

Eora Times

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Enhancing Engagement: Managing Director's Strategic Visit to North India Sales Team



Mr Kishor Veer, The Managing Director, has taken a proactive approach to better understanding our market dynamics by personally engaging with customers, dealers, and distributors at their locations. Recognizing the importance of first-hand insight, Mr Veer has embarked on a journey to bridge the gap between management and the ground reality. Recently, an exemplary instance of this commitment was witnessed during the North East India sales meeting, which was strategically hosted in Kolkata.

The decision to convene the meeting in Kolkata catalyzed heightened motivation among our North Eastern sales staff. The event facilitated invaluable one-to-one interactions between the management and staff, fostering a conducive environment for open dialogue. Various pertinent matters were deliberated during these engagements, leading to prompt decision-making and the formulation of deliberate strategies.

Moreover, this gathering presented a unique opportunity for Mr Kishor Veer to interface directly with our key dealers and distributors. His presence was met with an enthusiastic reception, underscoring the significance of such personal engagements in fostering strong partnerships.

The success of this endeavour owes much to the dedication and meticulous planning of individuals such as Mr Arindham Chakraborty and his proficient team. Additionally, commendation is due to the contributions of Mr Chirayu Wani and Mr Mangesh Mali, whose efforts were instrumental in ensuring the seamless execution of this interaction.

Empowering Agriculture: The Krushi Utsava in Belagavi



The Krushi Utsava, a collaborative effort between the Rotary Club of Belagavi and the University of Agricultural Sciences Of Dharwad, emerged as a significant milestone in the agricultural landscape. Drawing an impressive crowd of nearly fifty thousand farmers from the surrounding districts, distant locales, and neighbouring states, the event was a pivotal platform for knowledge exchange and networking.

Of notable mention is the active participation of around 25 ENSPL dealers, who visited the ENSPL stall to explore the Company's diverse range of products and engage with the sales team. This interaction facilitated valuable insights and fostered strong relationships between the Company and its stakeholders. To acknowledge and appreciate the presence of farmers and Dealers at the stall, the Company extended felicitations, further reinforcing the spirit of collaboration and partnership.

Undoubtedly, the resounding success of this event holds immense promise for bolstering the brand image and catalysing future sales growth. The positive impact of this engagement is poised to resonate not only in the immediate aftermath but also in the long-term trajectory of the Company's endeavour.

At the helm of this triumph was Mr Shashidhar Balamkar and his dedicated sales team, whose relentless efforts and commitment played a pivotal role in orchestrating the success of the Krushi Utsava. Their unwavering dedication ensures that this event will be etched in the collective memory of the farming community, serving as a testament to the Company's steadfast commitment to agricultural excellence.