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Roundtable on Lessons to be learnt from Regional Brands for Rural Marketing

We are pleased to inform you that Rural Marketing Association of India in association with Sahaj E-Village Ltd – A SREI venture initiative is organizing a roundtable on 4th of December, 2012 at India International Centre.

Rural Marketing Association of India (RMAI) is a premier industry body devoted to furthering the cause of Rural Marketing. Since its inception in the year 2005, RMAI has been helping Marketers plan and implement their Rural Marketing activities across the Country.

Sahaj e-Village Limited, a Srei Venture Initiative, has taken the initiative of building rural infrastructure in the country on an information and technology platform under the National e-Governance Plan of the Government of India. The mega project envisages the setting up over 28,006 Common Service Centres in six states of West Bengal, UP, Bihar, Orissa, Assam and Tamil Nadu, offering a host of B2B, B2C and G2C services. Till date over 24987 CSCs has already been rolled out. These CSCs provide a single-window, one stop solution to the citizen's needs, under the Public-Private-Partnership (PPP) model. It brings government, business, and services to rural India through expanding network of Village Level Entrepreneurs.

Sahaj is emerging as one of the largest implementers of ICT-based projects in India. Sahaj has taken phenomenal initiatives to ensure the reach of information and knowledge to all corners of the country. The NeGP programme aims to make government services accessible to the common man in their own neighborhood efficiently, transparently and reliably, through CSCs offering these services at affordable costs.

Background of the Roundtable

Whenever we talk about the India growth story it always involves national/global brands. But we know regional brands like Ghadi, V-John, CavinKare and many others have given a run for their money to national brands. These brands understand the regional 'ethos' better, satisfy a perceived local need, communication touches a 'chord' which helps in brand acceptance, are flexible and adapt to changing market situation.

This roundtable attempts to celebrate and salute successful regional brands and learn from the custodian strategies adopted by them to make these brands successful.

The main sponsors for this event is Sahaj E-Village Ltd – A SREI venture initiative.

The event will take place on 4th December, 2012 at Conference Room No. 2, Main India International Centre, 40, Max Meuller Marg, New Delhi – 110 003 from 2:30 pm to 6 pm.



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Speakers for our Event



Pradeep Kashyap is known as the father of Rural Marketing of India. He is recognized as a thought leader and is a regular speaker at CEO forums in India and abroad. In 1993 he started MART as a transparent, team based, non-hierarchical, flat organization based on ethical and spiritual principles. MART has emerged as India's leading rural consulting organization. He was invited to speak on "MART – An Endearing Organisation" by TEDX Deccan. He is a recipient of the Indian Merchant Chamber of Commerce Award 1991.



Mr. Sunil K Alagh is Chairman SKA Advisors, a Business Advisory / Consultancy Firm with a focus on Marketing and Brand building strategies. An MBA from IIM, Calcutta, he is the Ex-MD of Britannia Industries. Currently, he is on the Board of United Breweries Ltd, Gati Ltd and Indofil Organics Ltd. He is a Member of the Advisory Board of Schindler and on the Governing Board of IIM Bangalore and Indore, NID, Ahmedabad and IIFT, Delhi.



Sanjay Kumar Panigrahi, CEO - **Sahaj e-Village Limited, a SREI Venture Initiative** has 28 years of rich and diverse experience in Marketing, Sales, Distribution and New Business Development working across the geographies of the country. He has successfully led Sales and Marketing functions of leading brands like Amul, Pidilite et al. An MBA Marketing from IRMA, Mr. Panigrahi is a member of the Board of Governors at HDF School of Management and has been a speaker in many National and International seminars for Amul and Pidilite. He has also been a visiting faculty to many Business Schools.



Mr. Mohan Ji Saxena – A gold medal winning Pharmacy post graduate from the prestigious Banaras Hindu University. Mr. Saxena is the Managing Director of Ayurved. He has an experience of more than 2 decades in service of Animal health and has spent the last 15 years with Ayurved, serving as the head of R&D before assuming his current position. He has published several papers in reputed journals and has an unflinching commitment to Animal health, Agriculture and Rural Development.



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Prof. C K Sabharwal, an MBA from FMS started his career as a Senior Management Trainee DCM in 1970, where he worked till 1974 as a Senior Executive in Marketing. From 1975 till date, he works as Managing Director to bring up Crop Health Products Ltd, a company engaged in the manufacturing and marketing of agro chemicals and having multi manufacturing sites. He is the recipient of Udyog Patra Award.

Prof. C K Sabharwal has been teaching rural marketing at IMT since 1988; later at Amity Business School.



Mr. Varun Kohli, head of Marketing and Sales Team at Anmol Biscuits. Worked for 28 years in pesticides industry, in different States & handled customers in diverse segments – trade & institutions. Also worked at grass root level & handled promotional activities in interior markets, etc. Has also been associated with institutions like Amity Business School, NOIDA & IIPM, New Delhi as a visiting faculty; teaching "Rural Marketing".



Mr. Ramesh Chandra Agarwal is CEO of Mohani Group of Companies and Managing Director for Mohani Tea Leaves Pvt Ltd. He is also President of Tea Packers Association of UP. He has organized several seminars of Current Affairs, political and burning issues. He is also recipient of UP State Entrepreneur Award for 2007-2008.



Mr. Jay V Sachdev is the Brand Manager with Balaji Wafers Pvt. Ltd. He joined the organization in 2002 as Sales Representative and today is looking after the Branding. He is a post graduate in Business Management. Balaji Wafers is the biggest potato wafers brand in Gujarat. Based at Rajkot, they have 90% share of wafers market and 70% share of namkeen market in Gujarat.



Mr. Rakesh Mishra is the Managing Director for RPL Industries Limited. RPL Industries Limited is a leading manufacturer, supplier and exporter of Two Wheeler Tyres and Three Wheeler Tyres, Passenger Car Tyres and Van Tyres, LCV Jeep Tyres, LCV Van Jeep Tyres, Advance and Industrial Tyres, Farm Tyres etc. All their product has been designed and engineered to suit all types of rough surfaces.



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Mr. Deepak Rodiya works as Marketing Manager at Gujarat Tea Traders Pvt. Ltd. He has 12+ years of experience in Marketing. Gujarat Tea Traders is a Part of Rs.600 Crore Turnover Bhaishree Group that Produces Processed Tea under various Brands Since 1975. The brands like Vikram, Vikram Gold, Lion No 5, Mayur Special Family Mix, Sagar and Titli have embarked unparallel success.



Mr. Faizan Patel works as Brand Manager at Gujarat Tea Traders Pvt. Ltd. He has 4 years of experience. Gujarat Tea Traders Pvt Ltd, Jalna has created its own niche in the several markets of India. Known for its immaculate quality and cost effectiveness



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AGENDA

- 02:30 pm to 3:00 pm – Networking Tea
- 3:00 pm – Welcome speech by Mr. Pradeep Kashyap, President – Rural Marketing Association of India
- 3:10 pm – Session begins with moderator Mr. Sunil Alagh, Ex CEO Britannia Industries

The below questionnaires will be discussed during the roundtable.

1. How do you understand the needs of local consumers ?
2. How do you develop appropriate products to meet local needs ?
3. How do you decided appropriate price ?
4. How do you create awareness for your brand ?
5. How do you decide and develop effective distribution system ?

4:00 pm to 4:15 pm – Tea Break

4:15 to 5:30 pm – Continue discussion

5:30 to 5:45 pm – A presentation by Mr. Sanjay Panigrahi, CEO, **Sahaj e-Village Limited, a Srei Venture Initiative.**



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After Event Synopsis

Roundtable on **“Lessons to be Learnt From Regional Brands for Rural Marketing”**

RMAI organised a roundtable on “Lesson to be learnt from Regional Brands for Rural Marketing” on 4th December, 2012 at Indian International Centre, New Delhi. The event was an attempt from RMAI to celebrate & salute regional brands and learn strategies adopted by them to become successful in their geographies.

RMAI invited experienced speakers from diverse sectors, from Agribusiness to tyre industry; from Animal Health Care to Packaged foods. The roundtable brought learning opportunity from regional companies having collective experience of more than 300 years.

Mr. Pradeep Kashyap, president RMAI, initiated the roundtable by giving a background on RMAI and its activities. He complemented regional brands in succeeding in a scenario of stiff competition from multinational companies. He looked at this unique event as an opportunity for co-operation between regional and national players because there is plenty of space for both to grow in our country. Sunil K Alagh, chairman SKA adviser was the moderator for the event. He spoke on his LSD model (where L stands for Luxury, S for Stress & D for Daily need) of categorising products & services. He felt that though rural and urban consumers have same aspirations, they behave differently.

Mr. Varun Kohli , Head of Marketing at Anmol biscuits, was the first speaker. He shared strategies adopted by them to capture rural market:

- Product : Emphasis on primary data for need assessment of consumer.
- Price : Utility and price play equal role in rural market.
- Place : Enable your channel partner to take marketing action.
- Promotion: Focus on BTL activities through opinion leaders like Sarpanch in village.



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He shared how through consumer feedback in Punjab on their digestive biscuits they added Ajwain which has made it a runaway success. He also talked about how perceived value was enhanced by giving the example of a 2 stack horizontal packaging of biscuits against the conventional 3 stack as the pack becomes bigger.

He also shared innovative ideas on sampling of biscuits in cinema hall during intermission and concluded by saying **'Simplicity is Key'** to win in rural markets.

Mr. Mohan Saxena from Ayurved shared his knowledge on the animal healthcare market said that, it is important for marketer to understand diversity of our country before designing products & services. He also talked about triple bottom line – profit, social benefit & environment protection for sustainable business.

Prof. C K Sabharwal having 45 year experience as Managing Director of Crop Health Products said that rural market is not similar to urban and linked rural marketing with Golf, where 90% is thinking in diverse market and only 10% is dynamics. He emphasized on developing strong channel partners as your own family and help them in every aspect of life. He also gave prime importance to regular training of channel partners. He shared how in a village where many farmers suffered snake bites in the field, his company gave protective shoes.

Mr. Rakesh Mishra, MD, RPL industries (Radhu Tyres), expressed his views on targeting pertinent need of customers. He shared the example of the auto rickshaw in Pakistan and Bihar, where it carries 6 persons, because of which national brand tyres wear out within months. His company has developed a heavy duty tyre, with more rubber. It costs more but lasts much longer. He has a monopoly in the Pakistan market. Similarly a Harvester tyre will hardly cover a few hundred kms throughout its life. So there is no need for a tyre that lasts thousands of kms. They have developed a much lighter tyre at a substantially lower price. It is a huge success in Punjab. In his views focal point of business in rural should be, **'Developing need centric quality product at right price'**.

Mr. Jay V Sachdev from Balaji wafers, Gujarat explained that business in rural is not only about focussing on profit to organization, but also considering their emotions. He



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said they don't have any targets for the team and they treat channel partners as members of family (...agar unki beti ki shaddi hoti hai toh hum yeh use apni beti ki shaddi mante hai). He shared their profound philosophy of designing products focusing on three factors: -

1. Product price should be within daily pocket money amount of children in rural India.
2. Parents must trust our quality.
3. Quantity of wafers should be adequate to fill children's stomach at right price.

Mr. Tarun Bhatia from Mohani Tea advocated small size packaging as success mantra to serve BoP. In addition he said wall paintings, advertisement on bus panel and local channels are some effective means of communication in BoP space. Supporting his thoughts Deepak Rodiya from Gujarat Tea Traders recommended deep penetration of product as prime factor for success. He said "Jo dikhtha hain, woh biktha hain".

Finally Sanjay Panigrahi, CEO – Sahaj e-village, focused on how most corporate have seen rural from transactional view point only whereas need of the hour is to develop the market. While addressing a question on partnership, he suggested partnership with government as well because government carries immense level of trust of the rural consumers

The event was attended by 80 participants from some of the best companies in India – Unilever, Coke, LG, Hero Motocorp, Maruti, Perfetti and many others. The discussions were very lively and the feedback from both participants and speakers was extremely positive.

Finally, Pradeep Kashyap concluded by advising corporates to marry the rural market and not merely flirt with it if they want to win rural hearts.