



# Unizine

Monthly Magazine

Volume-16 | May 2023

**SAKSHAM**  
Your Next Step



Innovation

Business

People





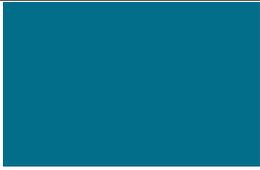
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# Unimart Growth Journey

## 1 crore to 100 crore

2009



1

Launched our first outlet at Manchar, Pune, Maharashtra in December 2009

Focussed on COCO outlets, mainly at district and tehsil level. The numbers increased from a single store to 62 across 4 states with 11 crore annual revenue.

2007-2012



2

2013-2021



3

Expanded our presence across 8 States with 129 outlets supporting 78,000 farmers. generated 19 crore annual revenue.

Successful presence in 10 states with 225 outlets serving 1 lac farmers with 3-3.5 lacs acres coverage. generated 45 crore annual revenue.

FY-2022



4

# FY-2023

As we always kept the farmer's needs in mind while developing solutions, thousands of farmers loved our products. We received a massive response, and orders came knocking on our door!

That's why we were able to achieve 100 core business revenue in end of the financial year 2023.

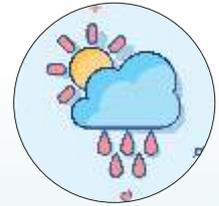
## Services launched by Unimart to made journey successful



**Soil Testing**



**Seed Treatment**



**Weather Forecast**



**Farm Advisory**



**Advance Spraying Services**



**Asset Light Model**

# MEET WITH OUR TEAM!

## **Kanhaiya Kondekar** **Regional Head -West**

I am Kanhaiya Kondekar Regional head west region Unimart. I am responsible for business operations of Gujarat, Maharashtra and MP.

Our team vision for the Fy-2024 is to become the largest Agri retail chain in Geography in the we operate and to provide the best possible services to our farmers and franchisee partners.

To achieve our vision, we have identified several key priorities that we will focus on. First and foremost is to Innovate and provide services that meet the changing needs and wants of our farmers and franchisee partners. We will be listening closely to our customer feedbacks, conducting marketing activities and exploring innovation for our customers.

Second my focus will be on surpassing our NNRV numbers we are aspiring for next year with zero tolerance in business hygiene. Focus will be on obtaining 100% transactional data, building the best team in the retail industry and making sure that maximum is being driven digitally. In conclusion, our vision for the upcoming year is ambitious, but we believe it is achievable. We are confident that with right focus, effort and investments we can become leaders in our area and provide the best possible services to our farmers



**“One team one focus”**

**Vidhyasagar Pandey**  
**Regional Manager**  
**Franchise Acquisition-West**



I am Vidyasagar Pandey , Regional Manager Franchise acquisition west region Unimart.

Our target was 203 stores and we were successful in achieving that goal with 270 stores in FY 22-23. I hope that this year, as well. We have already mapped out the locations of the new Unimart stores we aim to open, by district, tehsil, and village. In the west region, we have 150 new stores planned for this financial year 2023–24, and we are currently focussing on Madhya Pradesh, Maharashtra & Gujarat areas.we will undoubtedly close those stores by the end of March.

# MEET WITH OUR TEAM!

## **Dinesh Sharma** **Regional Head -North**



I am Dinesh Sharma ,Regional head from north region. We are all working together to make unimart number one agri retail chain in India.

In comparison to the last fiscal year, our team has set a goal to double growth. Our current concentration is on Haryana, Punjab, Rajasthan, and Uttar Pradesh and we wish to expand our business into new cotton, paddy, and sugarcane crop growing new areas.

We have prioritised a number of crucial areas in order to realise our vision. Priority one is to innovate and offer services that satisfy our farmer and franchisee partners' shifting requirements and preferences. As we carry out marketing initiatives, pay great attention to customer feedback, and look into innovations for our franchise partners.

We are making a lot of effort to develop a system-driven business. In order to accomplish this, we are concentrating on full trupos billing and full utilisation of the new Unimart mobile application.

**“Nothing is impossible”**





**Amarjyot Singh**  
**Regional Manager**  
**Franchise Acquisition-North**

I am Amarjyot Singh, Regional Manager Franchise acquisition from North Region.

A new year presents an opportunity to meet new people , explore new Areas, strengthen our unimart Franchisee network and expand our reach to serve farmers better.

Our goal for this year is to expand into two new states, Himanchal Pradesh and J&K, and to open 160 additional outlets. In order to better understand how to go towards our objective of making Unimart the largest Agri retail network in the north, we have finished both our location marking and our manpower marking.

We have learned a lot over the past two years, and we now realise how important it is for business expansion and profitability to increase the franchisee network and territory. The secret to success is selecting the proper partners. In the previous year, we opened 120 stores and set up the states of Rajasthan and Uttar Pradesh. In order to increase the profitability of our business, we onboarded more than 15 FPO, successfully introduced the Master Franchise model in the North, and converted 3 COCO into COFO.

**I firmly believe that "If you can dream it, you can do it."**

# Business Activites

**For the kharif season, Gujarat commenced a soil testing service**



Team Gujarat obtained 345 soil samples, distributed soil reports to 345 farmers, and offered farm advisory services to them.



## Business Review Meeting at Gujarat



On May 6, 2023, the Gujarat team hosted a business review meeting there. Mr. Tushar Trivedi (Unimart business head), honoured the top performers of FY-2023 and discussed about business plan for Fy-2024.



# Business Activites

## Traceability Program Implemented on Mango & Pomegranate Crop at Gujarat



Gujarat team successfully implemented the Traceability programme on the pomegranate project in Kutch. Unimart has so far successfully processed 573.75 metric tonnes of pomegranate throughout Kutch.

Along with pomegranate crop, Unimart Gujarat team also implemented traceability programme in mango crops in the Kodinar and Talala in Gujarat. Girsomnath District mango plants totaling 1100 metric tonnes were treated by Unimart.



# World's Best Wafers made by Potato grown by UPL Products & Solutions offered by Unimart



# Business Activites



In the vegetable and potato belt in Firozad, Uttar Pradesh, Unimart opened a new store called Suman Kisan Sewa Kendra. About 200 farmers showed up for the event.

In the sugarcane belt area of Budhana, Muzaffarnagar, Uttar Pradesh, Unimart opened a new store called Trustycrops Farmer Producer Company. About 150 farmers showed up for the event.



## Uni-Learn Professionals Grooming session



The Unimart HR team organised a Uni-learn training programme in Hisar, Haryana, on April 6, 2023. The training was attended by the complete North team. appreciation certificates distributed by Mr. Tushar Trivedi (Unimart Business head) to the North team.



# Saksham Program

## Saksham Your Next Step “evaluating Manpower for the next role”

In this programme, 18 young leaders were chosen out of 85 Extension officers for the position of Assistant Extension Manager based on multiple aspects of their talents and knowledge.



**Chetan patidar**  
Maharashtra



**Dhiraj Choudhary**  
Maharashtra



**Pradeep dubey**  
Madhya Pradesh



**Vishal patidar**  
Madhya Pradesh



**Sanjeev Kumar**  
Madhya Pradesh



**Pavan Baranwal**  
Madhya Pradesh



**Ramashish Rathod**  
Madhya Pradesh



**Babasaheb Dhore**  
Madhya Pradesh





**Shubham Makwana**  
Madhya Pradesh



**Alfesani Parsara**  
Gujarat



**Dhaval Rathod**  
Gujarat



**Shivappa Sajjan**  
Karnataka



**Manjit**  
Uttar Pradesh



**Satya Prakash**  
Uttar Pradesh



**Ankit Kumar**  
Uttar Pradesh



**Prashant Singh**  
Uttar Pradesh



**Raj Kumar**  
Uttar Pradesh



**Jitendra**  
Haryana

# Now we can go Live New Categories at UNIMART

New Category Introduction in collaboration with



Now our Franchisee Partners can sell



**Seeds**



**Water Soluble Fertilizers**



**Vet Feed**



**Farm Implements etc**  
through our Unimart.

IS YOUR FUTURE  
**SECURED?**

We are glad to Inform you all,  
Now you can Avail  
**INSURANCE SERVICES**  
From Our UNIMART Outlets



Personal Accidental  
Insurance



Health Insurance



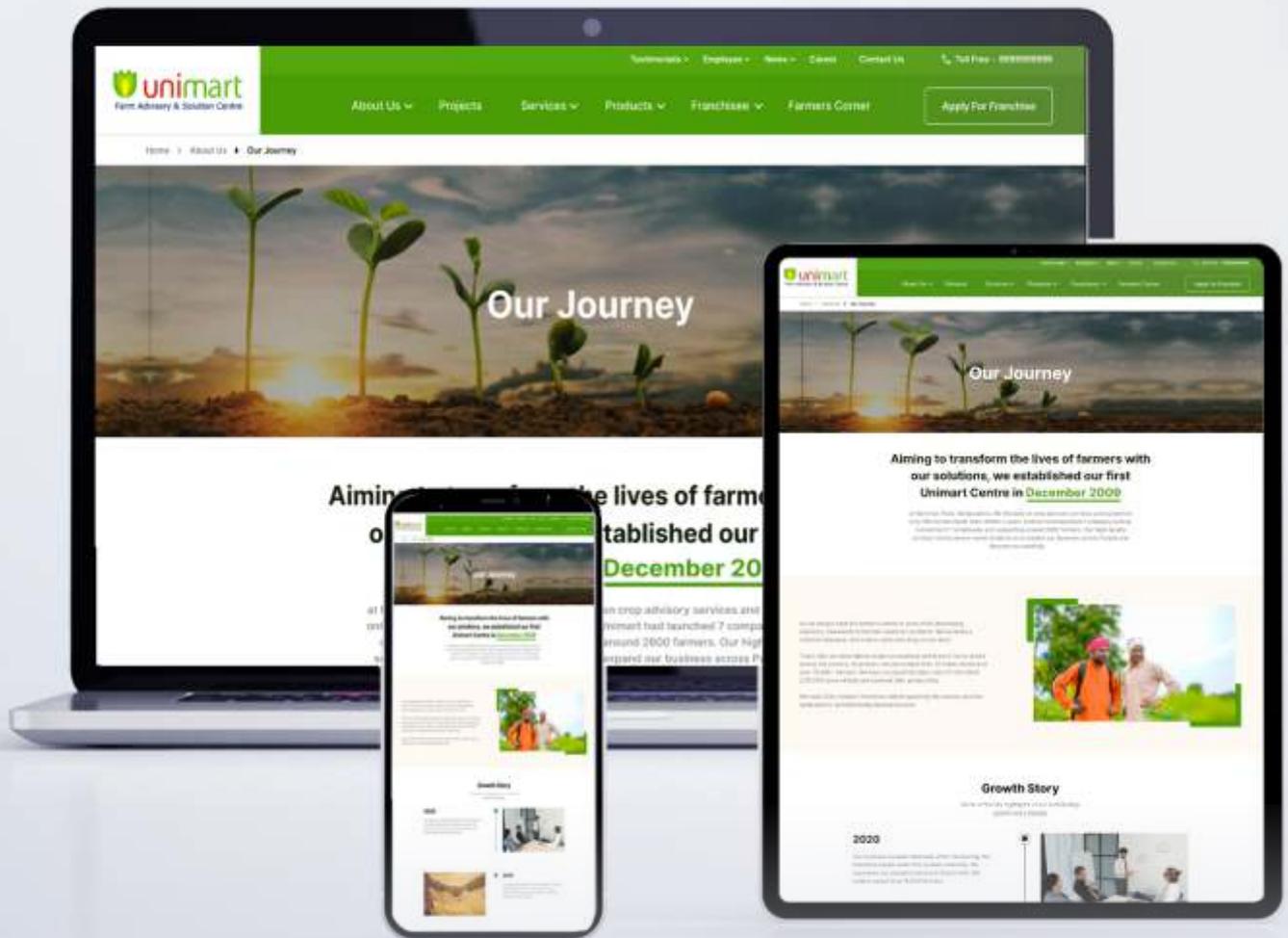
Crop Insurance



vehicle Insurance

**BE INSURED WITH UNIMART**

# Our New Website has launched! Make sure you check it Out!



<http://www.unimart.in>



- A responsive, mobile-friendly design, our site is accessible from your desktop, phone, or tablet.
- Farmers Corner, Online Field Booking & Spray Machine Booking and many other features have been added.