

03-Sep-2021

Nandi Seeds Pvt. Ltd. announces the launch of a special program called 'Nandi Pradhan'

Jaipur & Ahmedabad: Last September, exclusive strategic meetings were held at two incremental platforms – Inter-departmental and with key Channel Partners & Distributors. These were organized in the esteemed presence of our Chairman & Managing Director – Mr. Juzar Khorakiwala, Strategic Advisor – Mr. Ramkrishna Mudholkar, Executive Director – Ms. Ummehaani Khorakiwala, Chief Operating Officer – Mr. Kishan Dumpeta, National Sales Head – Mr. P. V. Hooda, along with the Heads of all internal Departments and the Sales team. The meetings were organized over a period of two days - September 3rd and 4th 2021 at Hotel Radisson Blu in Jaipur and Hotel Hyatt Regency in Ahmedabad, respectively.

In an endeavor to continuously enhance the engagement between farmers and our company, an exclusive new program called 'Nandi Pradhan' was launched in September 2021. This pilot project targets 1000 farmers from 1000 villages for the first year. The 'Nandi Pradhan' activation identifies select farmers from various villages who will be motivated and trained to work as brand ambassadors for Nandi products. Their role is to help promote the benefits, positive attributes, and best features of Nandi products that can be used by them and their fellow farmers. The aim of this activity is to achieve both – a high market share and to tap into growing markets for additional business.

Along with the unveiling of the Nandi Pradhan program, an inter-departmental short term strategy planning meet took place with all the Heads of Departments like Sales, Marketing, Production, R&D, and Quality & Processing, wherein a road-map to achieve 100 cr business growth with existing products and the development of new products and business by 2023-24 was presented. A detailed discussion on strategy for the next 3 years was also included in the agenda among all function heads and the management team. A primary roadmap was finalized for further execution. An alignment of all functions and activities lined up for all inter-department with responsibilities to achieve the 100 cr business goals.

Our top 30 key distributors and business partners from Rajasthan, Haryana, Uttar Pradesh & Gujarat were also invited for this close-knit event. The interactions with these key distributors focussed on the company's current business, their past experience associating with the company, and expectations on quality products, pricing, promotions, and product development to establish Nandi Seeds as a credible seeds company within the industry. The event reinforced a stronger bond with the channel partners and set a positive platform for future opportunities of growth.