

RURAL RENAISSANCE: BACK TO THE DRAWING BOARD

ADVERTORIAL AND PROMOTIONAL FEATURE

LEAD - SPEAK

R P SINGH, MD & CEO Shriram Fortune


I would like to thank and congratulate the ET Edge team for organizing a great summit. Indeed a great initiative at a time when the global economy is plagued with a lot of uncertainty and the Indian economy is grappling with sluggish growth.

ATRAYEE SARKAR, Chief of Marketing, TATA Steel


Most discussions were rooted in reality and were more credible for attendees. The diversity of coverage of industries gave perspectives from varied angles. It has been an excellent forum to network with relevant people who otherwise are not accessible easily.

ASHISH RAI, Head Rural Business & Alliances, HUL


The paramount importance of driving availability of products and services in the rural arena was emphasized through varied approaches by the speakers. This should be a good platform & serve as a thought starter for companies planning to step up their focus and efforts to drive their rural reach.

SANJEEV GOYLE, Chief Of Marketing - FES, Business Head - Applitrac, Mahindra & Mahindra


The project is an example of execution excellence & can go a long way. The sheer width of knowledge & the resultant impact credibly converted into great practicality & the participants, articulate & knowledgeable, were among the best.

KALPANA TEWARI, Member (Planning), India Post


One of the major takeaways from the summit is that public private partnership between India Post & the major players in the industry could be the driver for economic growth of rural sector.

Comprising of some of the most prominent names from across the industry, the Summit discussed on topics ranging from 'Hinterland Brand Strategy' & 'Influencers Driving Rural Markets', to 'Overcoming Distribution Challenges' & 'Technologies in Accessing Rural Markets'. The day also witnessed 'Best Practice' case study presentations being delivered on 'Project Asha, a joint initiative by Pepsico & Mart', 'Tata Shaktee GC Sheets' & 'Last Mile Distribution of HUL' – a unique distribution strategy.

The morning session at the summit presented the most renowned name in the Rural Marketing space, Mr. Pradeep Kashyap, who shared delightful insights on not just marketing strategies but also the consumer outlook in rural markets.

The first panel deliberated on 'Product Innovation for Rural'. Moderated by T K Arun, Editor, Opinion, The Economic Times, the discussion brought forth innovative views & thoughts from exemplary leaders including



UNEARTHING THE RURAL POTENTIAL: DISCUSSING INNOVATIVE MODELS & STRATEGIES

The Economic Times Rural Strategy Summit is a platform for leading stake holders to share their vision and analyze the way Rural Markets will evolve. The best practice case studies presented by industry leaders suggest continuous innovation to be a key driver. ET Edge provides a synopsis on the Summit



> (Clockwise) R S Sodhi, MD-Amul; TK Arun, Editor Opinion, ET; Ramesh Iyer, MD – Mahindra Finance; N Krishna Mohan, Chief Executive, Emami Ltd; Sanjay Dawar, MD, Accenture Management Consulting.

R S Sodhi, Managing Director, Amul; Ramesh Iyer, MD, Mahindra & Mahindra Financial Services Ltd, CEO - Financial Services Sector & Member of the Group Executive Board; N Krishna Mohan, Chief Executive - Sales, Supply Chain & Human Capital, Emami; Sanjay Dawar, MD, Accenture Management Consulting India. The discussion encompassed various critical angles ranging from product pricing & packaging to exposure & comfort levels with technology.

The Summit concluded with a discussion on 'Rural 20:20 – What next?'. This enabled the audience to put forth their perspectives & plans for the remote areas with ease.

INTERVIEW

PRADEEP KASHYAP, FOUNDER & CEO, MART


WHAT CRITICAL COMPONENTS MAKE A SUMMIT RELEVANT FOR ALL THE STAKEHOLDERS?

PRADEEP KASHYAP, FOUNDER & CEO, MART, SHARES HIS THOUGHTS ON THE ECONOMIC TIMES RURAL STRATEGY SUMMIT

'Rural Markets' have become all the more indispensable for marketers than ever before. How do you see the rural arena shaping up?

Rural India represents the single largest potential consumer segment in the world and already accounts for 50% or more of India's FMCG, durables and auto market. However the consumption and penetration level of most categories

is much lower than urban areas; this would translate into a quicker growth in the demand for most products in rural segment as compared with urban.

You chaired 'The Economic Times Rural Strategy Summit' which brought together some of the most prominent names from the rural marketing segment; what was the primary intent behind creating this platform?

Marketers are now convinced that rural offers a bigger opportunity than urban. However, most companies are not clear about the appropriate strategies for rural markets. The idea behind creating this platform was to bring CEOs and marketing heads of the leading organizations together to share their winning strategies with the participants, who were also senior people from industry. The response was overwhelming and everyone appreciated the high levels of discussions.

What, according to you, have been the key derivatives from the Summit?

The summit managed to convince the fence-sitters that rural is a big opportunity and they need to take the plunge if they want to grow their businesses in the coming years. Participants went back with a lot of new insights and strategies on how to succeed in the rural markets.

GEORGE ANGELO, ED Sales, Dabur


The Summit provided great opportunity for organizations to share their initiatives & learning on how capabilities can be developed to create markets in this difficult terrain.

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SANJAY DAWAR, MD, Accenture Management Consulting


I learnt from the Summit that 'High-quality and differentiated solutions', 'Feminization of consumption decisions' & 'a focus on Scale' are the three most critical things to succeed in Rural Markets in India. The project helped me

shape my own perspective on rural markets in a more educated and well-researched manner.

RAMESH IYER, MD, Mahindra & Mahindra Financial Services Ltd, CEO, Financial Services Sector & Member of the Group Executive Board


The session that I attended was very informative with plenty of insights provided by experts working in Rural market. I found the audience very vibrant, knowledgeable and inquisitive to raise relevant questions.

ET Edge - SPEAK:
DEEPAK LAMBA, PRESIDENT, TIMES CONFERENCES LIMITED


>> The past decade saw Indian rural landscape growing in literacy levels, standard of living and increased spending intent making hinterlands the most promising business venture. Despite the apparent potential, impediments including infrastructure, technology & costs have been hindering the pace of development. While there have been strategic approaches to overcome these challenges, a focused plan of action is essential to tap this humongous opportunity. ET Edge recognizes a vast scope in the rural sector and aspires to develop a platform that will aptly deliver critical information helping marketers in their strategic rural expansion plans.

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