



**A Report and Relevant documents of Guest Lecture on  
“Jyothy Laboratories Success in Rural Marketing”**

<b>Date: 3<sup>rd</sup> December 2019</b>	<b>Venue: Conference Halll</b>
<b>Time: 10:30am to 11:30 am</b>	<b>Semester &amp; Section: III A (Marketing specialization)</b>
<b>No. of Participant: 48</b>	<b>Event Coordinator: Dr. Noor Firdoos Jahan</b>
<b>Objectives</b> <ul style="list-style-type: none"><li>• Providing practical knowledge about the rural marketing to the students from the practitioner’s perspective.</li></ul>	

**Brief Profile of the Resources Person: Mr. Ullas Kasaragod Kamath, Joint Managing Director, Jyothy Labs Ltd**

Ullas Kamath is a qualified Chartered Accountant and Company Secretary. He has topped it with a Degree in Law and has attended the Advanced Management Programme at Wharton Business School and Harvard Business School. It is under his leadership that the company has diversified and become a multi-product FMCG company. He has spearheaded the successful setting up of Fabric Spa and the Henkel acquisition. Won CA Business Achiver Award - SME category in ICAI Awards 2008 on January 25, 2009.

**Outcome Achieved/ Attained:**

The lecture was very well delivered by the resource person, Mr.Ullas Kasaragod Kamath and it was very much beneficial for our students as:

- The students learn about Indian rural Market
- They got to know why companies are focusing their resources towards rural market
- Marketing strategy suitable for rural market
- The Magic of four As of rural market was explained to them with so many examples.
- The Journey of Jyothy Laboratories in rural market was very well shared by him with all fact and

figures.

- The various challenges face by Jyothy Laboratories while launching their products in rural India was explained to students very well based on his own experience.
- The case study of Ujala was brought out by him very well
- The students were also told the qualities they should have to be successful in rural market.
- The techniques of selling products in rural market is also explained b y him to students.
- The session was concluded with question and answers session.
- Overall the earning of the students was very good and objectives of arranging this session was very much achieved.

**List of Participant:**

R.V. INSTITUTE OF MANAGEMENT  
MBA Programme

Students Attendance for Guest lecture on "Iyothy Laboratories Success in Rural Marketing" for  
3rd semester MBA Marketing students

Date: 03/12/2019

Time: 10.30 to 11.30 am

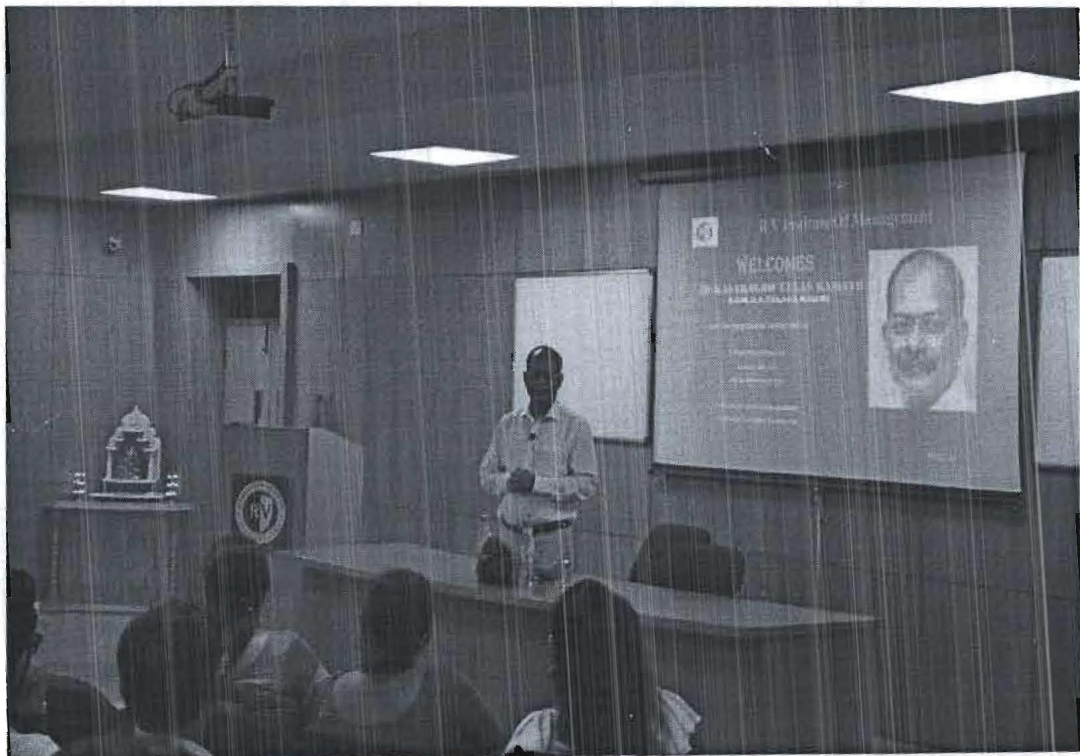
Sl. No	University Registration Number	Name of the Student	Attendance
1	MB18760	ADRESH KADURUR	P
2	MB18769	AKSHAY M	P
3	MB18740	AMAL TOM	P
4	MB18761	AMAR O	P
5	MB18745	BAKRESH V ALLUR	P
6	MB18751	BHUVANESWARA A	P
7	MB18753	CHAITHRA V	P
8	MB18754	CHAITHRA S	P
9	MB18756	CHANNAMALLAYYA	P
10	MB18757	CHINMELLUKESH KUMAR	P
11	MB18759	CHIRASHINI V T	P
12	MB18761	FREDISHA K MADH N	P
13	MB18751	HEVITA ZELPHA M ACHALDO	P
14	MB18752	KAJAL A DARBAR	P
15	MB18753	KALLESH D K	P
16	MB18765	KIRAN KUMAR K V	P
17	MB18769	MANU V	P
18	MB18743	NISHANT SHARMA	P
19	MB18764	NISHI BORDHAN	P
20	MB18760	PIPIJA RAMANNAY AR	P
21	MB18765	POORVIK GOWDA N A	P
22	MB18770	PUNEETH P GOPALAPURA	P
23	MB18770	RAMKRISHNA SHIVAPPA WATHARE	P
24	MB18772	ROHAN KRISHNA KULKARNI	P
25	MB18775	S SRIRANTHI	P
26	MB18726	SAGARIKA BANERJEE	P
27	MB18773	SHRATHI V	P
28	MB18734	SHASHIDHAR PATE	P
29	MB18774	SNEHA S V	P
30	MB18774	SOMESH A SHET	P
31	MB18751	SUDEEP B HONNALLI	P
32	MB18772	SUDHEER BALAPPA HOMULE	P
33	MB18773	SUJAY WADGAVE	P
34	MB18775	SUMANTI SURESH BHONI	P
35	MB18774	TIMOTHARJODY	P
36	MB18778	VAIBHAV S NAGAPAL	P
37	MB18774	VIJAYAMAHANTESI K SAHJANAR	P
38	MB18775	VINAYAK KALLOLI	P
39	MB18777	VISHNU S	P
40	MB18779	VISHRAM R WALVEKAR	P

41	MB18772	VISHVASTY	P
42	MB18761	RAJANI KANWAR	P
43	MB18761	SHREYAS DITASKAR	P
44	MB18761	ADARSH N A	P
45	MB18761	AKHIL S	P
46	MB18761	ANUP PATEL	P
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Roll no  
Total present - 48  
Absent - 12  
60  
Dr. Anil Kulkarni



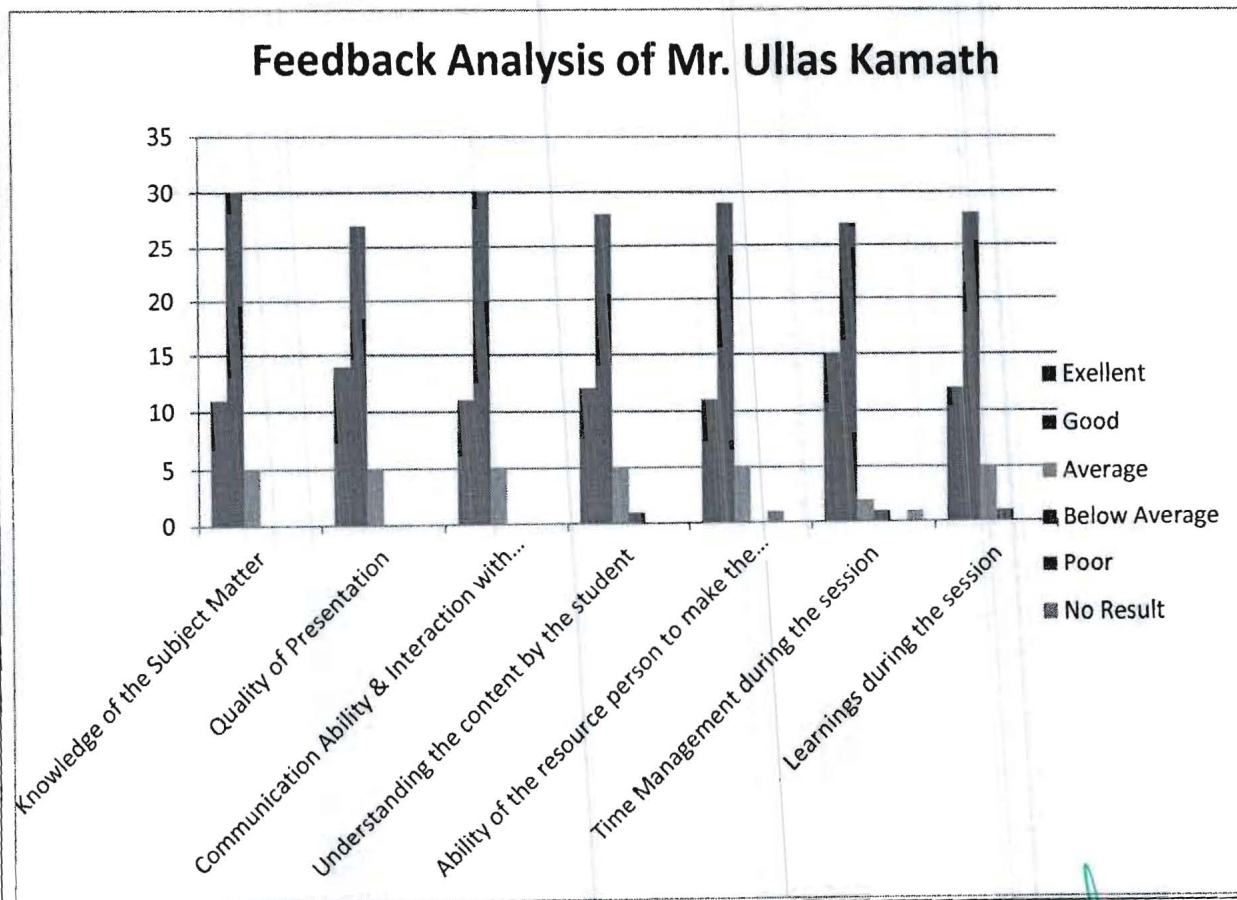
Photo Gallery





**Feedback/ Coordinators Comment:**

The session was very useful to the students as they got very good learning on Marketing analytics. At the end of the session, the feedback was collected from the students in the form. The summary of the same is provided here:



*Signature*  
**Event Coordinator**

*Signature*  
**Director**

