



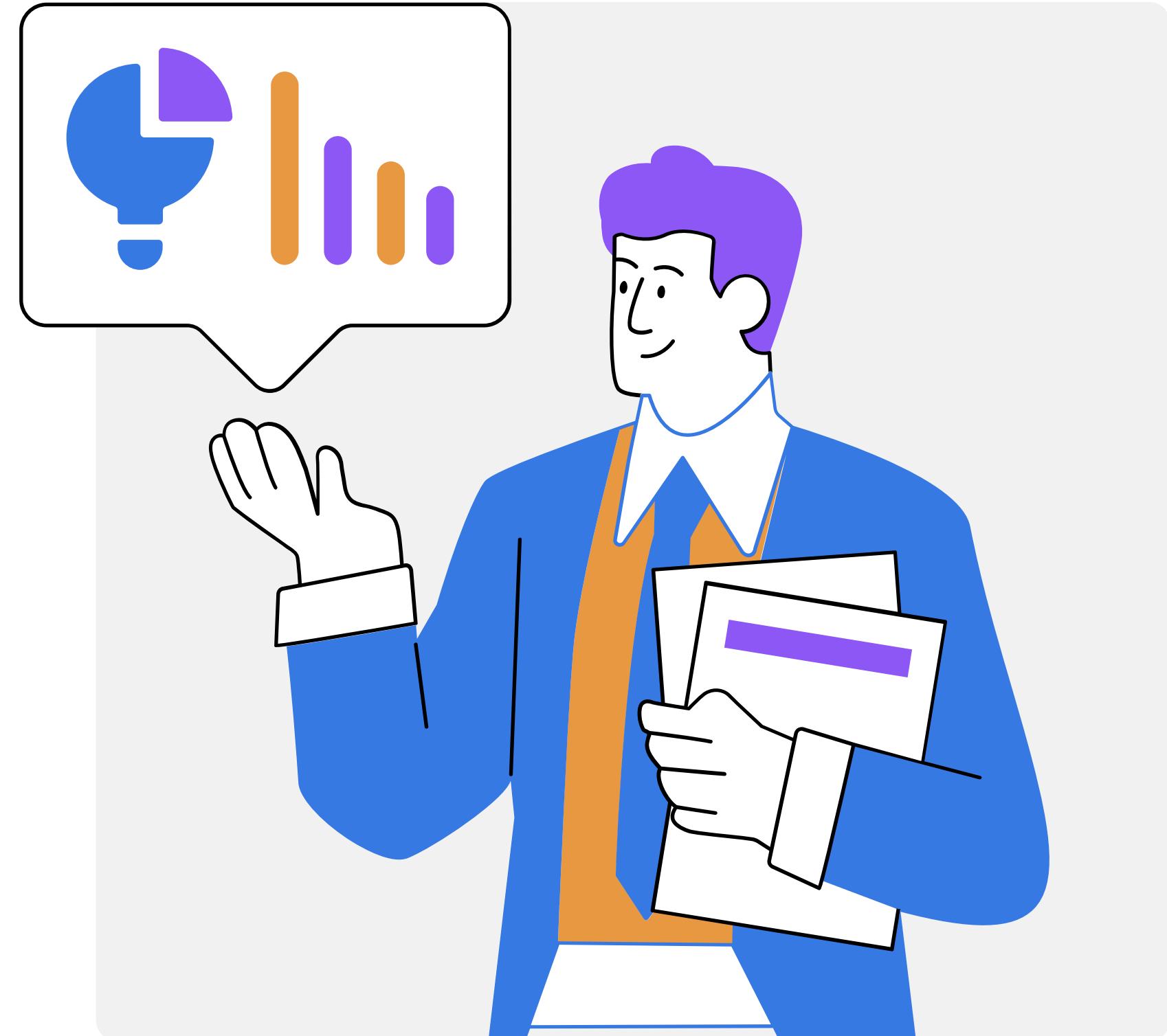
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AgroGrow Fertilizers Pvt. Ltd. **SALES ANALYSIS**

Presented By

Data Insight

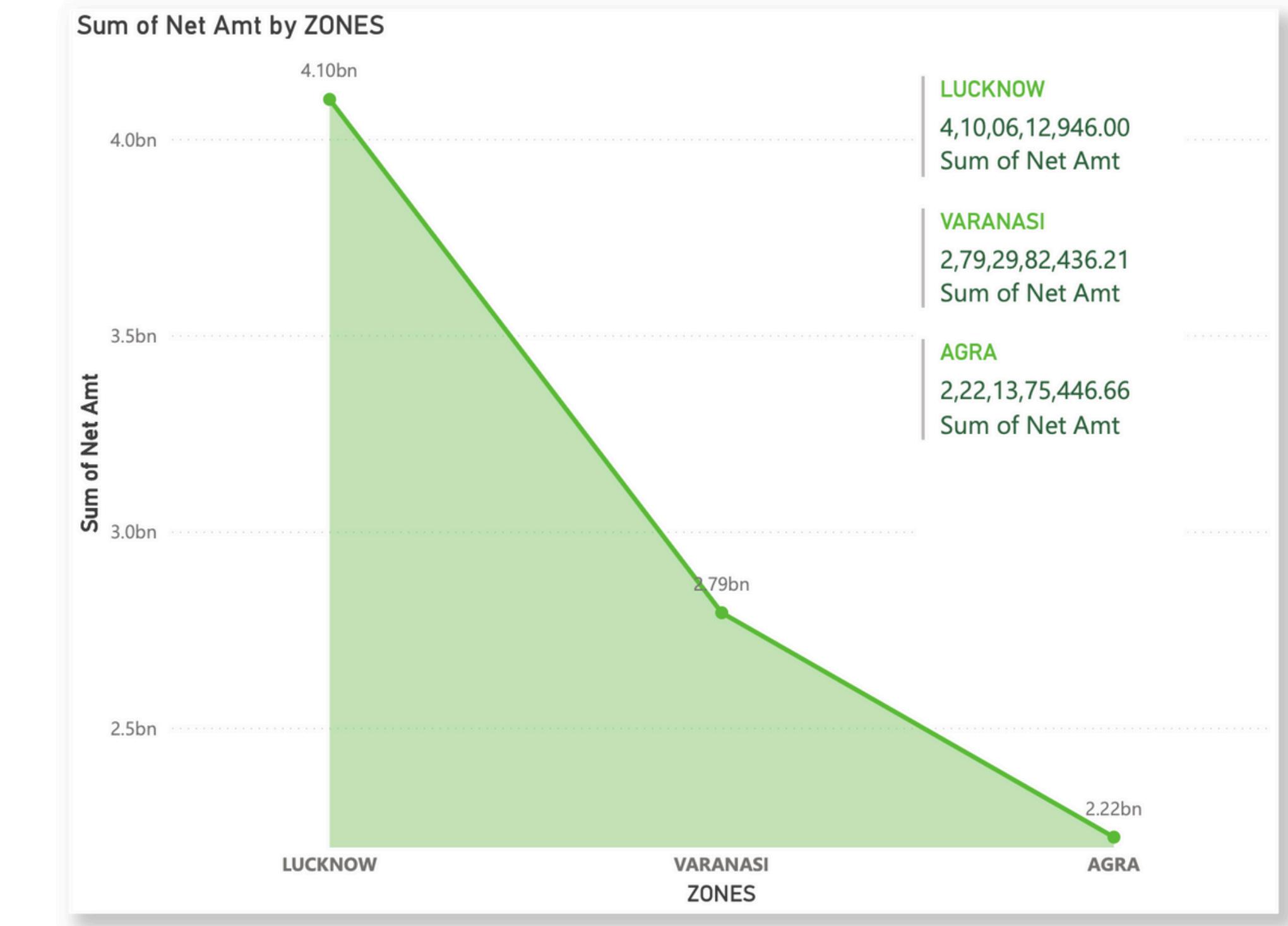




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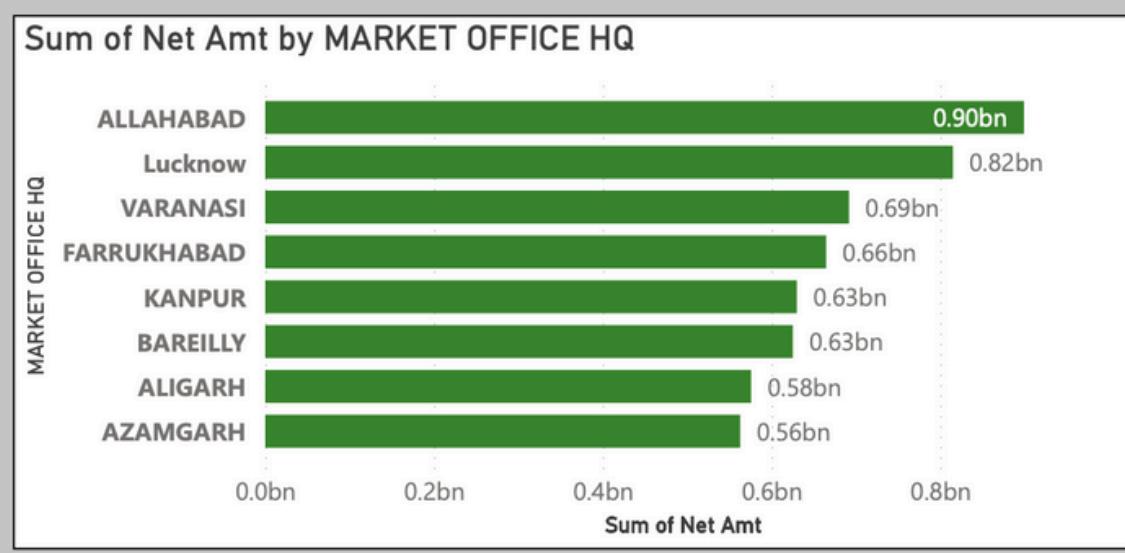


- **High Performing Zones:**
Lucknow
- **Underperforming Zones:**
Agra





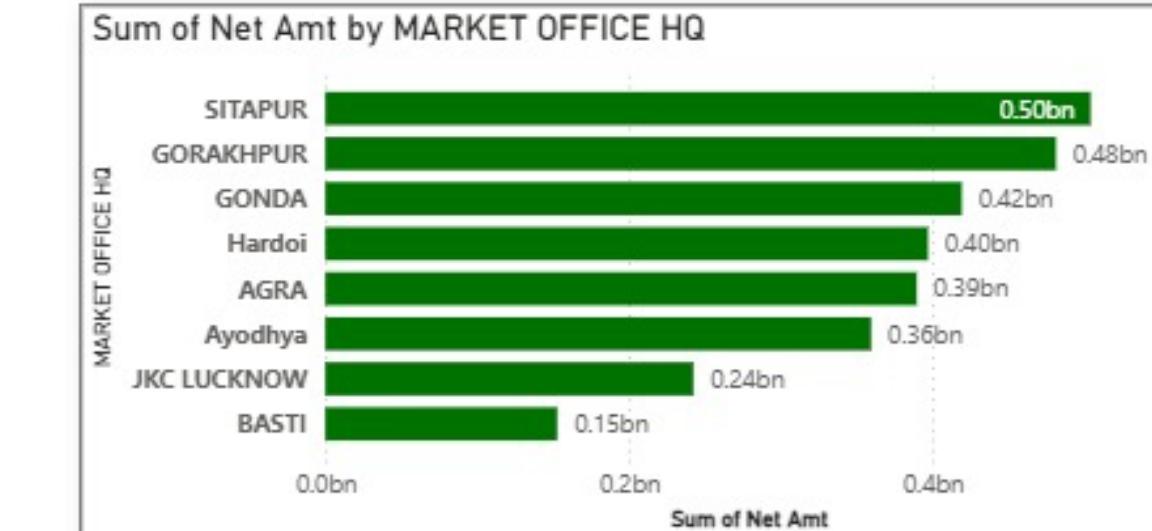
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ALLAHABAD
89,93,73,834.51
Sum of Net Amt

Lucknow
81,51,74,451.27
Sum of Net Amt

VARANASI
69,20,61,360.57
Sum of Net Amt



BASTI
15,27,53,199.81
Sum of Net Amt

MEERUT
13,64,41,176.50
Sum of Net Amt

JKC VARANASI
3,02,39,454.30
Sum of Net Amt

- **High Performing Territories:**
Allahabad, Lucknow, Varanasi

- **Underperforming Territories:**
Basti, Meerut, JKC Varanasi



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Gupta Brother, Baraba...

18,60,91,928.75

Sum of Net Amt

Raja Ram Ram Prakash

16,70,88,057.60

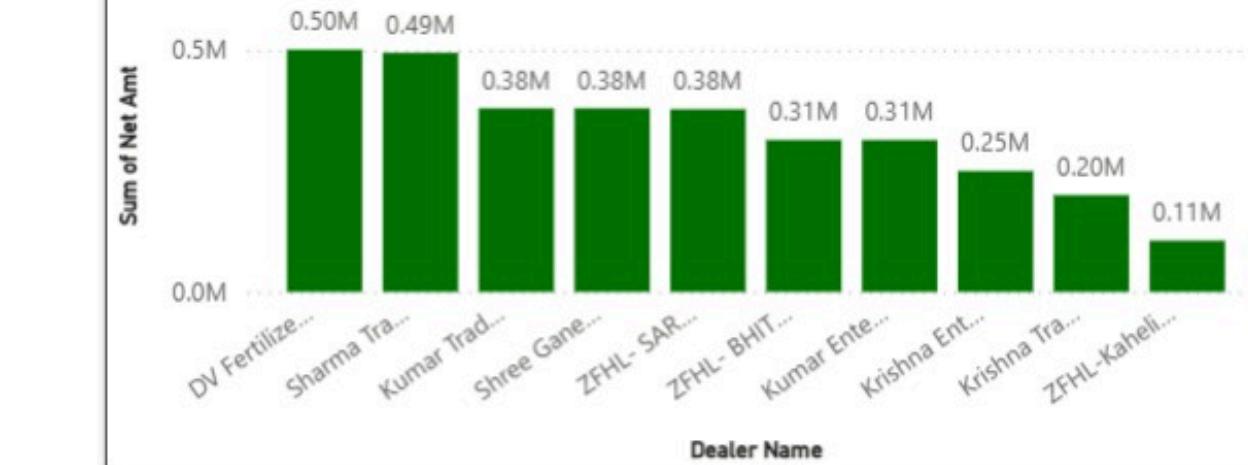
Sum of Net Amt

New Gupta Khad Bhan...

14,46,30,656.20

Sum of Net Amt

Sum of Net Amt by Dealer Name



Krishna Enterprises, Am...

2,50,026.00

Sum of Net Amt

Krishna Traders-Khaga

2,00,130.00

Sum of Net Amt

ZFHL-Kaheli-Jasra

1,05,982.80

Sum of Net Amt

- **High Performing Dealers:** Gupta brother, Raja Ram, New Gupta

- **Underperforming Dealers:** Krishna Enterprises, Krishna Traders, ZFHL



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PROBLEM

Dealer Network Strength

Lucknow Zone has big-volume dealers (e.g., Gupta Brothers – ₹0.19bn).

Agra & Varanasi lack such dominant dealers fragmented and low-volume.

Dealer margins in Lucknow & Allahabad are relatively better (₹5–6K per unit) vs Varanasi (₹1.8–2K).

**Low margins discourage dealer push
→ weaker sales in those zones.**

SOLUTIONS

Recruit More Mid-Size Dealers:

Don't rely only on 1–2 large dealers; bring in more small/mid dealers to cover rural belts.

Credit Support: Offer easy financing/extended credit in weaker zones to attract new dealers.

Add performance-based slabs:
+1% for meeting volume targets.
+2% for pushing new/underperforming products.

Ensures fairness + motivates dealers to perform better.

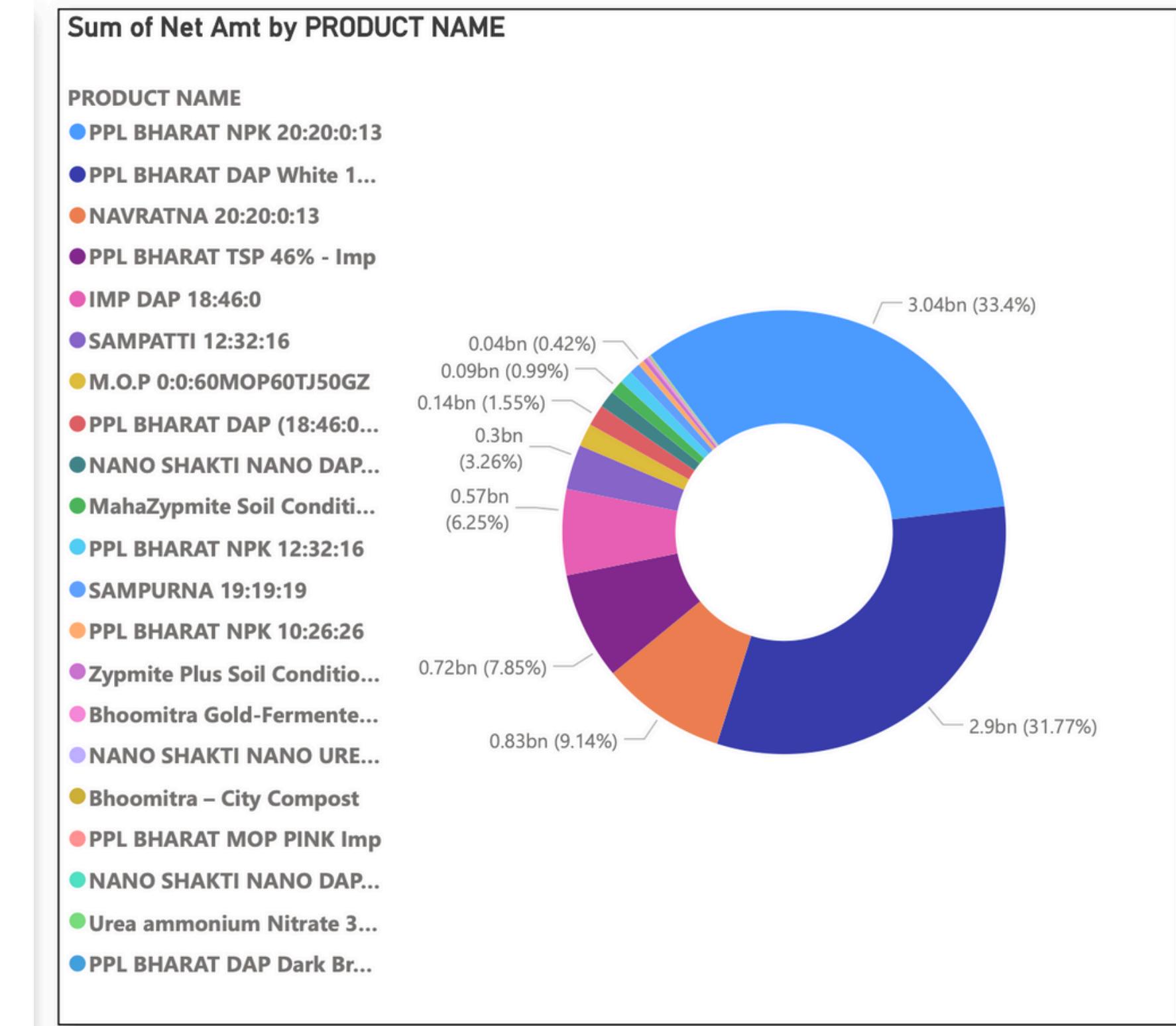


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TOTAL PRODUCTS 21

- **Star product:** PPL BHARAT NPK, PPL BHARAT DAP white
- **Top product :** NAVRATNA, PPL BHARAT TSP ,IMP DAP
- **Underperforming Products:** NANO SHAKTI,Urea ammonium,PPL DAP DARK





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SOLUTIONS

- Give extra margin for pushing** low-selling products (e.g., Nano fertilizers, Soil conditioners).
- Farmer Awareness & Product Adoption**, especially for new/innovative products.
- Product Bundling with High-Sellers** This pushes farmers to try new products while buying trusted ones.



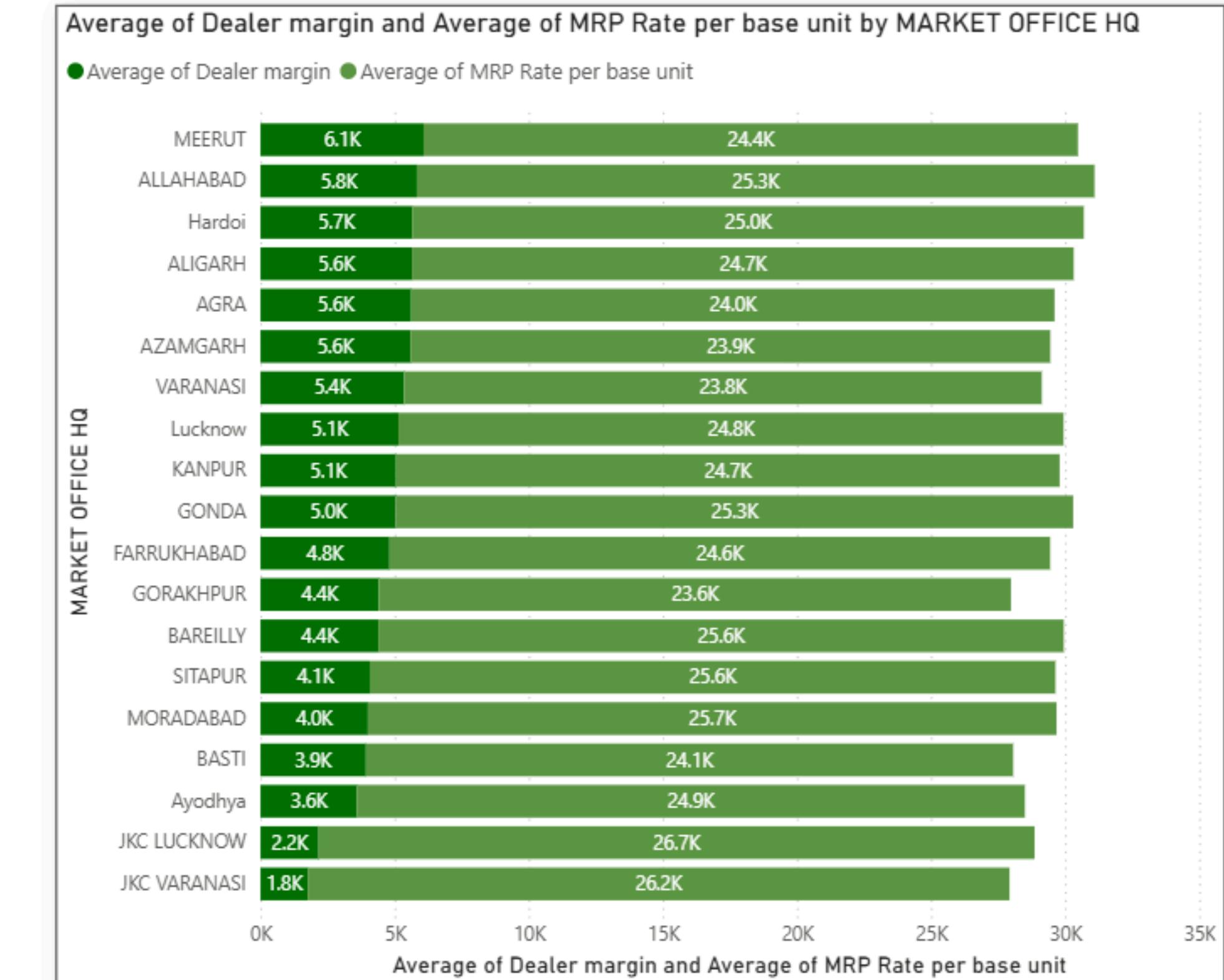
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Patterns: Some zones have higher margins, some lower.

Dealer margins range widely from **1.8K (Varanasi JKC)** to **6.1K (Meerut)** while MRP/unit hovers around **24K–31K**.

MRP is stable, margin is not → So the issue is not customer pricing, but how AgroGrow is rewarding different dealers.





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PROBLEM

Dealers in high-margin regions earn significantly more than those in low-margin regions, even when MRPs are similar.

This can lead to dissatisfaction and even “parallel trading” (dealers selling across territories).

Customers may find the same product priced differently across markets.

This weakens brand credibility and gives competitors an edge.

SOLUTIONS

Introduce a base margin (say 5%) for all dealers.

Add performance-linked incentives (extra 1–2% for high volume).

Ensure MRP consistency across zones. Share a unified margin policy with dealers to reduce conflict.



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FUTURE STRATEGY FOR AGROGROW FERTILIZERS

Short-Term (0–1 Year) Standardize dealer margins across zones (reduce conflicts), Provide extra incentives for pushing low-selling products.

Targeted Sales Push, Launch bundling schemes: pair DAP/NPK with Nano fertilizers or compost.

Long-Term, Move beyond Northern India → enter new states (Bihar, MP, Rajasthan).

Build micro-distribution hubs in rural belts for faster delivery.



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Thank
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