partners based on planned volumes
- Enhanced coverage through capable DSPs and DMS-based working
- Advanced and detailed planning of field activities, including pocket launches of Series 9 Tractors, 929 Dual Track, 932 DI Owners' Tractor and FPO integrations.

Let's synergize our efforts and strive for a successful rebound in this quarter. Together, we can overcome challenges and achieve greater milestones.

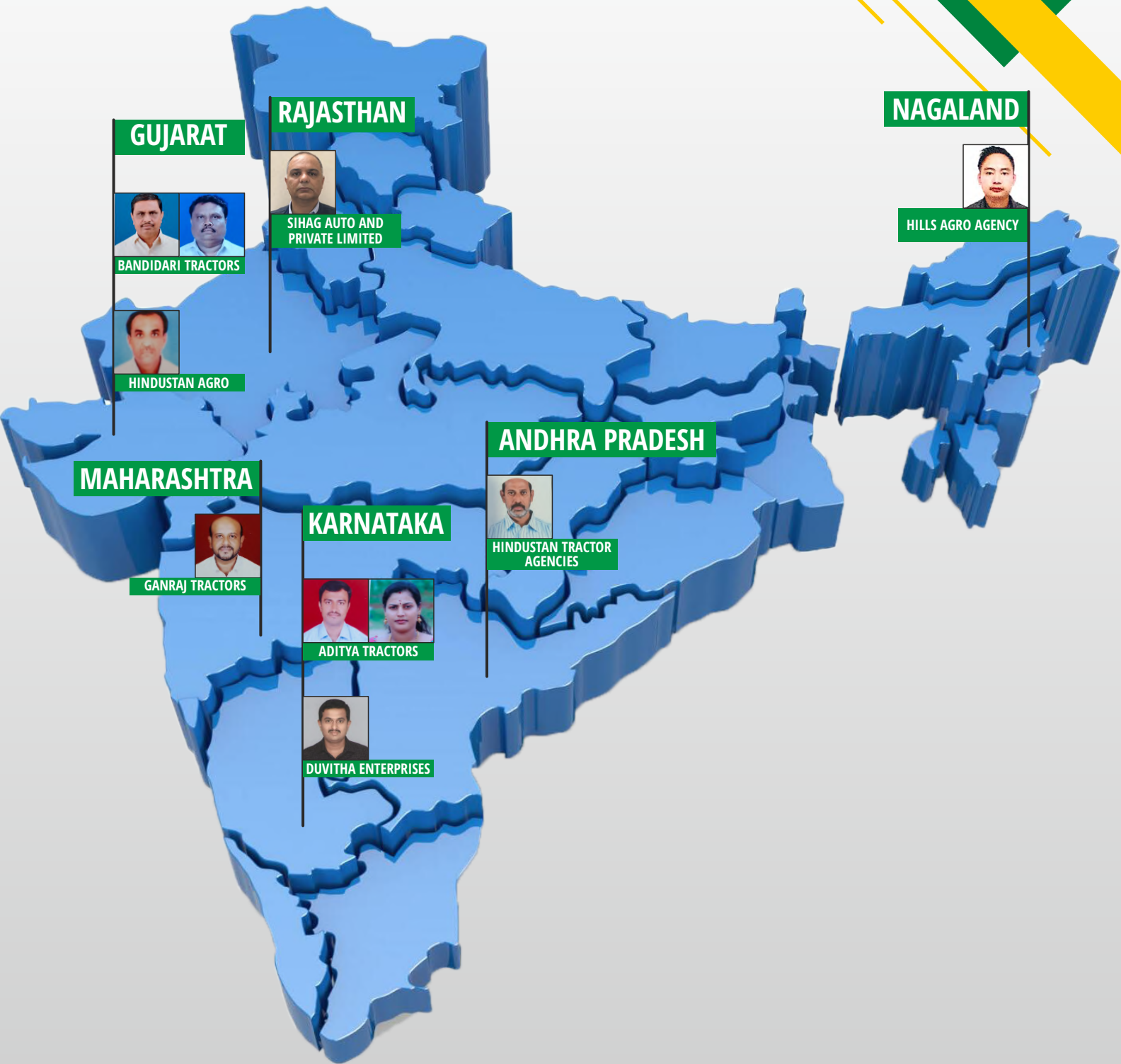
Best Regards,

**Krishan Kumar Tiwari**  
PC Head - Tractor Business.





## Newly joined channel partners



Wishing success to all our new channel partners



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