

# Proactive Rural Marketing Strategies

## Capitalising on initiatives & deriving ideas from industry leaders

Hyatt Regency, Mumbai,  
India

8th & 9th May 2008

### Attend this informative event and gain practical insights into:

- Analysing case studies to make the most out of these markets
- Driving and Benchmarking the performance of your rural marketing efforts, strategies and methodologies
- Identifying the emerging trends in rural marketing and spotting the future developments in this domain
- Advertising & promoting products and services effectively
- Focusing on what organisations need to do in their structures to service the rural markets
- Identifying practical solutions to overcome communication issues
- Optimising on proven distribution practices to reach out to the rural areas
- Defining clearly the customers needs and meeting their requirements effectively
- Creating a customer-centric culture
- Analysing the concepts and approaches of the development pattern
- Planning strategies and develop applications in promotion of rural products

### Capitalising on practical experiences and best practice approaches of the following Indian organisations:

- Acer
- Mahindra & Mahindra
- Rural Relations
- LIC
- Media Business Consultants
- Ogilvy Activation
- Central Herbal Agro Marketing Federation Of India (CHAMF)
- Maa Danteshwari Herbal Group
- Monsanto India
- Canara Bank
- Harish Bijoor Consults Inc.
- Direct Marketing Association India
- Merchant Bank Of Sri Lanka
- Centre for Rural Management

**\*Early Bird & Group Discounts**  
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***“The Indian rural market with its vast size and demand base offers a huge opportunity that MNC’s cannot afford to ignore”***

The Hindu Business Line

Discover from industry experts the holistic approach towards supreme rural marketing processes through exemplary case studies

**marcusevans** 

### Your distinguished chairpersons:

**Sanjiv Swarup** President  
**Synergy Consultants**

*Helped on the creation of the report on the extension of ICT into Rural India, a joint exercise between Stanford University and the Information Ministry*

### Exclusive presentations by leading practitioners:

**Arun Malhotra** Senior Vice President Marketing  
**Mahindra & Mahindra Ltd.**

**S.Narendra** CEO  
**Media Business Consultants**  
Advisor

**Centre for Media Studies**  
Advisor

**Marketing Development Research Associates (MDRA)**  
*Ex-Information Advisor to Prime Minister*

**Zia Hajeerhoy** Director Marketing  
**Monsanto India Ltd.**

**Pradeep Lokhande** CEO, Rural Marketing Expert  
**Rural Relations**  
*India’s largest Consumer Relation Organisation*

**SK Roy** Executive Director  
**LIC India Ltd.**

**Manoranjan Sharma** Chief Economist & Deputy General Manager  
**Canara Bank**

**S. Rajendran** Chief Marketing Officer,  
**ACER India Pvt. Ltd.**

**Harish Bijoor** India’s Foremost Marketing Guru & Author  
**Harish Bijoor Consults Inc.**

**Shah Pankaj Laximichand** Director  
**Direct Marketing Association India**

**K. Srinivasan** Chairman  
**Prime Point Public Relations P Ltd & Prime Point Foundation**

**Azanayn M. A. Cader** Deputy Director, Head Of Corporate Advisory & Capital Markets  
**Merchant Bank Of Sri Lanka Ltd.**

**Dr. Rajaram Tripathi** President  
**Central Herbal Agro Marketing Federation Of India (CHAMF)**  
CEO  
**Maa Danteshwari Herbal Group**

**Dr. Rakesh Singh** Director  
**Centre for Rural Management**  
*Great Lakes Institute of Management, Chennai*

**Vaibhav Magow** Director – Marketing  
**HughesNet Fusion**

Supporting Publication

**0830 Morning coffee & registration****0900 Welcome address by Chairperson**

**Sanjiv Swarup** President  
**Synergy Consultants**

**0915 Session One – Keynote Presentation****Operational issues to be considered in network marketing Companies**

What exactly is network marketing and how will it work in rural India? This session will highlight the operational issues pertaining to Network Marketing and will suggest an alternative method of marketing that could be potentially used in rural marketing efforts.

- Explaining what is network marketing
- Stressing on statutory requirements
- Touching on cash collection and deposits
- Examining the movement of products especially in the rural markets and discussing franchisee appointments
- Inspecting the movement of cheques and statements in rural areas

**Shah Pankaj Laximichand** Director  
**Direct Marketing Association India**

**1000 Session Two – Case Study****Driving the automobile industry forward: Venturing into the rural markets**

This session will stress on the potential of the automobile market fairing in Rural India. Mahindra & Mahindra will explain how they cut through the clutter and penetrated the vast rural market. Challenges and hurdles should be seen as opportunities.

- Meeting the needs and wants of automobiles users
- Innovating vehicles accordingly to suite the requirements of customers
- Sustaining your brand presence through implementing proactive strategies
- Pushing the limits through exploring unfamiliar grounds

**Arun Malhotra** Senior Vice President Marketing  
**Mahindra & Mahindra Ltd.**

**1045 Morning refreshments & networking break****1115 Session Three****Reach out to Rural India with HughesNet**

- Bridging the Digital Divide
- HughesNet Centres: A unique medium to reach out to rural India
- Scope of activities
  - Conventional marketing
  - Interactive communication
  - Market testing & research
  - PR
- The Future: Synergies & Opportunities

**Vaibhav Magow** Director - Marketing  
**HughesNet Fusion**

**1200 Session Four – Roundtable Discussion****Identifying the bottlenecks of rural marketing to pave future success routes**

The rural market may be alluring but it is not without its problems: Low per capita disposable incomes that is half the urban disposable income; large number of daily wage earners, acute dependence on the vagaries of the monsoon; seasonal consumption linked to harvests and festivals and special occasions; poor roads; power problems; and inaccessibility to conventional advertising media.

- Highlighting distribution constraints and providing suggestions to overcome these issues
- Stressing on pricing concerns and resolving these issues
- Emphasising on infrastructure and logistical challenges by providing proactive measures
- Deriving solutions to overcome communication restraints

**S.Narendra** CEO  
**Media Business Consultants**

Advisor  
**Centre for Media Studies**

Advisor  
**Marketing Development Research Associates (MDRA)**  
*Ex-Information Advisor to Prime Minister*

**1245 Networking Luncheon****1400 Session Five****Reinforcing the potential uses of IT products in rural areas**

While Internet cafes have sprung up quickly in small Indian cities, it is in the rural areas where most people live that computers must spread if developing nations like India are to close the yawning technology gap with rich countries.

This session will reinforce the importance of marketing IT products in the rural areas and will enlighten delegates of the significance on educating and updating the rural folk.

**S. Rajendran** Chief Marketing Officer  
**ACER India Pvt. Ltd.**

**1445 Session Six – Roundtable Discussion****Discussing rural marketing in India and it's correlation to economic growth**

- Touching on the attainment of high and sustained growth trajectory by the Indian economy
- Emphasising on rural marketing in India - The next frontier
- Disserting the issues and concerns in rural marketing
- Discussing the industry's future prospects

**Manoranjan Sharma** Chief Economist & Deputy General Manager  
**Canara Bank**

**1530 Session Seven – Case Study****Implementing proactive strategies for the rural market: A case study by Monsanto**

Monsanto Company is a leading global provider of technology-based solutions and agricultural products that improve farm productivity and food quality. Monsanto commenced operations in India in 1949 and has a presence in Agrochemicals - Roundup® herbicide; Hybrid Seeds – corn and vegetables, and Biotech Traits - Bollgard cotton ([www.monsantoindia.com](http://www.monsantoindia.com))

This session will provide an insight to Monsanto's endeavours in integrating cutting-edge marketing strategies with a focus on customer interface, innovate communication programmes & distribution strategies that are formulated to reach out to the rural consumers.

**Zia Hajeerhoy** Director of Marketing  
**Monsanto India Ltd.**

*Voted as India's Top 25 Best Employers as per the Hewitt Associates Survey in 2004, 2005 & 2007*

**1615 Afternoon refreshment & networking break****1645 Session Eight****Discussing Distribution Initiatives Of Organisations Outside India**

The management of all aspects of the supply chain is absolutely fundamental in ensuring products and services are delivered on time and in excellent condition. Apart from beefing up the supply chain, marketers should also focus on improving communication restraints in the rural areas and rectify these issues to ensure a smooth transaction of goods and services. This session will touch on some of the initiatives organisations in Sri Lanka have been practicing.

- Highlighting the key difference between marketing products and services in urban markets as opposed to the rural markets
- Identifying the main distribution challenges in Sri Lanka pertaining to marketing products and services in rural areas
- Discussing some proactive distribution solutions that have been successful in Sri Lanka
- Focusing on improving the transportation services in rural areas: considering some suggestions to rectify the situation
- Discussing how organisations can play a pivotal role in initiating a change to the current distribution scenario

**Azanayn M. A. Cader** Deputy Director, Head of Corporate Advisory & Capital Markets  
**Merchant Bank of Sri Lanka Ltd.**

**1745 Closing remarks & close of day one**

## About the Silver Sponsor

**HCIL(Hughes Communications India Limited)** started providing VSAT (Very Small Aperture Terminal) satellite communications services called HughesNet™ (shared) Network Services through its Earth Station at Gurgaon in February 1995. This service provides customers with interactive data, voice, and fax communications facilities.

**HughesNet Global Education** is the premier broadband satellite based education and training service for consumers, small businesses and enterprise markets.

**HughesNet Fusion** is a consumer service initiative, offering a variety of services across India. Customers get access to world-class broadband enabled education, Internet and transaction & bill payment services right in their neighborhood.

Hughes has tied-up with the Premier Institutes of India (and abroad) which include names like IIM Kozhikode, XLRI, Jamshedpur, IIFT, Delhi, Cornell University, Indian Retail School, Kuoni and others.

The powerful Interactive Online Learning (IOL) platform created by Hughes has now made it possible for thousands of students spread across the country to benefit by getting quality education, which was hitherto not available to them.

## Why you cannot miss this event

The Indian rural market with its vast size and demand base offers a huge opportunity that MNCs cannot afford to ignore. With 128 million households, the rural population is nearly three times the urban.

The FMCG, automobile, manufacturing, IT, agriculture, finance & insurance sectors are moving into the rural markets of India in a big way. There is immense potential for rural consumers to contribute to the growth of the Indian economy and leading organisations from various industries have taken good note of this potential.

In summary, the rural market is a goldmine that has not been effectively tapped into. Delegates attending this event will educate and enlighten themselves on the various approaches an organization or industry could possibly take to benefit from this large pool of wealth.

**marcus evans** would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

0830 Morning coffee & registration

0900 Welcome address by Chairperson

**0915 Session One – Keynote Presentation**

**Creating cutting-edge rural thought leadership**

- Consolidating key issues that plague rural marketing initiatives in rural India
- Focusing on a strategic look at rural marketing
- Discussing a solution oriented approach to cutting-edge trends in rural marketing
- Breaking the rural paradigm

**Harish Bijoor** India's Foremost Marketing Guru & Author  
**Harish Bijoor Consults Inc.**

**1015 Session Two**

**Rural and agri retail**

- Rural and agri retail – unfolding of unconventional formats
- Various business models - an evaluation
- Transaction costs and rural supply chain
- Conflict between newer distribution channel and the conventional one
- KIOSK; gateway to rural markets – ITC e-chaupal
- Marrying farm supply chain and rural retails - collaboration as future

**Dr. Rakesh Singh** Director  
**Centre for Rural Management**  
*Great Lakes Institute of Management, Chennai*

1100 Morning refreshment & networking break

**1130 Session Three**

**Formulating proactive distribution strategies: making ends meet**

The rural revolution is driven by rising purchasing power, changing consumption patterns and increased information awareness. However a major concern that all product and service providers in this domain should take into full consideration is the distribution effectiveness of these products and services in order to reach the end consumer.

- Tailoring specific research methods
- Identifying key distribution approach
- Re-evaluating your entire distribution approach
- Selecting the right distribution approach
- Developing specific innovative strategies & solutions

**Pradeep Lokhande** CEO, Rural Marketing Expert  
**Rural Relations**

**1215 Session Four**

**Improving the economic status in the rural areas through marketing medicinal plants**

India has one of the world's richest medicinal plant heritages with about 8,000 species being used by rural communities. Out of this, about 880 species are in active trade with 48 being exported and around 42 being imported. In India, cultivation of herbal and medicinal plants is estimated to provide regular productive employment to 10 million tribal and rural women, hence improving the economy status in the rural areas.

- Listing down the facts and figures with regards to producing and marketing medicinal plants
- Discussing how combined efforts will contribute to the strengthening of the national and international markets for herbal and medicinal plants
- Implementing strategies to create job avenues in this domain, hence boosting economy levels
- Suggesting sustainable methods to market these products to the international markets

**Dr. Rajaram Tripathi** President  
**Central Herbal Agro Marketing Federation Of India (CHAMF)**  
CEO  
**Maa Danteshwari Herbal Group**

1300 Networking Luncheon

**1400 Session Five – Case study**

**Innovating products specifically to appeal to the needs of the rural consumer**

Innovating products specifically to appeal to the needs of the rural consumer: Banking & Insurance Markets - Reaching out to rural and semi-urban areas for better customer's penetration

The large untapped potential for insurance exists in the rural areas and the branch network in these areas is primarily under the public sector's management.

- Segmenting the target audience for effective positioning of services
- Increasing market share by reaching out to semi-urban areas
- Addressing the challenges and the right strategies in extending to the poor market
- Understanding your customers purchasing power parity

**SK Roy** Executive Director  
**LIC India Ltd.**

**1445 Session Six – Extended session**

**Implementing cutting-edge regional media strategies to cater to the key areas of growth in rural India**

- Understanding the importance of regional media in the Indian context - their strength, reach, etc.
- Benefiting from regional media through editorial and advertisement
- Reviewing the approach of regional media towards MNCs and Corporates

**K. Srinivasan** Chairman  
**Prime Point Public Relations P Ltd & Prime Point Foundation**

*(Afternoon refreshment break will take place from 1530 – 1600)*

1700 Closing remarks & close of day two

## About the Media Partners

**domain-b.com** is published by The Information Company Pvt Ltd (TIC), based in Navi Mumbai, India. Incorporated in 1999, TIC focuses on the communication needs of the corporate sector. It has four divisions with strong synergies between them: Web solutions, Media & Content, Software and Design.

The company has a team of skilled writers and editors, designers, managers and software engineers in four cities in India. It is led by founder-Managing Director Mr. Kiron Kasbekar, who has a rich experience of 28 years in the media, publishing, database services and related businesses.

**PR-e-Sense** is India's only corporate e-magazine on public relations. With a core mission of 'Communicating the Communication' the e-magazine gets delivered to global audience of more than 20000 influencers and key decision makers. A theme based issue every month gives in-depth analysis of chosen subject and invites participation from global leaders. Published by Prime Point Foundation, this magazine is available to download and subscribe from [www.corporatezine.in](http://www.corporatezine.in). It is also the only e-magazine with an integrated podcast.

## About the Endorser

We have a great pleasure to introduce ourselves as India's Biggest Leading Organization of Organic Herbal Farmers under the name and style "**Central Herbal Agro Marketing Federation of India**" - (CHAMF). CHAMF is the biggest marketing organization of organic herbals and aromatic plant growers from India dedicated to the Organic Herbal Cultivation throughout India. Presently near about 1700 farmers from 17 States are engaged as the member of Federation. The federation of farmer will always provide Cultivation technology, Certified Planting Material/seeds and best prices to the associated farmers. Federation is endeavoring to bring about social and financial self-reliance in the life of farmers. CHAMF is the registered organization under societies Registration Act 1973 which has an Advisory Board of eminent persons from all sectors as Agricultural Mass Media, Banking, Research, Product Development, Marketing, Cultivation, Agro Export, Agro Processing, Agriculture Law etc. to guide the farmers with current strategies and recent technologies.

We are cultivating 10-12 high value crops in about 10,000 acres of land in every State and successfully dealing not only in the domestic market but also achieved the trend in the global market of the high yielding herbals with valuable information on farming, research, marketing, processing and consumption to farmers and life care Quality product to civilization.

The present global socio-economic panorama demands for cultivation of high value medicinal and aromatic plants. To tap the rising demand of herbs and herbal drugs on large scale in the National and International Market commercialization of medicinal and aromatic plants has become the need of the hour.

## Who should attend

### Primary market

CEOs, CFOs, President, VPs, Managing Directors, General Managers, Directors, Heads, Managers, Officers & Specialists of the following departments:

Sales, Branding, Organisational Development, Strategic Management, Marketing & Brand development, Advertising & Communication, Strategic Management, Quality & Business Improvement, Business Analysis & Planning

From the following industries:

- FMCG
- Manufacturing
- Automotive
- Food & beverage
- Textiles
- Pharmaceuticals
- Retail
- Solution Providers/ Vendors
- Government
- Oil & Gas
- Electronic and Electrical
- Media
- IT
- Telecommunications
- Healthcare
- Consultancies
- Associations