



## **Seminar on Media “Beyond Metros”**

*Held on 18<sup>th</sup> – 19<sup>th</sup> January, 2012 at Gurgaon*

Rural India is where the growth lies and where opportunities lie. It is for each one to understand and tap it. To help businessmen head in that direction, the Rural Marketing Association of India (RMAI) organised a seminar, 'Media Beyond Metros' at the Epi Centre in Gurgaon on Jan. 18<sup>th</sup> and 19<sup>th</sup>, 2012.

The main sponsors of the Seminar was “Nokia” and the associate sponsors was SREI Sahaj E-Village Ltd and Gram Tarang Financial Services Pvt Ltd. Media Partner for the event was Event Faqs.

The workshop allowed participants to see the strategic importance of small towns for rural marketers. The seminar aimed to improve the overall understanding of rural markets by the corporate world. There is an increased recognition of rural specialists who help companies plan and implement their rural marketing activities.

The Seminar was attended by most of the FMCGs and Institutions across India.

Pradeep Kashyap, RMAI president, emphasized on increased footfalls in Tier II and Tier III cities, especially because the potential lies in their own residing population. He said marketers should plan and implement their marketing strategies across the country.

Shaswati Saradar, DG at MRUC, came with a presentation to stress her point. She pointed out how non-traditional markets have more potential for growth. She pointed out that Goa, Punjab, Himachal Pradesh, Kerala and Haryana seem to have more purchasing power for household durables such as refrigerators. According to a study, Gujarat, Himachal Pradesh, Kerala, Andhra Pradesh and Uttranchal are markets that are attractive for Voltas. The media can help reach out to these potential customers. Saradar said the best way to reach the targeted audience is the press as the local consumer aims for a connect.

To accentuate this phenomenon, education in towns must be focused on, said Laveesh Bhandari, Director, Indicus Analytics. "Smaller towns are more specialised. If agriculture is the mainstay, then the town tends to prosper. The growth story in these towns is phenomenal," Bhandari said. "We need to collect data and statistics on these towns. Companies that have them are not willing to share them, and those that don't have them are constantly researching on how to reach the target audience," Bhandari added.

Mr. Harrish M Bhatia, CEO at My FM (94.3 MHz) presented that Tier II & Tier III towns account for 73% of Total Urban Consumption. He also emphasized that Radio Industry will grow at 20% CAGR till 2015. Radio is the best medium to attack the target group of particular geography where TV and newspaper don't work. Also on the advertisement part, he said that the advertisement should be innovative and create a right image of brand, so that the consumer should imagine your brand. The local advertising contributed around 40% of the total corporate marketing.

Later, Arvind Kalia, Marketing Head, Rajasthan Patrika, spoke about the strategies that the paper had developed and undertaken to reach out to the villagers. Due to their aggressive and inclusive growth schemes, the newspaper is identified by most in Rajasthan. He added that Rajasthan Patrika initially did not generate profit while penetrating into rural, still they did not leave hope. He also said that it is a practice at Rajasthan Patrika and they generate awareness of their client first without even informing them, before the advertisement is given in the paper. He showed an exemplary presentation starting from the Grass Root level of the publication.

The next speaker on DTH was Viney Tandon, owner at Sambhav Solutions and Ex-Airtel DTH. He came up with the data that India is the 3<sup>rd</sup> largest TV Market next to China and USA and the average viewership is 2.55 hrs in India, 4 hours in America and 5 hours in China. Indian consumer pays an average of Rs. 175/- per month for cable compared to USA of Rs. 750/-. Regional Channel viewership comprises of 33%. DTH cost 22% amongst service sector advertising on TV.

Sanjay Pareek, President at Percept OOH opened his presentation with problems being faced in outdoor marketing at beyond metros and the benefits are lack of media option is available in rural like place of hoardings, innovation is easier as permission of local authorities are minimal, public space is available in abundance for creative and decoration as government does not take care of places like buildings etc, and these spaces can be an opportunity for media.

With the recent splurge in usage of mobile handsets across urban and rural India spread of VAS has been immense. Be it entertainment, enterprise, commerce people are spending money on VAS. Unlike popular perception, Mr. Anshul Gupta Head New Products of Canvas M Technologies Ltd is very optimistic on the future of VAS in rural hinterland of the country. This confidence comes on the back of National Telecom Awards 2011, which they have received for Voice Service ( SARAL ROZGAR ) for Excellence in Innovation with Rural Focus. Currently VAS applications mandi prices, life tools, disease alerts, SMS based counseling are popular in the rural hinterland of the country. Voice based mobile advertising in local linguistic, Macro-Micro payments through mobile as a channel.

It's been more than a decade organized retail is maintaining upward trend with small correction due to steep rise in real estate prices says Technopak Ltd, Associate Vice President, Mr. Zahir Abbas. Organized retail in 2010 stands at US\$ 21 billion, this is going to be US\$ 200 billion by 2020, according to technopak. Organized retail is at consolidation and expansion phase with the entry of major international retailers in recent times. The major reason for this growth trajectory is primarily that India will have the lowest median age and the trend will be even more pronounced by 2020 as most other populations (including China) age even more rapidly. This population is more aspirational and aware and with higher spending power and will consume more number of categories than their parents. Hariyali Kisaan Bazaar, Coupal Sagar are already present in the rural hinterland of India. With high level of aspiration and increasing disposable incomes more and more retail players are eyeing lucrative rural market.

Mr. Amitabh Singhal, Board of Directors, .ORG and Director, Texless Consulting Services Pvt. Ltd., emphasized that according to Unlike population notion Technology is cheap and easy to adapt to, it has been proved many a times by 'Digital Empower Foundation'. Oral is the media we live through in rural part of India. It has its own benefit with low cost implication and low literacy barrier. India has the unique distinction of having largest number of NGO network around the globe, 3.3 million to be precise. NGO'S, Panchayat system and various government schemes can be used for effective delivery mechanism through digital media. [www.gyanpedia.in](http://www.gyanpedia.in), barefoot college in tilonia, Ajmer (Rajasthan), [www.neerjaal.org](http://www.neerjaal.org) are some of the brilliant examples of power of digital media in empowering communities. It has certainly improved villagers life condition and gave them a sustainable livelihood opportunity

The Power of Cinema was presented by Mr. Ranga Rao, Director, RSR Lemon Media Pvt. Ltd. Well it certainly holds true when it comes to the land of pure hardcore cinema lovers in Andhra Pradesh. Being the largest cinema market in terms of single screens in the country. The general trend is Male fans throng the cinema halls in the first week and families come to cinema halls from second week onwards. In such a way whole family can be targeted at one go. Outdoors, Static Branding, Audio Jingles, Wall paintings all is possible at one location giving the whole campaign a 360 degree look, says Mr. V. Ranga Rao, founder of RSR Lemon Media. Already brands like HUL, ITC, Dabur, Emami, Airtel, Pepsi and many more across FMCG, Telecom and Consumer Durables have successfully tested this medium.

According to Mr. Vivek Bhargava, CEO of Communicate 2, in the past few years, the social media marketing role has become increasingly present, leading the way to more strategic social media programs. There would be 45mn users by 2012 under social media umbrella. Now this is an impressive statistics. We agree or not but it is due to peer pressure that most of us are using social media in one way or the other. Most organization enter the social media framework without realizing the nuances of it. Before arriving at a certain social marketing strategy one needs to understand customer psychographics and create specific content as per the target audience.

As most cities have reached their saturation point, Tier II and Tier III towns are the future.

The Seminar ended with a vote of thanks by RMAI Vice President, Mr. Raj Kr. Jha who is the National Creative Director of Ogilvy.