



Dear Friends,

I hope this letter finds you well. I would like to welcome you to AGRI TILL. Agri Till is a dynamic Agricultural Disk Blades manufacturing company operating out of Karnal in Haryana, India.

Agri Till was born from one of the longest running manufacturing units of Karnal Agricultural Industries Limited (KAIL). After an internal understanding, Agri Till was created as an independent entity that manages manufacturing operations and deliverables autonomously.

Needless to say we operate with the same set of technical staff that was originally working at the unit. We work on the same quality standards with no deviation whatsoever. The raw materials are from the most credible sources in the market place and we have over four decades of experience in making the finest agricultural disk blades in high carbon & boron steel in India.



With new and systems we hope to be able to exceed your expectations in product, service and delivery.

Thank you for your trust,



My best,
Rajender Rajpal



THANK YOU

For your 40 years of support and trust.

WE ARE NOW KNOWN AS AGRI TILL

We have produced the finest agricultural equipment for over 40 years. The division of KAIL that you have come to know and trust is now known as AGRI TILL. We welcome you to a future of modernisation, built on a foundation of experience, expertise and excellence.



With new and improved communications and systems we look to the future with a hope to be able to serve you better and exceed your expectations, in product, service and delivery.

Thank you for the 40 years of support and trust,



My best,
Rajender Rajpal

How do you rebrand a 40 year old brand?

The re-branding of an organisation that has been around for a substantial period of time and is a well known and trusted name in the industry is never an easy task.

In order to re-brand, it was important to take into consideration what the company wanted the new attributes of the brand to be, without losing out on the brand mileage that it had built in its forty year heritage.

The difficulties of re-branding an organisation, whose name is well known in the market, are obvious. Existing customers could feel alienated and newer customers may fail to see the value and heritage that has been accumulated over the years.

In order to rebuild the brand, without losing out on existing brand recognition from existing customers, SingylStroke devised a strategy that made Agri Till's clients a part of the brand building process.

Personalised EDM's were designed, thanking customers for their years of support and reminding them why they had chosen Agri Till in the first place, as well as keeping them well informed about the re-branding process. This was followed by a letter written by the chairman addressed to customers about his vision for the future. As a next step to the process, brand collateral such as brochures and the company website were redesigned along the same theme driving home the point that the organisation has evolved but had been built on a sizable and profound past