

Day 1: Friday, 12th November 2010

0830 Registrations / welcome Tea coffee – Please provide your business card at the registration counter

0920 Opening Address

0930 Session 1: Opportunities in tapping India's rural market & exploring the growth Potentials

Impact of credit crunch in Urban Markets & shift of focus towards the non urban markets

Focusing on the rural economy, increasing agri output & growing liquidity

Strengthening the purchasing power to today's rural consumer

Mapping the Tier 2 & Tier 3 cities on radar

Tapping the promising unexplored markets

Highlighting the potential states for Rural Marketing

Dr. R. K. Srivastava, Managing Partner & Consultant

Professional Marketing Consultants

1030 Morning Refreshments & Networking Break

1100 Session 2: Case Study: Getting connected with the rural 'mindset' & sentiments of Rural Consumer

Highlighting Aries Agro unique penetration strategy for the rural markets through its mobile retail vehicles. Spreading knowledge of world class plant nutrition concepts to over 8 million farmers across 26 states in India. A vehicle from the fleet of 100 Krishi Vigyan Vahans (KVVVs) was selected and showcased amongst the most admired rural innovation in the recent Agri Expo which was attended by US President Mr. Barack Obama at St. Xavier's College on November 07, 2010. This fully equipped knowledge spreading vehicle with Audio visual equipment, mobile soil testing equipment, an agronomist and demonstration material which visits 6 villages every day along pre-determined routes to spread awareness of the innovative concepts that form the basis of Aries brands.

Chintan Shah, Head Marketing Services

Aries Agro Limited

1200 Session 3: Customer experience & relationship management

Getting engaged with the needs of the rural consumer

Sealing the confidence of rural consumer by being sensitive to their needs

Maximizing sales by cross selling & up selling on the face value

Reaching across to changing villages and happening places in the country

Pradeep Lokhande, Managing Director

Rural Relations

1300 Networking Luncheon

1400 Session 4: Exploring Mass communications & Ad Campaigns impact on Rural consumers

Soumitra Sen, President – Health & Lifestyle

DDB India – Mudra Group

1500 Network Marketing as Alternate Rural Channel

Birth of Network Marketing

Indian Network Marketing Potential

Network Marketing in Rural Markets - A Case Study

Exploring Best Strategies for Network Marketing

Pankaj L. Shah, Director

Direct Marketing Association of India

1530 Session 5: Exploring eLearning & Social Media for Rural Masses

Shailaja P. Shah, Vice President - Sales & Marketing

Words worth ELT

1600 Afternoon Refreshments & Networking Break

1630 Session 6: Case Study on “Gramin Suvidha Kendra: Alternative channels for rural marketing”

Setu Shah, Sr. Vice President Communications

MCX Stock Exchange

1730 Session 7: Digital Gratification: Role of New Emerging Technology for Rural Marketing

Typical scenario/problems faced by a goods supplier to rural markets

What is the current financial inclusion initiative?

How can it be leveraged to provide a solution to this scenario?

Samar Shivdasani, Business Head - Rural Banking & Mobile Money

Oxygen Services (India) Pvt. Ltd

2nd Annual Rural Marketing Excellence

GRIPe/

Day 2: Saturday, 13th November 2010

0830 Re-Registrations / welcome Tea coffee

0900 Session 1: Creating unique selling points & Value additions for attracting Rural consumer

Presenting the theme with product
Selecting the appropriate punch lines
Linking the UPS's with the needs of customer
Fitting the consumer in the appropriate value chain
T.V.Thyagarajon, VP & Business Head
Reliance Retail Ltd.

1000 Session 2: Strategies for Creating Rural Retail Brand - Caste Study

Creating a business model that works in rural market
Managing the expectations of Rural Entrepreneur
Financing the rural business & making profit
Sharing the Infrastructure for making business profitable
Training & Development of rural partners, dealers & franchises
Nadeem Jafri, Founder & CEO
Hearty Mart

1100 Morning Refreshment & Break fast

1130 Session 3: Winning Rural Consumers – 360° Approach by Nokia

Product development aspects
Adding value to rural consumers
Partnering with Rural Consumers
Customizations & value additions
BTL Activities to support the overall rural marketing
Puneet Kapur, Head Rural Business – North
Nokia India Pvt Ltd.

1230 Session 4: Planning Rural Penetration Strategy - Designing specific distribution strategies for great penetration of products and services Developing sound distribution network & achieving Rural Supply Chain excellence

Analysing the impact of traditional modes of reaching out to the rural consumer through wholesalers and retailers
Aligning supply chain strategy with business strategy
Creating an integrated relationship with suppliers and customers
Streamlining processes for effective logistical strategies
Forming partnerships to minimize inventory while focusing on infrastructure
Fortifying dedicated rural sales force for deeper penetration in the non-urban markets
Savya Sachi, Sr Director
Dr. Reddys Laboratories

1330 Networking Luncheon

1430 Session 5: Experiential marketing & brand building strategies

Rahul Karwa, Assistant Vice President
Mudra Max

1530 Session 6: Rural Pricing Strategies

Savya Sachi, Sr Director
Dr. Reddys Laboratories

1630 Afternoon Refreshments & Networking Break

1630 Session 7: Managing Rural Sales Force & Leadership Styles

Sales leadership in practice
Enforcing strong leadership skills in the sales force
Determining essential characteristics for leaders to effectively achieve business goals
Executive coaching – protect your leaders & develop them today to sustain tomorrow
Rajesh Singh, Associate Director
Dr. Reddy's Laboratories Ltd.

1730 Conference Closing

Kindly provide the **EVALUATION FORM** & please collect your “**Certificate of Attendance**”