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An Empirical Study of Sales Promotion Strategies in Agricultural Companies

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ABSTRACT: In this article, a paper on the sales and marketing strategies utilised by Indian agricultural companies is discussed. During the period of 2020-21, the purpose of this paper was to conduct an analysis of the top 10 agricultural and affiliated businesses in India. The most important components and methodologies are presented in this paper. Considering that farmers are the primary customers of many businesses, it is essential to establish a good reputation among them. The primary objective is to provide manufacturers with the most accurate and easily available product information. A better knowledge of the consumer interaction strategies used in agriculture and other industries is one of the goals of this paper, along with the application of laboratory findings to distribution. When it comes to meeting the requirements of several industries and the fluctuating weekly work schedules of farmers, what are the most effective ways for businesses to adapt? The purpose of this paper is to investigate the ways in which advertising by agricultural companies influences the level of involvement shown by consumers.

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

1 INTRODUCTION

Agriculture is the foundation of life on earth. Demand for agricultural products and other things will increase as a result of population growth. During the COVID-19 pandemic, just agriculture contributed to an increase in GDP; all other industries experienced a decline. Agriculture accounts for the majority of India's economy, despite the fact that one-third of the country's population is employed in the sector. Agriculture has been the foundation of the Indian economy ever since it was first established. About twenty-five percent of India's total production is derived from agriculture. A greater emphasis has been placed on agricultural production as a result of food shortages. Providing for the production and distribution of food is a priority on a worldwide scale.

The purchasing and selling of products is the primary emphasis of agricultural marketing. Farmers were able to freely sell their produce during the period of local self-sufficiency. Farmers in India sold their produce to end users and received payment or barter in exchange for their goods. Agriculture was responsible for 10% of India's total income and 16% of the country's gross domestic product in 2011. 54.6 percent of India's workforce is employed in the agricultural sector. The employment of traditional farming methods was prevalent. Farmers are employing a wide range of technologies and contemporary agricultural practices in

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order to boost agricultural productivity and technology.

Advantage Limited, Monsanto India, Rallis India Limited, Nuziveedu Seeds Limited, Liken India Agro Equipment Private Limited, Pubs Organic Estates, National Agro Industry, Godrej Agro vet Limited, and Rasa Seeds were the top 10 agricultural corporations in India for the fiscal year 2020-21. Because of their forward-thinking strategies and their ability to target specific customers, these companies are among the top ten industries in the business world. In order for businesses to generate revenue, they need to employ the most effective sales methods and have open lines of communication with their customers. To sell anything means to exchange monetary value for a product or service. In order to increase product demand, advertising makes use of sales promotions. Campaigns for sales are examples of promotional tools.

2. LITERATURE REVIEW

Despite the fact that ignorance is the primary indicator of an inefficient market, Kumar (2012) discovered in their essay titled "A paper on marketing research on farm enterprises" that competent marketing is beneficial to the economy. To investigate the factors, disparities, and geographical differences that influence farmers' comprehension of agricultural marketing, we make use of statistical methodologies that are pertinent to the investigation. Significant differences may be seen amongst the states of India, according to the poll. Only a small percentage of the remaining states are aware of NES, whereas the highest levels of awareness are seen in Haryana, Punjab, and Kerala. Additionally connected are organisations, skill in agricultural marketing, and the level of literacy among farmers. Reading and writing should be encouraged among farmers by the government of India in order to raise their level of awareness and knowledge. Farmers' associations should also be established.

As stated in the research conducted by Rajendran and Karthikesan in 2014 titled "Adoption of Technologies to Sustainable Farming Systems," it is imperative that small-scale farmers receive education on various economic concepts. Various topics, including supply and demand, shifts in the market, and others, are discussed. It is essential to do this in order to maintain the benefits of agricultural produce.

I.e. The findings of the research project titled "An exploratory paper of marketing strategy of agrochemical companies" that was conducted in 2019 by S. Jag tap and R. Pahurkar demonstrated that innovation and research should have a greater impact on the marketing strategies of agrochemical companies than product focus. The location of a business should be given priority. The target market, the most important agricultural products, and the land acreage all need to be analysed.

What about R. Despite the significance of agricultural marketing, the article "Role of marketing strategies in agriculture enterprises" (2019) written by Rathore, S. Panda, does not have any institutional or structural development. Several mediators, according to their results, make the situation more complicated.

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3. RESEARCH METHODOLOGY

For this paper, secondary sources are the foundation. The information is taken from several sources, including websites, blogs, publications, and magazines. Description is the focus of this enquiry. There is a significant prevalence of non-probability convenience sampling in India.

Research Objective

- Making sure that the marketing and sales initiatives are working.
- Conduct research on marketing methods for agricultural use.
- investigates the impact that sales promotions have on agricultural products and those affiliated with them.

Secondary Data Analysis

Secondary data analysis on the top 10 agriculture companies:

DuPont

In the year 1802, one of the earliest agricultural businesses in India was established. Over ninety nations are served by the organisation that is situated in Gurgaon, in addition to India. The only country in the world that produces all agricultural goods is Angola. The company is in the business of producing fertilisers, pesticides, and insecticides. In addition to that, it offers veterinarian services for cattle. DuPont is committed to providing exceptional service by developing goods that are of exceptional quality. Advertising and promotion are both components of DuPont's marketing strategy approach. In order to grow its presence in Asia, DuPont is employing more aggressive marketing strategies. Because of this, the corporation has begun the process of branding its ingredients. Among the brands that DuPont manufactures are Visas, Intel, Teflon, Stain master, Nylon, and Lycra. Promotion is achieved through production and trade initiatives, while attention is drawn through consumer advertising. In an effort to cultivate partnerships, the corporation publishes advertisements in business magazines, participating in corporate seminars and conferences, and other relevant venues. In the present moment, DuPont has access to a comprehensive marketing mix.

Rallies India Limited

Founded in 1815, Rallis India Limited is a firm that is part of the Tata Group. The company also manufactures a wide variety of agricultural products. Additionally, Rallis offers seed compounds, fertilisers, insecticides, and seeds in order to fulfil all of the criteria that are necessary for agriculture. Producing plant growth enhancers on a contract basis and providing agricultural services are two further services that the company provides. Approximately five million growers have utilised the services provided by Rallis India Limited.

Modes

Despite the fact that farmers reap the greatest benefits from the crop, the economy of Rallis is dependent on them. Rallis provides a wide range of products and services to farmers in order to assist them in increasing their agricultural output.

"RKK" stands for "Rallis Kisan Kutumb."is to communicate with farmers in order to satisfy the ever-changing requirements and preferences of farmers. Rallis is responsible for managing educational programmes and addressing any issues that may arise. Field activities such as Mope (More Pulses), Sarah Kristi,

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PRERNA, agricultural seminars, and targeted group discussions are some of the ways that RKK makes recommendations on the use of products.

My name is Sarah Kristi. Growers are provided with a Package of Practices (POP) by an innovative agricultural consulting programme. The POP is designed to help growers cut expenses and increase crop productivity throughout the entire crop cycle. By means of hotlines and site visits, Rallis addresses problems raised by farmers. The marketing team at Rallis cultivates relationships with farmers in order to disseminate technologies that are solution-oriented. The awareness and recall of a brand can be improved through the implementation of on-site advertising campaigns that demonstrate product performance to channel partners and farmers during harvest days. These undertakings are carried out throughout the days of harvest. On a regular basis, we investigate the economic viability of novel formulations for a variety of reasons, including agricultural production, pest control, and other applications. Communication of technology, positioning of products, and the development of product-specific strategy roadmaps are all accomplished through gap analysis, brand seminars, and strategy meetings. The engagement of customers is ensured by this.

Nuziveedu seeds limited

The headquarters of Nuziveedu Seeds Limited are located in Hyderabad, Telangana, and the company was established in 1973. The seed producer from India is a significant player. The club also provides financial support for a wide variety of social welfare activities. Additionally, it increases employment opportunities for young people and the sustainability of agriculture. In addition to their national and international partnerships, they also collaborate with research organisations. Through the use of high-density planting and enhanced agronomy, the government of Maharashtra is collaborating with Nuziveedu Seeds to further increase the amount of cotton that is produced per acre. Ten thousand acres are included in the largest project in the country. Approximately three thousand local business owners and farmers were impacted by this. Exceptional accomplishments were accomplished this time. Within the current year, the government of Maharashtra intends to extend the programme to cover a total of 20,000 acres across seven districts. The majority of their sales are accomplished through public relations and seminars.

Liken India Agro Equipment's Private Limited

An Indian maker of agricultural machinery. As of now, the headquarters of the new industrial participant are located in Nagpur, Maharashtra. The company places a high priority on the cultivation of soil, the protection of crops, and the creation of seeding instruments. Several different types of agricultural equipment are being developed. The organisation has a presence in 45 countries as a result of its commitment to providing excellent customer service. Put together your own website. In this day and age, all agribusinesses need to have a presence on the internet in order to bring in new customers. An additional need for a firm is that it must have a website, email marketing, social media accounts, listings in the yellow pages, and Google My Firm. These strategies have the potential to

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improve internet communication as well as product marketing.

Advantage Limited

A member of the top 10 agricultural firms in the United States, the corporation was established in 1994. Located in Telangana, India, Advent's headquarters are located. With listings on both the New York Stock Exchange and the British Stock Exchange, it is familiar with grain and forging around the world. In order to achieve long-term development, the organization's primary mission is to eradicate poverty and hunger, which are the two most important goals. For the purpose of promoting its products, Advantage employs a significant number of promotional tactics, including advertising. Corporate social responsibility activities include the distribution of press kits, the holding of seminars, the donation of blood, and the provision of product discounts.

Monsanto India

In 1901, the corporation was established in the state of Missouri, but it later relocated to Mumbai, India. The corporation is in the business of selling seeds, pesticides, and other crop protection products. In addition to that, the organisation offers a wide variety of seedlings and weed control products for sale. There are a variety of agricultural issues that the association assists farmers with, including crop management. A global agricultural firm, Monsanto, provides assistance to farmers all around the world. On a number of different platforms, Monsanto advertises. It employs a variety of strategies, including advertisements on television and in newspapers. Marketing the most recent items and services offered by the organisation is another use for Twitter. Academic papers, websites, and blogs are the primary channels via which Monsanto promotes its agrochemicals, in contrast to the fashion business. Its most important partners are the focus of the majority of its product promotion. Company assists in marketing the distinctive selling characteristics of BASF seeds. The marketing campaign for Monsanto has come to an end.

Probes organic estate

Ever since it's founding in 1889, the enterprise situated in Kerala has had tremendous success. The agricultural markets are therefore regulated by it. Coffee and tea are the primary products that the company sells.

The organic farm Probes Organic Estate in India is both self-sufficient and productive. Its primary mode of communication with clients is through social media. In order to attract customers, businesses in the modern era require an internet presence. Businesses can sell their products more effectively by offering seasonal discounts and promotions.

A national infrastructure for agricultural production

Ludhiana, Pakistan is the location of the company's headquarters, which was established in 1970. The quality of customer care provided by the manufacturer of farm machinery is exceptional. By reducing the amount of time and effort required for crop cultivation, current agricultural practices result in increased efficiency. By implementing cutting-edge agricultural technologies, the National Agro industry has earned a reputation for increasing the efficiency of agricultural production. In order to guarantee the success of agricultural marketing schemes, governments take an active role in their

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implementation. In order to encourage small-scale producers to promote their products, the government has developed a variety of marketing strategies for agricultural firms, including financial incentives. There are some:

- Farmers must be retrained
- Seed quality
- Herbicides and fertilizers must be improved.

Due to these constraints, producers are able to promote and sell their products more easily, which results in an increase in agro-business transactions. It is important for agricultural machinery operators to show respect to customers and those who are not from the area. It is important to avoid becoming the salesperson that boosts prices for customers who are wealthy. To develop trust and alliances, kindness is essential. If you target a certain consumer segment, you run the risk of alienating a large audience, which could result in the failure of your agriculture company's sales and marketing efforts. If you want to start an agricultural business, beginning with marketing agricultural products and equipment can be helpful. By implementing strategic marketing tactics to cultivate a big customer base, agro-businesses have the potential to boost their sales and profits.

Godrej agro vet limited

It was in the year 1990 when Godrej Agro vet Limited was established as a subsidiary of the well-known firm. Because of its popularity as an agricultural producer, this organisation is ranked among the top ten ranked organisations. There are other activities that involve the cultivation of palm oil and the production of feed for hens, chickens, and cattle. In terms of priorities, the company places an emphasis on quality, innovation, and sustainability. A consumer value supplier is what the marketing strategy takes into consideration when it comes to the product, rather than an actual object. A customer's value can be increased by Godrej Agro vet through the provision of financing, the guarantee of product quality through its well-known brand name, the guarantee of convenient availability, the delivery of physical products, the encouragement of positive word-of-mouth referrals, the provision of installation and repair services, the provision of education and advice prior to purchase, and the maintenance of a strong point-of-sale presence. One of the ways that the marketing managers at Godrej Agro vet separate their value offer from that of their competitors is by employing a range of approaches to comprehend the product concept. There is a possibility that Godrej Agro vet will use a Promotion Mix or Integrated Marketing Communication strategy. It is essential to have public relations, advertising, sales promotion, personal selling, and direct marketing. Activities for promotion are also included in this package. In order to give the greatest product or service possible, Godrej Agro vet connects with customers in an effective manner by utilising characteristics such as product availability, pricing, special features, retail locations, and usage instructions.

Rasa seeds

As far back as 1973, the company has been striving for greatness. The corporation is in the business of producing maize seeds, cotton, and millet. A positive reputation has been established for the company as a result of its high-quality seeds and agricultural skills. The Indian agricultural giant Rasa Seeds is well-known for the

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superior quality of the hybrid seeds that it produces. For more than four decades, our seeds have been of assistance to millions of farmers. Each year, our products provide assistance to four million farmers. Seedlings are planted on the 6.5 million acres of agricultural land that we have available. We draw our motivation from the enthusiasm that farmers have for utilising cutting-edge technology in order to increase their crop yields. Because of the contacts we've had, we now have a greater understanding of the current and future requirements of producers. In order to develop seedlings that have inherent resistance to both living and nonliving environmental components, as well as distinctive characteristics that make them suitable for a wide range of agricultural applications, our laboratory employs cutting-edge genetic engineering and breeding techniques. These seedlings have a wide range of potential applications in the agricultural sector. In order to satisfy the growing demands of Indian farmers and growers, they are required to keep plantations operating across the country. As evidence of their research and development capabilities, they have demonstrated their dedication to enhancing the quality of life of farmers by providing exceptional returns on investments. The majority of cotton seed sales have been dominated by race seeds. The company employs a wide variety of marketing strategies in order to attract and retain customers. They not only have excellent public relations, but they also offer discounts and retail bundles. Farmers receive supplies of superior quality from the company, which helps to increase their crops.

4. FINDINGS

Problems with products have been plaguing every area of the Indian economy ever since COVID-19 appeared. During the lockout, it is difficult for stores to transport their goods. One of the only industries that are expanding despite the closure is agriculture. Despite the shutdown, the rate of growth in the agricultural sector's GDP was 3.9%. According to the research, the majority of agricultural businesses do employ a wide range of sales and marketing strategies, including the following:

- Create an online persona.
- Business.
- Deliver speeches in front of an audience.
- Create a strong corporate brand. 5. Increase consumer value.
- Display
- Make samples available to potential customers.
- Offer incentives to attract customers.
- Gather with agriculturalists.

To increase their sales, the majority of agricultural businesses utilised the aforementioned strategy. In sales marketing, manufacturers are educated about the products that businesses offer.

- When it comes to production and commercial operations, DuPont India employs a push strategy, while when it comes to consumer advertising, they use a pull strategy.
- Tata Rallies like as Sarah Kristi, PRERNA, and Mope (More Pulses), as well as agricultural seminars and rigors group discussions, is all presented by RKK as sponsors. The utilisation of these programmes is both encouraged and directed.

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- Seminars, campaigns, and sales promotions are the methods that Nuziveedu Seeds employs in order to market their products.
- For the purpose of promoting their products, Liken India use direct marketing.
- Print advertising is something that Monsanto do frequently.
- Advertising, public relations, direct marketing, personal selling, and sales promotion are all methods that Godrej Agro vet employs.
- Print advertising and sales promotions are the primary sources of revenue for the National Agro-industry.
- Based on the findings of our analysis, Rasa Seeds is responsible for organizing advertising campaigns and seminars.
- It is important for Advantage Ltd. to maintain a positive reputation, so they frequently offer discounts and promotions on their products.
- Raising awareness of Probes Organic Estate products through marketing, press packages, and seminars is a successful strategy.

5. CONCLUSION

According to the findings of our research, the majority of agricultural businesses in India employ a wide range of sales and marketing methods in order to sell their products. There are a lot of entities that are interested in working with producers. This organization's primary mission is to supply manufacturers with precise information regarding their products. Promotion of sales is essential for businesses that wish to increase their profits.

The volatility of prices, the infrastructure of the market, the available processing and storage facilities, and the market aptitude are the most significant challenges that agricultural marketing transportation expenses face.

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