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Department of Marketing
Centre for Business Development studies

A Report and Relevant documents of Guest lecture on
“Innovative Distribution strategies for Rural Markets”



Friday, 12th October 2018

Organized by Department of Marketing
R V Institute of Management
Bangalore

Rashtreeya Sikshana Samithi Trust
R V Institute of Management

Department of Marketing

A Brief Report

Guest lecture on

“Innovative Distribution strategies for Rural Markets”

Friday, 12th October 2018

Resource Person : Mr. M N Mathew, Marketing Consultant

Time : 2.00 am -5.00 pm

Venue : Conference Hall, 1st Floor

A guest lecture from an industry expert as a value addition to the subject Rural and Agriculture Marketing on the topic “Innovative Distribution strategies for Rural Markets” was organized for the students of III semester marketing specialization of section A & B. The purpose of the lecture is to provide practical knowledge about the rural markets to the students from the practitioner’s perspective.

The lecture was scheduled from 2.00 pm to 5.00 pm on Friday 12th October, 2018 at the Conference hall. The resource person for the programme was Mr. N.M. Mathew, Marketing Consultant, Bangalore, former Marketing Manager of Philips India Limited, Bangalore, who is instrumental for the launch of various Philips products in Rural India.

The session started with the silent prayer followed by welcome address by Dr. Noor Firdoos Jahan, Professor, Department of Marketing. After the introduction of the resource person, he was requested to start the session.

Mr. Mathew started his session by showing some images of India classified as India and Bharat, wherein India represents urban part and Bharat represents rural part and initiated discussion on potential of rural markets in India and how difficult it is to explore the market. He shared his experience with Philips and how Philips market their products in rural India.

After discussing about the four Ps of rural marketing, he started with distribution strategies for rural markets. He said making products available to rural people at the right time at right place is very difficult due to various challenges faced by the retailers to sell their products in rural areas.

Distribution is very tough in rural market, hence many companies are adopting to various innovative practices for smooth distribution of products in rural areas. Some of the practices discussed are given below:

- Innovative Distribution of ITC E-choupal
- Godrej Adhar
- HUL Shakti
- Mahindra Samridhi and
- Godrej Sakhi

Mr. Mathew explained these distribution strategies very nicely and also discussed about the challenges faced by the companies in implementing these strategies in rural areas.

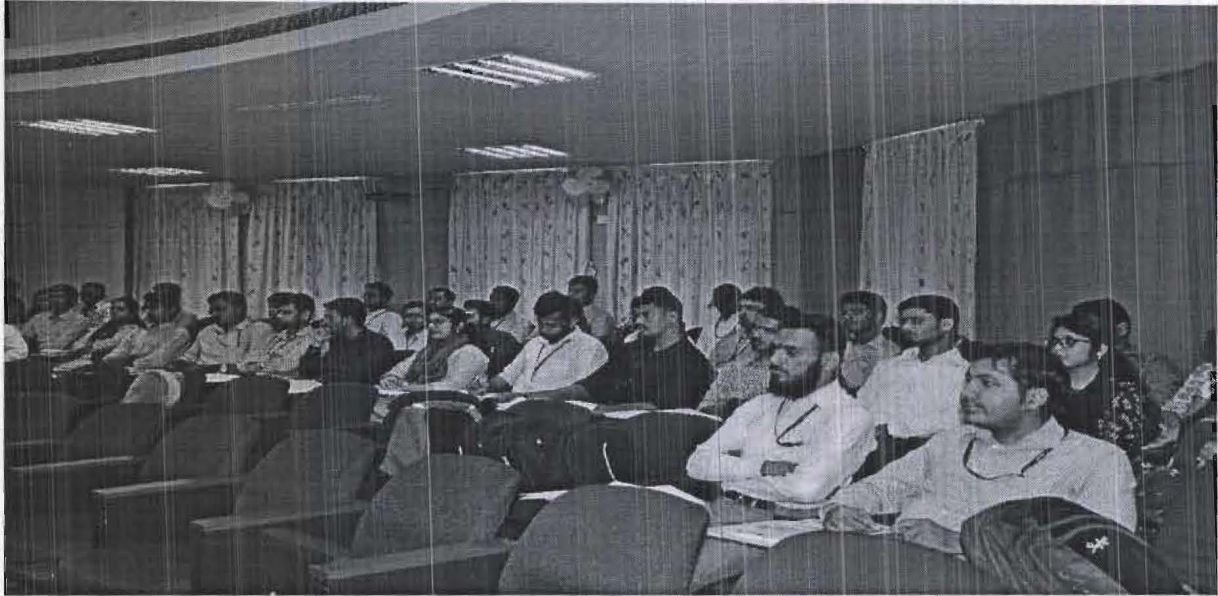
With lot of enthusiasm and humour the guest lecture went on effectively; the students also interacted amid session and even in the end of the session with the resource person and asked many question related to the topic.

Report Submitted by:

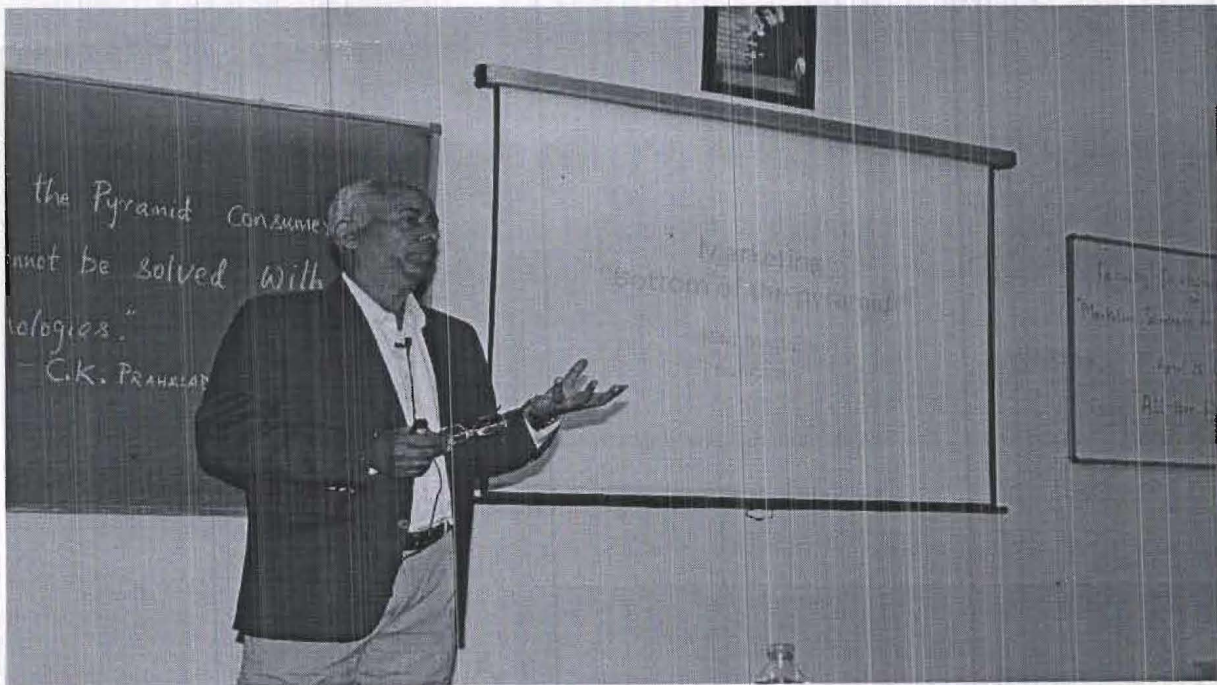
Dr. Near Firdoos Jahan



Photo Gallery



Students attending the guest lecture on innovative distribution strategies for rural markets



Mr. Mathew during his session



Rashtreeya Sikshana Samithi Trust

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Circular

Date: 09.10.2018

It is to inform all the students that, the Department of Marketing is organizing a guest lecture on "Innovative Distribution strategies for Rural Markets" for the students of section A and B of Marketing Specialization.

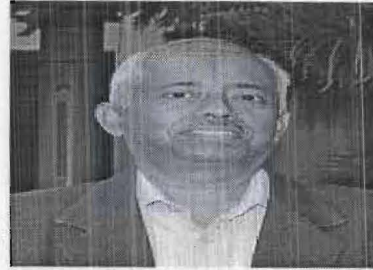
The guest lecture from an industry expert is a value addition to the subject Rural and Agriculture Marketing. This lecture aims at providing practical knowledge about the rural markets to the students from the practitioner's perspective.

The lecture is scheduled between 2.00 pm to 4.30 pm on Friday 12th October, 2018 at the Conference hall.

The resource person identified for the programme is Mr. N.M. Mathew, Marketing Consultant, Bangalore, former Marketing Manager of Philips India Limited, Bangalore, who is instrumental for the launch of various Philips products in Rural India.

Attendance is compulsory for all the students of section A and B of Marketing specialization and it will be added to Rural and Agriculture Marketing subject.


Director



Brief Profile:

N M Mathew: Career profile in brief and a glimpse of responsibilities handled.

Started career in export marketing but had only a brief stay. Joined Consumer Electronics division of Philips India, handling sales for a territory, considered the most glamorous division within Philips. Responsibilities of primary sales, collections, market expansions, launches, exhibitions, complete gamut of sales. Subsequently, promoted to a regional function, handling logistics for southern region, headquartered at Chennai.

As state head, in charge of a large team. Direct responsibilities for market share. Including business development for the state. Exposure to man management and implementation of competitive practices. Full range of products from low end audio, electronics, to high end devices, televisions mono chrome and colour

As Marketing manager, Product responsibilities for India, Nepal, Sri Lanka for monochromatic televisions. Focus on rural and B, C, D markets India. Product design, advertising, profitability, distribution responsibilities, etc.. All the above for approximate 15 years.

The next 6 -7 years moved into high end retail as Vice President and Director, within and outside India. Focus on metros and cities, stand alone stores. Responsible for Retail strategy, process definitions, market entry, budgets and profitability, brand mix, man management - direct and indirect, for mobiles, electronics, kitchen ware, brown goods , computers, peripherals, etc. The organisations worked for are Philips, Reliance retail, Raya.

Currently and last 5 years set of on my own road, as an entrepreneur, working with commodity and financial markets. Working with financial solutions for mid level companies and individuals, one of them through TATA