

GRIP*e*l

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.”

3rd Annual Rural Marketing Excellence

Venturing beyond urban markets to capture market share & augmented profits by focusing on integrated and innovative strategies to enhance business growth in rural areas

8th & 9th July 2011

Mumbai, India

GRIPe/

Book & Pay per Delegate:

INR 25950 Net + 10.30% service tax Per Participant for 2 Days non residential conference

*3 or more delegates 10% discount. Investment is per person for 2 days non residential conference. Payments have to be processed in 5 working days from booking. TDS/ Taxes needs to be added on the Net amount as above

Investment for International clients is USD 900 Net + 10.30% Service Tax

" The future lies with those companies who see the poor as their customers "

- C. K. Prahalad

Key Sessions:

Day 1 – Friday, 8th July 2011

Session 1 – Opportunities in tapping India's rural market, exploring the growth Potentials & government initiatives effectively for a win-win situation between urban sellers and rural buyers

Session 2 - Getting connected with the rural 'mindset' & sentiments of Rural Consumer

Session 3 - Customer experience & relationship management

Session 4 - Network marketing as an effective alternative channel

Session 5 - Exploring eLearning & Social Media for Rural Masses

Session 6 –Alternative channels for rural marketing

Session 7 - Experiential marketing & brand building strategies

Session 8 - Digital Gratification: Role of New Emerging Technology, Media & IT for Rural Marketing by unfolding ecosystem marketing with new and traditional technology

Day 2 – Saturday, 9th July 2011

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

Session 2 - Strategies for Creating Rural Retail Brand with a focus on rural markets

Session 3 - Planning Rural Penetration Strategy - Designing specific distribution strategies for great penetration of products and services

Developing sound distribution network & achieving Rural Supply Chain excellence

Session 4 - Rural Pricing Strategies - Strengthening your pricing strategies in ensuring the product's Success

Session 5 – Managing the Rural Sales Force

Session 6 - Creating an effective ad campaign for Rural Markets

Pre Conference Questionnaire & Tailored

Conference Sessions:

Conference sessions will be tailored by the **Pre Conference Questionnaire** which will be provided to the delegates post registrations & by receiving the inputs from delegates the same will be forwarded to speakers for customization.

Endorsed by:



GRIPe/

Benefits of attending

- **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
- **Analyzing** 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

Past Speakers:

Dr. R. Srivastava, **PMC India**, Director

Chintan Shah, **Aries Agro Limited**, Head Marketing Services

Pradeep Lokhande, **Rural Relations**, Managing Director

Pankaj L. Shah, **Direct Marketing Association of India**, President

E. Vednarayan, **Eureka Forbes India**, Head Rural Channels

Shailaja P. Shah, **Words Worth ELT**, VP – Sales & Marketing

Setu Shah, **MCX Stock Exchange**, Sr. VP – Communications

Samar Shivdasani, **Oxigen Services**, Business Head - Rural Banking &

Mobile Money

Soumitra Sen, **DDB India – Mudra Group**, President – Health & Lifestyle

T. V. Thyagarajon, **Reliance Retail Ltd**, VP & Business Head

Nadeen Jafri, **Hearty Mart**, CEO

Savya Sachi, **Dr. Reddys Laboratories**, Sr. Director

Rahul Karwa, **Mudra Max**, Assistant Vice President

Rajesh K. Singh, **Dr. Reddys Laboratories**, Associate Director

To register email us at gripel@gmail.com

GRIPe/ conferences

www.gripel.com

"Gripel is doing a wonderful job in providing a platform where professionals from a variety of discipline can interact with each other's resulting in mutually benefiting session of knowledge sharing"

[Tata Auto Comp GY Batteries Ltd.](#)

"Good Efforts – Keep It Up"

[Tata Motors Ltd.](#)

"Really a very good & effective sessions, Speakers were also too good"

[ACC Limited](#)

"Overall experience had been great & enriching, would like to attend more such programs in future"

[Godrej Security Solutions](#)

"This training program was most practical & relevant training program that I ever attended"

[Lanka Orix Leasing Company](#)

"A good platform to impart training on relevant & desired topics"

[Godrej & Boyce Manufacturing. Co. Ltd.](#)

"It was very knowledgeable session, gave a lot of insights in channel management business"

[Karvy Stock Broking Ltd](#)

"Good event & speakers were really very good"

[ACC Limited](#)

"Good Event"

[ICICI Bank](#)

"Variety of experiences, practical cases & academics added value to the event"

[Tractors & Farm Equipment Limited \(TAFE\)](#)

"I liked the interactive session of two days with a delegate from diversified field"

[Deepak Fertilizers & Petrochemical Ltd](#)

"It's a great forum for networking as well as sharing your best practices"

[MIRC Electronics \(ONIDA\)](#)

"Over all a good experience"

[Tata Motors](#)

"Speakers were good"

[Usha International](#)

"Excellent conducted the programme"

[Orient Cement](#)

"The content & speakers are quite rich in their field"

[Deepak Fertilizers & Petrochemical Ltd](#)

"Gripel is doing good job & getting good speakers to impart knowledge"

[Toyota Kirloskar Motor Pvt. Ltd.](#)

"Good conference from practical oriented approach"

[TVS Srichakra Ltd.](#)

"Overall it is lively sessions as the area of topics are selected methodologically and serves the purpose"

[SKF India](#)

"Good Event"

[Tata Housing Development Co. Ltd.](#)

"Overall, we are now motivated to think differently"

[Afcons Infrastructure Ltd.](#)

"Very well presented, good ambience"

[Tata Housing Development Co. Ltd.](#)

"Good Job"

[Jaiprakash Associates Ltd.](#)

"Overall organization was good"

[Savita Oil Technologies Ltd.](#)

Who should attend?

Target Audience:

CEO, CMO's Directors, Presidents
DGM's,
Regional Heads, Chief Managers,
Sr. Managers & Managers of:

Sales & Marketing
Rural Marketing
Marketing & Brand Development
Consumer Insights & Strategy
Branding
Organizational Development
Strategic Management
Advertising & Communication
Quality & Business Improvement
Business Analysis & Planning

From Sectors:

Consumer durables
Electricals & Electronics
Insurance
Banking & Finance
Telecommunications
Pharmaceuticals
Cement
Healthcare
FMCG
Food & beverage
Retail
Manufacturing
Energy, Power & Electricity
Automotive & OEM
Media
Education
Textiles
Oil & Gas
Steel
many more...

- AIS Glass
- A2Z Infra services Ltd. (A2Z Group)
- Abbott Healthcare Pvt Ltd
- ACC Ltd.
- Access Engineering Ltd.
- Ackruti City Ltd
- Aditya Birla Group - Grasim Industries Ltd.
- Afcons Infrastructure Ltd
- Akzo Nobel Paints Lanka (Pvt) Ltd
- Alembic Ltd.
- Amara Raja Industrial Services P Ltd.
- Ambuja Housing & Urban Infrastructure Co Ltd
- Anand Automotive Systems Ltd.
- APC by Schneider Electric
- Apollo Tyres Ltd
- Aramex India Pvt Ltd
- AstraZeneca Pharma India Ltd
- ATS Infrastructure Ltd.
- B.E.Billimoria & Co. Ltd.,
- B.G. Shirke Construction Technology
- Bajaj Electricals Ltd
- Bank Of Baroda
- Bayer CropScience Ltd.
- BenQ India Pvt. Ltd.
- Bharti AXA Life Insurance Co.Ltd
- Birla Sun Life Insurance Company Ltd
- Blue Star Ltd.
- Blue Star Ltd.
- Castrol India Ltd
- CEAT Ltd
- Cholamandalam MS General Insurance
- Cidco
- Crisil Ltd.
- Crompton Greaves Ltd.
- Dalmia Cement Bharat Ltd
- Danfoss Industries Pvt Ltd.
- Datamatics Global Services Ltd.
- Deepak fertilisers & Petrochemicals Corp
- Delhi International Airport (P) Ltd.
- Derric Wood
- Desai Construction Pvt.Ltd.
- Dialog Axiata Plc
- Dish TV India Ltd.
- Dodsai Engineering And Construction
- Ebrandz
- Elantas Beck India Ltd.
- Emco
- Entertainment World Developers Ltd.
- Essar Oil Ltd.
- Essar Power Gujarat Ltd.
- Essar Steel Ltd.
- Eureka Forbes Ltd
- Everest Industries Ltd.
- Feedback Ventures Pvt. Ltd
- Financial Software & Systems (Pvt.) Ltd
- Firstsource Solutions Ltd.
- Forbes & Company Ltd.
- Force Motors Ltd
- Fortis Healthcare Ltd.
- Gati
- GEPII
- Gkc Projects Ltd.
- Glamble Gaming Network (P) Ltd
- GlaxoSmithKline Consumer Healthcare Ltd
- GMR Infrastructure Ltd.
- Godrej & Boyce Manufacturing Co Ltd.
- Godrej Properties Ltd.
- Grandale Advertising & marketing
- Grasim Industries Ltd.
- Gujarat State Petroleum Corpo. Ltd.
- HDFC ERGO General Insurance Company
- Hindustan Motors
- Hindustan Petroleum Corporation Ltd
- Hirco Developments Pvt. Ltd.
- IDBI Bank Ltd.
- IL& FS Property Management & Services Ltd
- IL&FS Ltd.
- Impetus Infotech (I) Pvt Ltd
- Interglobe Hotels Pvt Ltd
- IRB Infrastructure Developers Ltd
- Ispat Industries Ltd.
- ITC Ltd.
- ITC Ltd., Central Projects Organisation
- Jaypee Greens
- Jaypee InfraTech Ltd.
- JCB India Ltd.
- JK Lakshmi Cement Ltd.
- Johnson Controls India Pvt Ltd
- JSW Infrastructure Ltd.
- JSW Steel Ltd.
- JWT
- Karvy Stock Broking Ltd.
- Kirloskar Oil Engine Ltd.
- Knight Frank (India) Pvt. Ltd
- Kotak Mahindra Bank Ltd
- Krishi Gram Vikas Kendra
- Lanco Hills Technology Park Pvt Ltd
- Lanco Vidarbha Thermal Power Ltd.
- Lanka ORIX Leasing Company PLC
- LG Electronics India Pvt. Ltd.
- Lighthouse Insights
- Lodha Developers Ltd.
- Lovson Projects Ltd
- Macleods Pharmaceuticals Ltd.
- Madura Fashion & Lifestyle
- Magus Consulting Pvt Ltd
- Mahindra & Mahindra Ltd
- Mahindra Lifespace Developers Ltd.
- Mahindra SSG
- Mantri Developers Pvt. Ltd.
- Manugraph India Ltd
- Marico Ltd.
- Metadesign Architects Pvt Ltd
- Miebach Consulting India Pvt Ltd
- MIRC Electronics Ltd.
- MTS India
- Mundra Port & Sez Ltd.
- National Securities Depository Ltd
- Natural Remedies Pvt. Ltd.
- Nestle India
- Neyveli Lignite Corporation Ltd.
- Nokia India Pvt Ltd.
- Oberoi Realty Ltd.
- Omnitech InfoSolutions Ltd
- Orbit Corporation Ltd.
- Orchid Chemicals
- Orient Cement
- Ozone Propex Pvt Ltd
- Pantaloon Retail (India) Ltd.
- Patel Realty India Ltd.
- Patni Computer Systems Ltd
- Paymate India Pvt. Ltd.
- People's Bank
- Perfetti Van Melle India Pvt. ltd
- Pfizer Ltd.
- Phillips Electronics India Ltd
- Piaggio Vehicles Pvt. Ltd.
- Praj Industries Ltd.
- Propcare Mall Management
- Propcare Real Estate Management
- Reliance Capital Asset Management
- Reliance Infrastructure Ltd
- Reliance Port And Terminals Ltd
- Reserve Bank Of India
- RNA CORP. Ltd
- Ruchi Soya Industries ltd,
- Rvsa Consultants Pvt. Ltd
- S A G A Architects
- SAB Miller
- Saint Gobain Glass India
- Sanofi - Aventis
- Savita Oil Technologies Ltd.
- Schindler India Pvt. Ltd.
- Schneider Electric
- Schneider Electric
- Shoppers' Stop Ltd
- Shriram Epc Ltd.
- SKF India Ltd.
- Social Media 2 Go
- Spml Infra Ltd.
- Sri Lanka Telecom PLC
- Sterlite Industries India Ltd.
- Surmount Energy Solutions Pvt. Ltd
- Tata AIG General Insurance
- TATA AutoComp GY Batteries Ltd
- Tata Consulting Engineers Ltd.
- Tata Global Beverages Ltd
- Tata Housing Development Company
- Tata International Ltd
- Tata Motors Ltd.
- Tata Teleservices (Maharashtra) Ltd.
- Tech Mahindra
- Texmo Industries
- The Leela Palaces
- Thrumuillihills
- Toyota Kirloskar Motors
- Tractors & Farm Equipment Ltd
- Tractors and Farm Equipment Ltd.
- TRIF Amritsar Projects (P) Ltd.
- Tata Realty and Infrastructure Ltd.
- Tube Investments Of India Ltd
- TVS Electronics Ltd.
- TVS Srichakra Ltd.
- Undercover Productions Ltd
- United Infrastructure Projects
- UPT
- Usha International Ltd.
- USV Ltd
- Valvoline Cummins Ltd.
- Viacom18 Media Pvt Ltd.
- VIOM Networks Ltd.
- Wadhwa Developers
- Wanbury
- Wells Fargo
- White New Media
- Wipro GE Healthcare Pvt Ld
- Yes Bank Ltd.

many more...

events listing:

TO REGISTER:
gripel@gmail.com

3rd Annual Rural Marketing Excellence
8th & 9th July 2011, Mumbai
<http://www.gripel.com/3rme.pdf>

Social Media Marketing Boot Camp
8th & 9th July 2011, Mumbai
<http://www.gripel.com/smmbc.pdf>

Effective Executive PA: Exceptional Skills
22nd & 23rd July 2011, Mumbai
<http://www.gripel.com/eepa.pdf>

Affordable Housing Projects Excellence
5th & 6th August 2011, Mumbai
<http://www.gripel.com/ahpe.pdf>

Intellectual Property Rights Excellence
5th & 6th August 2011, Mumbai
<http://www.gripel.com/ipre.pdf>

Effective Channel Management Masterclass
26th & 27th August 2011, Mumbai
<http://www.gripel.com/ecm.pdf>

Corporate Facilities & Workspace Optimization
16th & 17th September 2011, Mumbai
<http://www.gripel.com/cfwo.pdf>

Effective Execution Strategies – “Make It Happen”
16th & 17th September 2011, Mumbai
<http://www.gripel.com/ees.pdf>

Social Media Marketing Excellence
14th & 15th October 2011, Mumbai
<http://www.gripel.com/smm.pdf>

Critical Chain Project Management
14th & 15th October 2011, Mumbai
<http://www.gripel.com/ccpm.pdf>

Customer Experience Management
18th & 19th November 2011, Mumbai
<http://www.gripel.com/cem.pdf>

Energy Efficiency for Facilities & Buildings
18th & 19th November 2011, Mumbai
<http://www.gripel.com/eefb.pdf>

Effective Pricing & Profiting Strategy
2nd & 3rd December 2011, Mumbai
<http://www.gripel.com/epps.pdf>

Corporate Fraud Management Excellence
2nd & 3rd December 2011, Mumbai
<http://www.gripel.com/cfme.pdf>