



# Sales Promotion Strategies Adopted by Agricultural Companies

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## Abstract

The review provides the comprehensive summary of study on sales promotion strategies adopted by agricultural companies in India. In this research mainly survey conducted on top 10 agricultural and allied sector companies of India as per 2020-21. The present study highlights the important factors and other several strategies followed by them. As the main customer is the farmer so, the main purpose of various companies is to reach towards the farmers. The main thing is to deliver the information about their products and service to the farmers.

The study will help to know more about the agricultural companies and allied sectors, how they are dealing with the customers, how they are making things from lab to land at the same time distributions. How the companies are helping the most diversified at the same time dealing with the only sector where working hours is not counted as per the timing moreover the sweat of a farmer. This is an empirical study of agricultural bases company, their promotional strategies and the output of using those strategies and how much they connect to the customer.

**Keywords:** Agriculture, Sales, Farmers, Agricultural Marketing, Promotion, Agricultural Companies.

## Introduction

If there is a life, there is agriculture. With the increasing population, the demand for agriculture and the allied sector will be increasing too. During covid- 19 outbreaks all over the world, every sector GDP decreased but agriculture is the only sector where the GDP was increasing. India is an agricultural country with one third of people relying on it directly or indirectly. since the dawn of time agriculture has been the backbone of Indian economy. Agriculture contributes around a quarter of the national gross domestic product in India. With food being humanity's most basic requirement, agricultural production has received a lot of attention. As a result, adequate food production and distribution had recently become a high priority global concern. Agricultural marketing is a primarily concerned with the purchase and sale of agricultural products. Agricultural items were easier to market in the past when the village economy was more or less self-sufficient, as the farmer sold his production to the customer in a cash or barter basis.

In India. As of 2011, India had a large and Diverse Agricultural sector, accounting on average, for about 16% of GDP and 10% of earnings. 54.6 % of the population in India engaged in the agriculture sector. During earlier Times the farmer used to work on traditional farming but due to the technological advancement and demand for the Agricultural products or for maximum production now the farmers use various technologies and are moving towards the modern technologies. According to the data In 2020-21 the top 10 agriculture industries are DuPont India, Rallis India Limited, Nuziveedu Seeds limited, Lemken India Agro Equipment private limited, Advanta Limited, Monsanto India, Poabs Organic Estates, National Agro Industry, Godrej Agrovet Limited, Rasi Seeds. And these companies are more successful and became the top 10 industries because of their Innovative approaches and unique methods of targeting customers. Every company needs to reach the customers and simultaneously they need profit from their particular product for that they should follow ideal selling strategies. So basically, selling is any transaction in which money is exchange for a good or service. Sales promotion is a marketing Strategy in which company expand their Business to increase the interest or demand in its product or services with the help of promotional activities. Sales promotion is one of the elements of the promotional tools.

## Literature Review

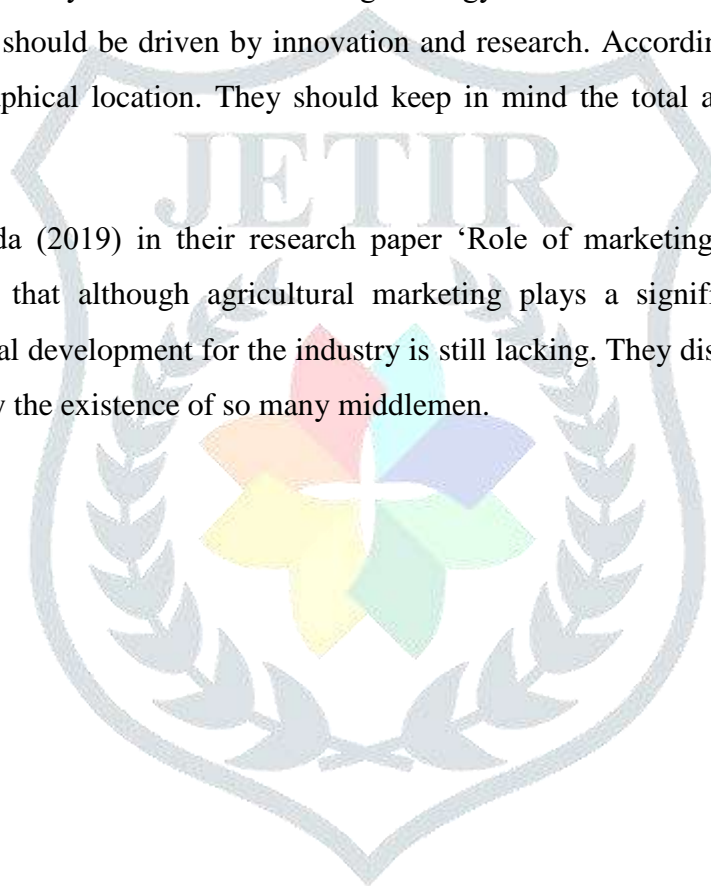
According to Kumar's (2012) in their research paper 'A study on marketing research on agriculture companies' they found that, efficient marketing contributes significantly to economic growth, whereas ignorance is the main evidence of an inefficient market. Using the proper statistical tools and procedures, we analyse in this study the geographical imbalance, inequality, and factors that influence farmers' understanding of agriculture marketing. According to the survey, there is significant inequality between the states of India. Only three states—Haryana, Punjab, and Kerala—are considered to have high levels of awareness, whereas NES levels remain low. Additionally, both (farmers' organisations and farmer literacy)

are favorably related to the farmer's awareness of agriculture marketing. Therefore, the Indian government should increase farmers' literacy rates and establish farmers' organisations to improve the farmers awareness in India.

Rajendran & Karthikesan (2014) in their research paper 'Adoption of technologies to sustainable farming systems' they found that discovered that small-scale farmers must be integrated into the market and informed about concepts like market fluctuations, demand and supply, and other economic fundamentals in order to prevent being cut off from the advantages of agricultural products.

S. Jagtap and R. Paturkar (2019) in their research paper 'An explorative study of marketing strategy of agrochemical companies' they found that Marketing Strategy should not be product Driven in Agro chemical industry but it should be driven by innovation and research. According to them the companies should focus on Geographical location. They should keep in mind the total area, major crops and the customers.

R. Rathore and S. Panda (2019) in their research paper 'Role of marketing strategies in agriculture companies' they found that although agricultural marketing plays a significant role in the nation, institutional and structural development for the industry is still lacking. They discovered that the situation is made more difficult by the existence of so many middlemen.



## Research Methodology

This research paper is based on secondary research. The data is collected from News, Article, Blogs, Websites and Journals. The type of research design is Descriptive research. The sampling method used is Non probability convenience sampling and sampling area is all over India region.

## Research Objective

- To study the different sales promotion strategies.
- To study the promotional strategy types used by agricultural companies.
- To study the influence of sales promotional strategies on agricultural and allied products.

## Secondary Data Analysis

The secondary data analysis for top 10 agricultural companies are as follows:

### DuPont

The company, which was founded in 1802, is one of India's oldest agricultural companies. Apart from India, the corporation, based in Gurgaon, India, has spread its authority to over 90 nations. All of the agro-based products are produced by the company. Pesticides, seeds, and insecticides are only a few of the company's goods. It is also involved in the production of farm animal healthcare services. DuPont strives to continually innovating its goods in order to provide the finest service possible. The following is the DuPont marketing strategy's promotional and advertising strategy: To get into Asia, DuPont is employing a bold marketing plan. It has an ingredient branding strategy in place for this. DuPont's ingredient brands include Teflon, Stain master, Nylon, Lycra, VISA, Intel, and many others. Push approach is used in production and trade programmes, while pull strategy is used in consumer advertising. To target its business partners, the company also advertises its presence in business magazines, seminars and conferences for corporations, and other venues. DuPont's marketing mix is now complete.

### Rallies India Limited

Rallis India Limited is a Tata Group company that was founded in 1815. The firm is involved in the production of a wide range of agricultural products. Rallis is a one-stop shop for all agriculture-related needs, including seeds, seed chemicals, fertilisers, and pesticides. Agri services, plant growth nutrients, and contract manufacturing are just a few of the additional services offered by the organisation. It is estimated that around 5 million farmers across the country have benefited from the services provided by Rallis India Limited.

## Modes

Farmers, being the end customers, remain a key stakeholder in Rallis' business ecosystem. Through various initiatives, Rallis guides and helps farmers to improve their agricultural yield.

Rallis Kisan Kutumb (RKK) is a farmer contact and relationship initiative to meet their ever-changing needs and expectations. Rallis organizes various educational programmes under the initiative and also solves their queries. Multifarious field activities under RKK include MoPu (More Pulses), Samrudh Krishi, PRERNA, crop seminars, focused group discussions, etc., for product promotion and usage guidance.

Samrudh Krishi — a unique agro advisory programmed, is an initiative where customized POP (Package of Practices) are provided to the farmers for yield increase and cost rationalization throughout their crop cycle. Through helplines and field visits, Rallis regularly addresses farmers' queries and complaints. Rallis' marketing team meets with farmers on a regular basis to enable the development of solution-based technology transfer among individuals and groups of farmers. For effective brand recall and awareness, on-the-ground promotional activities demonstrate product performance to farmers and channel partners on harvest days, for example. We can consistently explore new business opportunities in crop improvement, pest control, and other formulations thanks to regular engagements. Gap analysis, brand workshops, and strategy meetings provide information for technology transfer, product positioning, and the creation of a product-specific strategy roadmap for future consumer involvement.

## Nuziveedu seeds limited

Telangana Nuziveedu Seeds Limited, based in Hyderabad, was established in 1973. The firm is one of India's largest seed manufacturers. In addition, the corporation promotes different socio-economic welfare activities. It works to increase young employment opportunities and make sustainable agriculture a priority. They collaborate on research projects with a variety of federal and international organisations. The Maharashtra government and Nuziveedu Seeds collaborated on this project to boost cotton yields per acre by using innovative crop methods such as high-density planting and improved agronomic procedures. The project is the country's largest, spanning approximately 10,000 acres. More than 3,000 farmers in the area benefited from this initiative. The outcomes have been quite promising. The Maharashtra government has expressed an interest in expanding the initiative to 20,000 acres in seven districts this year. Mostly with the help of campaigns, seminar they promote their products.

## Lemken India Agro Equipment's Private Limited

It is a company that manufactures agricultural equipment in India. The company is the newest in the industry, with its headquarters in Nagpur, Maharashtra. The company primarily makes machines for crop protection, soil cultivation, and sowing. It is involved in the manufacture of machines for various agricultural activities. The company has established itself in 45 additional countries around the world as a

result of its hard work and dedication to offering the best service to its consumers. Establish a presence on the internet. Today's world is extremely digital, and having an online presence is the first step for any agribusiness to promote itself before going out and looking for clients. Building a business website, having a listing in yellow pages and online directories like Google My Business, doing email marketing, and having social media accounts to advertise items and communicate with business customers online are all critical for a company.

### **Advanta Limited**

The company, which was founded in 1994, is currently ranked among the top 10 agriculture corporations in the United States. Advanta is based in the Indian state of Telangana. The company is listed on the NSE and BSE stock exchange indexes and is a global leader in grains and forges. The company aspires to achieve the two fundamental sustainable development goals of no poverty and no hunger. Advanta generally uses various promotional strategies to promote their products, they used advertising for delivering information to the customer, they also do various CSR activities like seminars, blood donation camp, press kits, Discounts on product, etc.

### **Monsanto India**

The company was founded in Missouri, USA, in 1901, and is headquartered in Mumbai, India. Seed manufacture and the production of pesticides and other crop protection substitutes are the company's main activities. The company sells a variety of seeds as well as weed control services. Crop management and related difficulties are one of the basic services provided by the organisation to farmers. Monsanto's tireless efforts on behalf of farmers throughout the world have earned them a reputation as one of the most trusted names in the farming sector. The marketing plan for Monsanto includes the following promotional and advertising tactics : Monsanto approaches its advertising using a variety of channels. It makes use of conventional advertising techniques including TV commercials and print advertisements in newspapers, among others. It also actively promotes its new items through social media platforms like Twitter. As an agrochemical firm, Monsanto utilizes a unique advertising strategy to promote its products through scientific journals, scientific websites, and scientific blogs, as opposed to what other fashion or other sectors would do. It emphasizes the use of its important partners in product advertising. It has partnered with German corporation BASF to jointly promote its trade-mark trait seeds. Thus, this concludes Monsanto's marketing strategy.

### **Pobes organic estate**

The firm, which is based in Kerala, has been generating wonders since 1889. The corporation is a market leader in agricultural products. The company's primary concentration is on the production of tea and coffee.

It is a self-contained unit that is effectively operating in India. Pobes organic estate mostly uses social media platforms to reach out the customers. According to them online presence is very important for each and every company to attract the customers. Sales promotional tools like Product discount, holiday promotions, etc they used for promoting their brands.

## **National agro industry**

The company, which is based in Ludhiana, Punjab, was founded in 1970. The company specialises in agricultural equipment and strives to deliver the best service to its clients. It has been utilising cutting-edge farming practises to lower the amount of time and energy spent on crop production. The National Agro-industry is well-known for employing advanced agricultural practises to make life easier for the country's agriculture sector. Collaboration with the government is one of the best marketing strategies for agro business. The government has taken steps to increase the involvements of participants in the marketing process by providing incentives to small farmers using numerous marketing strategies for agro-business. Have a look at some of them:

- Training and re-training of farmers
- Distribution of fertilizers and pesticides
- Provision for improving seed quality

These steps increase the participation of farmers to market their agricultural products and result in enhanced agro-business sales. When dealing with agricultural equipment, try to make your customers feel that you are here for everybody and not for a certain class of people. Don't be the seller who only caters to those who have big pockets and set the pricing appropriately. Try to be as approachable as you can to develop trust and reputation among people. The more you try to form a specific customer base, the more people will feel distanced from you, ultimately affecting your sales and marketing strategies for agro-business of yours. These were some essential ideas on marketing for agricultural products and equipment, which are targeted to enhance your agro-business. These marketing strategies for agro-business should be put into use for effective and great results in sales by attracting a huge customer base.

## **Godrej agrovet limited**

Godrej Agrovet Limited, a subsidiary of the well-known Godrej corporation, was founded in 1990. The company is one of the country's top agro product makers, and as a result, it has made the top ten list. It also produces chicken goods, bird and animal feed, and a palm oil plantation, among other things. The organisation develops unique solutions for green products while prioritising quality issues. In marketing strategy, product is not viewed as a tangible product, but the source of value to be delivered to the customers. Value to the customers of Godrej Agrovet can be delivered in numerous ways such as – financing plans to

purchase the products, quality assuring brand name, convenience of availability, physical product, word of mouth references, installation and repair services, priming and pre purchase education provided by sales staff, point of sale equity etc. These numerous ways to understand product concept provide marketing managers of Godrej Agrovet an opportunity to differentiate its overall value proposition from that of the competitors. Promotion Mix or Integrated Marketing Communication strategy is a mix of various promotion tools that are at disposal of Godrej Agrovet. They are – Advertising, Sales Promotion, Personal Selling, Public Relations, and Direct Marketing. Godrej Agrovet can use all these five communication tools to persuasively communicate to customer – existence of the product, price of the product, differentiating features of the product, places where people can buy the products, and finally how consumers can effectively use the products or services.

## Rasi seeds

Since its inception in 1973, the company has strived to be the best it can be. Cotton, millet, maize, and a range of other seeds are all produced by the corporation. It is well-known for its knowledge of farming techniques and provision of high-quality seeds. Leading Indian agricultural business Rasi Seeds is known for its high-quality hybrid seed production. Over the course of our activities, which span four decades, our seeds have improved millions of farmers' lives. Every year, more than 4 million farmers rely on our goods. Over 6.5 million acres of farmland—a tremendous area—are where our seeds are planted. The confidence of farmers has encouraged us to employ the newest and greatest technology to produce higher harvests. We are better able to comprehend farmers' present and future demands as a result of our ongoing interactions with them. Our team uses cutting-edge genetic engineering and breeding techniques to produce seeds with the desired properties and built-in biotic and abiotic stress tolerance that are suitable for various agroclimatic settings. They have farms in production all around the nation to meet the need of Indian farmers to meet the dietary demands of the expanding Indian population. Their commitment to elevate farmers by delivering adequate returns on investments demonstrates their expertise in research and development. Rasi seeds having great market share in the cotton seed industry. Particularly they use various promotional tools to reach out to the customers. They use advertising, sales promotional tools like Bundles for retailers, product discounts, they maintain good public relations. Main focus of the company is to provide a good product to the farmers and which provides better yield.

## Findings

Since from the covid each and every sector in India faced lot of challenges or problems related with their products. Due to lockdown its hard-to-reach companies' product towards the customer. But only agriculture sector which grows during the lockdown also. The GDP from agriculture sector also increased at the time



of lockdown by 3.9%. from the above given information we found that the most of the agricultural companies used various sales promotion strategy in agriculture named as-

- Have an online presence
- Advertising
- Public speaking
- Business branding
- Value addition
- Exhibition
- Handout samples
- Offer discounts
- Network with people related with agriculture field

Most of the agricultural companies used above method for their sales promotion. Companies main prospective is to deliver the information to the farmers related with their product via Sales promotion.

- It is observed that in DuPont India Push approach is used in production and trade programmers, while pull strategy is used in consumer advertising.
- In Tata Rallies the various multifarious field activities under RKK include MoPu (More Pulses), Samrudh Krishi, PRERNA, crop seminars, focused group discussions, etc., for product promotion and usage guidance.
- In Nuziveedu Seeds generally they promote their product with the help of sales promotion strategy, campaign, seminars, etc.
- It is observed that in Lemken India they use direct marketing & advertising for promote their products.
- When we study about Monsanto they use print advertising method for promoting their products.
- Godrej Agrovet generally uses Advertising, Sales Promotion, Personal Selling, Public Relations, and Direct Marketing.
- It is observed that in National Agro-industry they uses advertising in that print advertising, sales promotion.
- From our research Rasi Seeds generally they conducted seminar, campaign to promote their product.
- It is observed that in Advanta ltd. they uses advertising as well as promotional tools like product discounts, maintain good public relations.
- Pobes organic estate generally they taken campaign, seminars, press kits for increasing awareness in the people.

## Conclusion

So finally, from our topic Sales promotion strategies used in agriculture companies in India we concluded that most of the companies used various sales promotion strategy for their product. The main purpose of various companies is to reach towards the farmers. The main thing is to deliver the information about their products and services to the farmers. Companies should increase their Sales with the help of Sales promotion strategies.

In agricultural marketing transportation cost, inadequate market infrastructure, lack of market information, lack of processing units, storage facility, price fluctuation are the major problems.

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