



The Rural Marketing Association of India

*Presents*

**Round table on regional brands of India**

**At Hotel Orchid, Vile Parley East, Mumbai**

**on 14<sup>th</sup> March 2014**

**at 2pm - 5pm**

**Sponsored By**



## **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 Vritti Solutions Limited, Mumbai and Rural Relations, Pune is organizing a roundtable on 14<sup>th</sup> of March, 2014 at Hotel Orchid, 70/C, Nehru Rd, Vile Parle East, Mumbai, Maharashtra 400099 from 12pm starting with lunch followed by discussion from 2pm to 5:30 pm.

**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.

**Vritti iMedia** the media arm of Vritti is really a pioneer in Audio Outdoor Advertising and has won the prestigious Outdoor Asia awards for 3 yrs consecutively since 2011. Vritti iMedia has rights to run Audio Advertisement in State Transport Bus stations over Departure Announcement System. This medium helps marketers to reach out to small towns cost effectively. Vritti iMedia today provides a national footprint helping corporate reach out to 150 Million+ people in Maharashtra, Karnataka and Punjab. Vritti iMedia provides engagement and activations in rural markets.

**Rural Relations** is the largest rural relationship based organization with over 20 years of experience in building one-to-one relations with key influencers in 49,000 villages across 9 States of India, rural relations with its unique ways has worked with leading companies like HUL, P&G, Marico, Tata, Reliance, ACC, Colgate etc to take their product or service to the last mile. Alongside the professional activities it also has social initiatives such as the Non-Resident Villager (NRV) Movement™ through which it has installed 22,000 used/new computers in 20,000 rural secondary schools, Gyan-Key Library (PPP) under which 1,255 libraries are opened in 1,255 rural secondary schools in 625 working days across Maharashtra, rural champions (identifying unsung heroes of a village), village developers (a youth in a village will work in a village), changing villages, etc.

### **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.

## 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.



Pradeep Lokhande is a social entrepreneur and the Founder of rural relations, having over 20 years of experience; he has worked with top national & multinationals companies and has personally visited more than 5,000 villages across India. He is connected with 49,000 villages through his rich database and is also a visiting faculty at various management & media institutes across India. He has been a part of many prestigious forums and panel discussions focusing on rural India. He has been felicitated and honored on various platforms for his fantastic reach and study on the ever growing potential of rural India



Veerendra Jamdade has 22 Yrs experience in IT implementation in Rural and Agriculture related businesses and Media and as an entrepreneur he has over 15+ yrs of experience. He is the founder Director and CEO of Vritti Solutions Ltd. He is instrumental in designing and developing simple user friendly software products and solutions for the Commissions agents at Mandis and Software for Petrol pumps way back in 1996. Today there are over 2500+ installations of the commission agent software and 1000+ installations of software for petrol pumps. His practical experience in developing solutions for rural markets has enabled him to put together and execute an award winning concept of Vritti i-media's audio announcement and advertisement system at 80 MSRTC Bus stands. He is very passionate about innovating software Products and solutions by which the life of villager is going to change.



Mr. Parag Desai – Executive Director, Sales & Marketing, Wagh Bakri Tea Group

Mr. Parag Desai is a 4th generation entrepreneur in the Wagh Bakri Tea family and is spearheading the Sales, Marketing & International Business in the group. He is also a skilled Tea Taster, who personally tastes teas every morning. As part of expansion plans he launched various new brands and innovative products in India as well as the International Markets. He is also responsible for taking the group in various new markets and new formats like "Wagh Bakri Tea Lounges" in Mumbai and Delhi.



**Mr. Chandubhai Virani - Founder and Managing Director, Balaji Wafers Pvt. Ltd, India**

Mr. Chandubhai Virani, the owner of the leading potato wafers & Namkeen brands in India, is an inspiration to many budding entrepreneurs in the country through his story of an incredible struggle for a robust business which started about 39 years ago in 1974. A highly goal oriented person, a devotee of God Balaji (Hanuman) and gem of a person Mr. Chandubhai Virani is full of positive attitude yet very down-to-earth by nature. Today "Balaji Wafers" is a house-hold name not only in the state of Gujarat but also holds a premier position in Maharashtra, Rajasthan, Madhyapradesh and Goa markets when it comes to namkeen, started as a micro business it has evolved into a Rs 3500 crore company(according to third party valuation) of quality products with an indigenous taste giving tough competition to multinational food processing giants despite price competitiveness. "Balaji Wafers" has a yearly turnover of more than 1000 crores, which comes as more than 2.5 crore per day. Mr. Virani's pragmatic and unassuming approach is one of the reasons for the soaring success of Balaji group which has been recognised by Business Standard as 'Sultan of Wafers' and Asia Pacific food online published a special article with Chip Off the Old Block tag.



**Mr. Dattaray Vishwanath Ghanekar - M.D. Kolhapur Milk Union, Kolhapur (Gokul).**

Mr. Ghanekar started his career in 1973 with Punjab Diary Development Coproration, Ludhiana as Technical Officer. He has handled various assignments at NDDDB and also was the Managing Director National Co-op of Diary Federation of India at Anand. From 2010 he is the Managing Director of Kolhapur Milk Union.

## AGENDA

- 1.00 pm to 2.00 pm – Lunch
- 2.00 pm – Welcome speech by Mr. Pradeep Kashyap, President – Rural Marketing Association of India
- Roundtable Session

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 pm to 5.30 pm – Continue discussion