



The Rural Marketing Association of India

Presents Seminar on

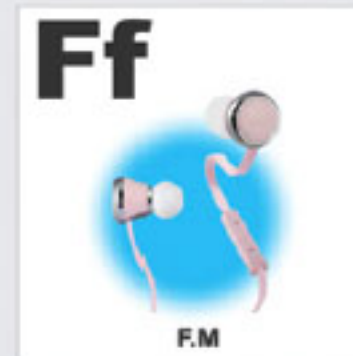
MEDIA Beyond Metros



Cable



Digital Media



F.M



Mobile & VAS



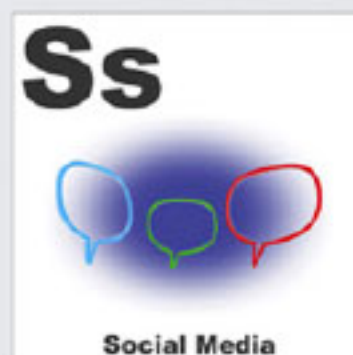
Out of Home



Press



Retail



Social Media



TV & DTH

Associate Sponsor



Shaping Lives ... Empowering Communities

Title Sponsor



Media Partner



About RMAI

Rural Marketing Association of India (RMAI) is a premier industry body devoted to furthering the cause of Rural Marketing. Since its inception in the year 2005, RMAI has been helping Marketers plan and implement their Rural Marketing activities across the Country.

With the growing importance of the Rural Markets in corporate marketing strategies, there is an increased recognition of Rural specialists in helping Companies plan and implement their Rural Marketing activities.

Our Aim

One of the most important objectives of the Association is to improve the overall understanding of Rural Markets by the corporate world, through seminars, workshops and conferences, besides offering guidance to Management Institutes in running courses in Rural Marketing.

RMAI also undertakes research studies to increase knowledge base of Rural Marketers.

Background of the Workshop

Small Towns in India have been defined as towns with populations of less than one million. In other words, Tier III and IV towns are considered small towns. The potential of these towns lies in their own residing population; their proximity to villages, because of which they act as hubs for the purchase of many products; the increasing income levels and buying power of small town inhabitants; as an important linkage between urban and rural India; and their vast infrastructural opportunities, leading to an increase in food joints, branded retail outlets and malls.

The workshop will provide an opportunity to participants to see the strategic importance of small towns for Rural Marketers.

18th -19th January, 2012
Epi Center Gurgaon

For details, contact Ms. Shrija Venugopal
mail: secretariat@rmai.in. 9910023628/9818960558

Participation Fees

	(RS)	Service Tax	Total
One Delegate	15,000	1,545	16,545
Two or More Delegate	12,000	1,236	13,236
NGOs, Faculty & Students	5,000	515	5,515

Payment can be made either by multicity cheque or DD drawn in favour of RURAL MARKETING ASSOCIATION OF INDIA Payable at Noida and sent to:

RMAI
C/o MART
A-32, First Floor, Sector – 17, NOIDA – 201301, Ph. 9910023628 / 9818960558 (Ms. Shrija Venugopal)
Email: secretariat@rmai.in

Program

Day 1 January 18, 2012

9.30 – 10.00 am:	Registration
10.00 – 11.00 am:	Inaugural Session Welcome address and Theme Presentation by Pradeep Kashyap, President, RMAI Key Note Address Ms. Shaswati Saradar – Director General at MRUC
11.00 – 11.30 am:	Tea Break
11.30 – 12.15 am:	Session I – “Growing importance of Small Towns” Mr. Laveesh Bhandari, Director, Indicus Analytics
12.15 – 12.30 pm:	Question & Answers
12.30 – 13:15 pm:	Session – II – “Radio” Macro & Micro view Mr. Harrish M Bhatia, Chief Executive Officer at (My FM 94.3) Dainik Bhaskar Group
13:15 – 13:30 pm:	Question & Answers
13:30 – 14:30 pm:	Lunch Break
14:30 - 15:30 pm:	Session III – “Press” Macro & Micro View Mr. Arvind Kalia – National Head - Marketing, Rajasthan Patrika
13:15 – 13:30 pm:	Question & Answers
15:30 - 16:15 pm:	Session IV – “TV & DTH” Macro & Micro View Mr. Viney Tandon, Ex- Airtel DTH
16:15 - 16:30 pm:	Question & Answers
16:30 - 17:00pm:	Tea Break
17:00 - 17:45 pm:	Session V – “Outdoor Media” Mr Sanjay Pareek, President Percept OOH
17:45 - 18:00 pm:	Question & Answers

Day 2 January 19, 2012

10:00 – 10:45 am:	Session VI – “Mobile VAS & Application” Macro & Micro view Mr. Jagdish Mitra, CEO, Canvasm
10:45 - 11:00 am:	Question & Answers
11:00 – 11:30 am:	Tea Break
11:30 – 12:15 pm:	Session – VII – “Malls” Macro & Micro View Ms. Saloni Nangia, Sr. Vice President – Technopak Ltd
12:15 – 12:30 pm:	Question & Answers
12:30 – 13:15 pm:	Session – VIII – “Digital Media & Application” Macro & Micro View Mr. Osama Manzar.
13:15 – 13:30 pm:	Question & Answer
13:30 – 14:30 pm:	Lunch Break
14:30 – 15:15 pm:	Session – IX – “Social Media” Mr. Vivek Bhargava – Chief Executive Officer – Communicate 2
15:15 – 15:30 pm:	Question & Answers
15:30 – 16:30 pm:	Session – X – “Cinema” Mr. V. Ranga Rao – Director RSR Lemon Media Pvt. Ltd.
16:30 – 16:45 pm:	Question & Answers
16:45 - 17.00 pm:	Tea Break and end of programme

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