

Why Rural Marketing is the Real Marketing: From Service to Experience, and to Loyalty

Key topics such as Branding, Innovation, Rural Outreach, Communication Strategies, Consumer Intelligence and Analytics.

KUALA LUMPUR, KUALA LUMPUR, MALAYSIA, December 23, 2016 /EINPresswire.com/ -- The digital world is reshaping society and the business sector in profound ways, leading to organizations recognizing this enormous opportunity and is stepping up efforts to gain a strong foothold in rural markets. Possibly one of the major challenges being faced by organizations is India's widely disperse and heterogeneous consumers which makes it costly to establish a tailor-made and profitable marketing strategy.

Gathering established marketers from India and the globe, marcus evans has launched the 10th Annual [Rural Marketing](#) forum scheduled on 18th and 19th May 2017 in Mumbai, India which is proudly endorsed by the Rural Marketing Association of India. This year's topics will be addressing on branding, innovation, rural outreach, communication strategies, consumer intelligence and analytics in regards to the rural market.

"There are no bad markets, what we need is strong marketers. The ability of the companies to navigate through the ground reality of the rural market, our own mindset to see the opportunities and respond to them; and make product relevant for the rural market needs is needed to create success in rural markets" explains Pradeep Shrivastava (CCO, Robi Axiata) on challenges that hinders the progress of rural markets. Distinguished speakers are Sushant Dash (Regional President India, Tata Global Beverages), Vineet Mittal (Business Head, Rural, Reliance Broadcast Network), Rahul Deshmukh (COO, Orient Cement), Aniruddha Sinha (Head of National Brand & Cement Marketing, Lafarge India), Deepti Karthik (Associate Director, Marketing, Snapdeal), Shrinkant Kejriwal (DGM, Data Analytics and Insights, Mahindra & Mahindra) and Bhavik Doshi (Head of Marketing Communications, Siemens).

This forum focuses on the driving a sustainable and informed rural consumption journey; building brand loyalty in the digital world; implementation of Omni-channel distribution strategies for maximum effectiveness and reach; and highlighting data analytics initiatives in rural marketing campaigns through an interactive workshop. This event is also proud to present the Gold Sponsor from Kruti Promotions and Vritti; and our rural impact partner from CallFree.

Mary-Anne Loui
Marcus Evans Group



10th Annual Rural Marketing Forum
Digital & Omnichannel Transformation
18th - 19th May 2017 | Mumbai, India
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