



FOGGERS KISAN WANI

Issue : III

Date : 1st July 2009

DIRECTOR'S DESK

REJECTION – IS IT AN OPPORTUNITY OR THREAT?

Dear Friends & Colleagues,

REJECTION MEANS SOMETHING THAT PEOPLE DO OR CAUSE TO HAPPEN
A rejection is nothing more than a necessary step in the pursuit of success. Rejection is like somebody blowing a bugle in your ear and telling you to wake up and get going rather than retreat.

Have you faced any rejection in your life? What was the biggest event? Was it an opportunity or threat situation for you? A very interesting question.

Actually the biggest rejection one faces during their life time starts at the very moment they enter this beautiful earth out of their mother's womb. Yes, birth is caused when a child is pushed out of mother's womb when she cannot carry him or her any more. This act of rejection is a miracle as it instils in us a new ray of hope and achievements. As the saying goes, Birth is the sudden opening of a window through which you look out upon a stupendous prospect. It is the biggest opportunity of life. A new horizon and a new possibility.

Foggers India like many other companies in this world was born out of rejections to form a formidable Agro Sprayer Company, between 19th & 20th century. March 99., we incorporated our company with new aspiration and perspective & created new potentiality in relation to Spraying Technology in the field of Agro, Human Health & Human Hygiene Industry in India.

Today we are on the tenth year, and we have tried to transform each of these rejections into an opportunity not only for us but also for our customers, suppliers and industry. I sincerely take this opportunity to congratulate all at Foggers India as well as all our customers, suppliers, service provider for keeping FAITH & TRUST on Foggers India's products & delivery capability.

All great innovations are built on rejections and innovation is something we should see as an opportunity rather than treat it as a threat. Keeping this in mind we have stepped into a new venture, Foggers Mart – A super market of agro inputs. The first Foggers Mart in Nasik has been set in motion. Our aim is to be a helping hand to the farmers and offer them a best deal by providing all the agriculture inputs under one roof. We want farmers to spend more time in the farm and not in sourcing the products. We have started to offer four main product category and more than 1700 SKU, which would get enhanced to 7 product category and more than 6000 sku, in next 3 years. Whenever you are in Nasik do take out time and visit Foggers Mart and look at the future of agro inputs retail in India. Your visit can make a difference.

Best wishes,
Sunil Shah.

FOGGERS MART NASHIK



PRODUCT PROFILE



Foggers Brings you a perfect accessories and tools for your Brush Cutters-

Wheat / Paddy / Maize Harvester

Now you only require a Sudarshan Brush Cutter with Harvester, Forget all Troubles for arranging team of Laborers for harvesting your Wheat or Paddy. This unique Sudarshan Brush Cutter with Harvester, Cuts & Keeps the Wheat / Paddy Plants in one side, so you just need to make the bundles. With help of this you can replace your team of labourers for harvesting

A VERY HELPFUL TOOL INDEED!!

NEW NETWORK PARTNERS

NEW NETWORK PARTNERS:

North Region:

Bhatinda – Punjab

- a) Tirgun automobiles - Mr. Sunil Inder Singh - Bhatinda

Mainpur – Uttar Pradesh

- a) Kamal Tractors - Mr. Agarwal – Mainpuri

South Region:

- a) Boosa Biotech - Mr. Tukaram - Hyderabad

- b) Madurai Pesticides - Mr. S Tamil Selvan - Mudurai

- c) Anusham Agencies - Mr. Raj Mohan - Coimbatore

West Region:

- a) Shetkari Bhandar - Mr. Amol Unanwar - Umerkhed - Yawatmahal - Maharashtra

- b) Magnetic Industries - Mr. Dhirubhai Patel - Rajkot - Gujrat

EVENT PARTICIPATIONS

Kisan Exhibition held in Pune Dec. -2008

Foggers India participated in the Kisan Agro Exhibition held at Pune in December 2008.

It was participation par excellence - the biggest stall in the exhibition handled very professionally. In display were of full range of Crop Protection Sprayers & Equipments and a range of Garden Tools. Well supported by Some of the Distributors and Dealers, the event was a grand success.



EXHIBITIONS PARTICIPATED BY TRANS ASIA INTERNATIONAL, BANGALORE :

Our Distributor at Bangalore has been participating in various exhibitions year after year, this year they have participated in more than 5 exhibitions. We appreciate their dedication and involvement in promoting our range of products and the "FOGGERS" brand.



NETWORK SPEAKS

Dear Sir,
Following is the Questionnaire for Foggers Kisan Vani News Letter:



- 1) **Distributors Name** : Sandeep S. Shinde
Company Name : Suhas Agro Traders
Place : Karjat
No. of years in Business, Association with Foggers : 12 yrs, From conception of Foggers
Total Turnover : 3.5 million INR.

2) **Describe your association with Foggers.**

Since beginning of the company our firm is associated with Foggers & it's been a pleasurable journey together. Since everybody knew everybody else we enjoyed sort of informal relations with the company & we feel that helped to improve the quality of business all through the years.

3) **What do feel about the future prospects working with Foggers?**

Within first two years company was very aggressive in improving number of products in the portfolio. Since then it was consolidation of the business. As we look in to future we must be more pro customer, which means we must understand needs of the customer, changing patterns & we must add new products. We know that FIPL is quite capable of doing it, hence we see shining future for both of us.

4) **What message you would like to give to other Channel Partners of Foggers.**

Market intelligence is very important. We must be eyes & ears of FIPL. Any advantages & disadvantages about any product must be conveyed to the FIPL pronto.

5) **Your Opinion on Service Back up of Foggers.**

Service is one thing which can be improved substantially.

6) **Any Suggestion for further improvement to update ourselves.**

Nothing other than above mentioned points.

GUEST COLUMN

WASTE MANAGEMENT

Waste Management is a very important factor in day to day life. Proper management of waste produced by us should be treated and converted into usable produce. It is the moral responsibility of every citizen of this country & every human being in this world. Simple realities on the importance of proper waste management should be imbibed in young minds. This will be one more step in saving our planet. Lets all work towards it.

More than 30% of the plant matter in the farm is a waste after harvest. If only these can be converted into organic manure in a short period of time, the farmer will greatly benefit from the improved soil condition.

ONE ACRE OF LEFTOVER PADDY STUBBLES WHEN PROCESSED INSITU IN THE FIELD WILL PRODUCE APPROX. 8 MT OF ORGANIC MANURE!!

K. V. HARI
WASTE TO WEALTH

HUMAN RESOURCES



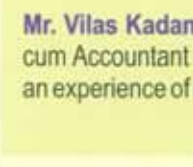
Ms. Ujwala Shivdas has been associated with Foggers since 2005 and is enriching customer relation with her overall experience of 8 years in the field as customer relationship Executive.

INTRODUCTION OF NEW FOGGERITES

Ms. Naina Parekh meticulously heads the Accounts Team of Foggers India Pvt. Ltd. She has over 20 years of experience in Accounts. We are proud to have her in Foggers since August 2008.



Mr. Anil Jadhav brings with him an experience of six years and thus makes him more adept to the Position of Stores Manager at Foggers India Pvt. Ltd. stores at Nasik.



Mr. Vilas Kadam has joined Foggers as Cashier cum Accountant from Feb 2009 at Nasik and has an experience of over 5 years in Accounting.



NDOP ANNUAL TRAINING PROGRAMME HELD IN FEBRUARY 2009

Living to our commitment, NDOP was conducted in February – 2009. Overwhelming response and excellent interactive participation by New Dealers, Distributors and Clients was witnessed in the two day program.



WE APPRECIATE YOUR FEEDBACK @
ujwala.shivdas@foggersindia.com

QUOTE

Generosity is to find one's own satisfaction in the satisfaction of others

The Mother

FOGGERS INDIA PVT. LTD.

303, OWNER'S INDL. ESTATE, GABRIEL ROAD, MAHIM, MUMBAI - 400 016.
TEL.: 022-4077 4477 • FAX : 022 - 4077 4466 • www.foggersindia.com