

RURAL DISTRIBUTION



PLACE- RURAL DISTRIBUTION CHALLENGES



- Large number of small markets
- Dispersed population and trade
- Poor connectivity
- Low availability of suitable dealers
- Inadequate banking/ credit facilities
- Poor product display and visibility
- Poor communication of offers and schemes

LEVELS OF DISTRIBUTION



Level	Partner	Location
1	Company Depot/ C & FA	National/ State level
2	Distributor/ Van Operator/ Super Stockist/ Rural Distributor	District level
3	Sub Distributor/ retail Stockist/ sub stockist/star seller	Tehsil HQ, towns and large villages
4	Wholesaler	Feeder towns, large villages, haats
5	Retailer	Villages, haats

THE OLD SET UP



- Wholesalers.
- Retailers.(Credibility, influence leader, brand promoter, relationship marketer, harbinger of change)
- Weekly haats, bazaars etc.
- Melas and fairs.

MODERN DISTRIBUTION METHODS



- SHG Model.
- Youth entrepreneurship model.
- Vans.
- PDS
- Cooperative societies.
- NGOs
- Petrol bunks.
- Barefoot salesmen.

RURAL CHANNEL BEHAVIOUR



- Sourcing of stocks and purchase cycles.
- Stocking behavior and seasonality.
- Credit pattern.
- Transfer of capital.
- Pricing by channel.
- Channel promotion.
- Retailer-consumer dynamics.

RURAL RETAIL ENVIRONMENT



- TRADITIONAL RETAIL.
 - Rural retail spread.
 - Retail premises.
 - Rural retail shelf.
 - Stock turnover.
 - Rural retail habits.

MODERN RETAIL IN RURAL AREAS



- ITC Choupal Saagar.
- DSCL Hariyali Kisaan
- Tata Kisan Sansar.
- Godrej Aadhar
- 3A Bazaar.

ITC CHOUPAL SAAGAR



- India's first rural mall.
- Footfalls are 400-450 on an average per day and 900 during season.
- OFFERINGS:-
Apparel, footwear, toys, games, farm products, consumer durables etc.
- CUSTOMER PROFILE:-
Farmers, villagers and semi-urban customers.
- EXPANSION:-
24 outlets in M.P, U.P and Maharashtra.

DSCL HARIYALI KISAAN BAZAAR

- Based on its experience in the sugar and seed business it was set in 2002.
- OFFERINGS:-
50% agricultural products along with 50% consumer goods. (groceries, FMCGs, apparel and personal care items)
- CUSTOMER PROFILE:-
Farmers, service class people and shop owners with average footfalls ranging from 800-900.
- EXPANSION:- Rajasthan, U.P, Haryana, Punjab and M.P
- TIE UPS- Motorola

TATA KISAN SANSAR



- An initiative of Tata Chemicals.
- Following a proposition of “one-stop farmer solution shop”.
- OFFERINGS:- Vital fertilizers, seeds, pesticides, pulses, cattle feed and farm implements.
- CUSTOMER PROFILE:- Farmers.
- EXPANSION:- Punjab, Haryana and U.P
- **GODREJ AADHAAR AND 3A BAZAAR IS LEFT FOR STUDENTS.**

CLOSE OF SESSION



THANK YOU