

Go rural! Win rural!

“Marketing needs to realign itself to the changing face of rural India. In 20 years the rural Indian market will be larger than the total consumer markets in countries such as South Korea or Canada today, and almost four times the size of today’s urban Indian market. The estimated size of the rural market will be \$577 billion.”

News resource

Rural Marketing Excellence

Venturing beyond urban boundaries to capture market share & augmented profits

Date: 4th & 5th September, 2009

Venue: The Mirage Hotel, Mumbai

Corner of Approach Road to International Airport, Marol, Andheri East, Mumbai: 400 059. Tel: 6672 1234 / 1212

GRIPeL

“Its not only the grass is greener in the country side, that’s also where a chunk of corporate top line actually comes from. It is time to tap the rural goldmine” The Hindu Business Line

Key Benefits of attending this event:

- Leveraging** on untapped rural market
- Analyzing** 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 organizations need to do in their structures to service the rural markets
- Identifying** practical solutions to overcome communication issues
- Optimizing** 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
- Benchmarking** your rural marketing strategies with other leading organizations
- Networking & establishing** partnership with key players to create a win – win situation
- Planning** strategies and develop applications in promotion of rural products

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Featuring case study & expert presentation by:

Dr. Srivastava, Managing Partner,
Professional Marketing Consultants

Sujit Nair, President

Linterland Rural Initiatives

A part Lintas Media Company, having branding & media solutions to target rural segment

Krishna Muppavarapu, Head - Quality and Process Management
eGramIT Services Pvt. Ltd.

A Rural BPO with 3000+ staff & 2 year of operation in rural markets

Pradeep Lokhande, Managing Director

Rural Relations

15 years experience in rural markets & personally visited 4000 villages

Setu Shah, Vice President Communications

MCX Stock Exchange

Amit Lala, Chief manager B2B Marketing Agri Rural & Micro Banking Group
ICICI Bank

ICICI Bank had received Award for Rural Marketing the Kamdhenu ad campaign

Sunil Kulkarni, Group President & Head Rural Initiatives

Oxigen Services (India) Pvt. Ltd

75000 access points for Bill payments on a single IT-enabled platform across rural India

Nadeem Jafri, Founder & CEO

Hearty Mart

Chain of Rural supermarkets & the case study was picked by IIM – A & Mudra Insitute

Ajit Patil, Strategic Advisor

Polygel Industries Ltd & Pegasus

Samir Gupte, Country Head

Outreach, Ogilvy Action

Vasant Godse, Advisor

L & T Infotech

He has authored/co-authored a few books on Banking, Risk Management and IT
Ph. D. in the Faculty of Commerce Topic—“Long Range Planning for Indian Commercial Banks”

Pankaj L. Shah, Consultant & Business Startup Advisor

An renowned expert with specialize in Network Marketing for Rural Markets

Charulata Bansal, Co-founder

Strings Customer Attached

Endorse by:



GRIPeL conferences

* Speaker Invitation & confirmation in process

We Thank

Gripel 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.

Why you cannot miss this event

The Indian rural market with its vast size and demand base offers a huge opportunity that Indian companies & 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.

Who Should Attend

Primary market

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

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

From the following industries:

- FMCG
- Micro Finance
- Telecom
- Oil & Gas
- Manufacturing
- Electronic and Electrical
- Automotive
- Media
- Food & beverage
- IT / BPO / KPO
- Banks
- Insurance
- Pharmaceuticals
- Healthcare
- Retail
- Consultancies
- Solution Providers/ Vendors
- Associations / NGO's
- Government

Our Programs

We have done 20+ business events in annually with one and half year of business operations.

Advance Selling Strategies
Strategic Brand Building (2 Annual's)
Enterprise Risk Management
Customer Relationship Management (3 Annual's)
Effective Negotiations Skills
Advance Product Development Strategies
Managing Sales Force (3 Annual's)
Sustainable Cost Management
Corporate Mergers, JV & Acquisitions
Advance Leadership Skills Using Emotional Intelligence
High Impact Business Presentations
Managing HR Practices

Our Clients

Aircel, Atlascopco, Abott, Asian Paints, Alembic, Aventis, Bayer, Bajaj, Birla, Claris Life Science, CMC, Colgate, Cipla, Cadila, Dalmia Cements, Everest, E Merck, Family Credit, Grasim, Godrej, Glaxo, Glenmark, Hindustan Latex Limited, Honeywell, Idea, ICI, ITC, JL Morrison, Kores, Lakme, Lupin, Mahindra & Mahindra, Mcdowel, Mukund, Novartis, Nerolac, Nicholas, Network, Oracle, Orient Cement, Pride Hotel, Perfettie Van Miller, Pfizer, Philips, Religare, Reliance, Ranbaxy, Rallis, Shipping corporation of India, SBI, Shangrila Foods, Titan, Tata, Tata Communications, TCS, Torrent, Voltas, Vodafone, Zenith & many more...

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

0900 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

10.30 Morning Refreshments & Networking Break

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

Understanding the real rural consumer

Maximizing consumer experience & extending relationship towards rural consumer

Gaining insights of the priorities of the rural consumers & product preferences

Savings & spending patterns of rural consumer

Tickling with the best fit

Sujit Nair, President

Linterland Rural Initiatives

1200 **Session 3: Enabling "The Rural Re-Selling" & Managing the Rural Sales Force**

Understanding the New Trends in Rural reselling

Gaining profits by re-selling

Challenges faced by companies to sell in rural market

Using the latest tools, techniques & technology for selling in Rural Markets

Identifying, developing & retaining the right talent for Selling in Rural Markets

Krishna Muppavarapu, Head - Quality and Process Management

eGramIT Services Pvt. Ltd.

1300 Networking Luncheon

1400 **Session 4: 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

1500 **Session 5: Case Study on "Gramin Suvidha Kendra: Alternative channels for rural marketing"**

Setu Shah, Vice President Communications

MCX Stock Exchange

1600 **Afternoon Refreshments & Networking Break**

1630 **Session 6: Creating an effective ad campaign for Rural Markets – Caste Study**

Positioning serving the emerging selective rural consumers

What goes in making the successful ad campaign?

Amit Lala, Chief manager B2B Marketing Agri Rural & Micro Banking Group

ICICI Bank

1730 **Session 7: Digital Gratification: Role of New Emerging Technology, Media & IT for Rural Marketing**

Tailoring innovative communications to tap the rural audience.

Making a pan India rural appeal with mass media for awareness

Creating high impact by opting greater proportion of local media visa versa to mass media

Sunil Kulkarni, Group President & Head Rural Initiatives

Oxigen Services (India) Pvt. Ltd

Saturday 5th September 2009

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
Incentivising the catchy themes
Linking the UPS's with the needs of customer
Fitting the consumer in the appropriate value chain

Dr. R. K. Srivastava, Managing Partner & Consultant
Professional Marketing Consultants

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

1120: Session 3: Developing sound distribution network & achieving Rural Supply Chain excellence

Keeping track of demand & supply
Creating Center Market Strategy
Maintaining healthy relationship with suppliers & customers
Keeping the inventory in control

Ajit Patil, Strategic Advisor
Polygel Industries Ltd & Pegasus

1220 Session 4: Experiential marketing & brand building strategies

Joint & co-operative promotion strategy - Other BTL Activates explored
Exploring power & influence of opinion leader
Implementing brand loyalty program
Exploiting the brand loyalty of Rural Consumer to increase the sales
Developing a comprehensive brand building strategy for long term & short term

Samir Gupte, Country Head
Outreach, OgilvyAction

1320 Networking Luncheon

1400 Session 4: Rural Pricing Strategies

Canvass for rural market (Examples—Auto, FMCG and banking services)
Special features of rural market
Cost-Volume-Profit Analysis (CVP) Concept
Decomposition of cost structure—Fixed and variable components
Limitations of CVP
Target Costing concept
Impact of financial inclusion
Conclusion & Q&A

Vasant Godse, Advisor
L & T Infotech

1500 Session 5: Network Marketing as a 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, Consultant & Business Startup Advisor

1600 Afternoon Refreshments & Networking Break

1630 Session 6 : Panel Discussion: “Making Rural Marketing a Success”

Ritesh, Secretary, Direct Marketing Association of India
Charulata Bansal, Co Founder, Strings Customer