



09:30 - 10:00AM	<b>REGISTRATION</b>
10:00 - 10:30AM	<b>RURAL DEVELOPMENT AGENDA IN INDIA GROWTH STORY “ KEY NOTE ADDRESS BY GOI REPRESENTATIVE”</b> India growth story has been a global talking point for a while now; this growth story of India is incomplete unless Bharat grows. Rural India, 70% of our population, home to 850 million consumers contributes around half of the country's GDP thus remains pivotal in making India a developed nation. In this session lets understand Govt.'s bet on Rural India.
10:30 - 10:50AM	<b>RURAL BRAND ACTIVATION &amp; PROMOTION FORECAST –2018- 2020</b> There has been no comprehensive view of the total rural marketing spends in India. RMAI in partnership with a leading research consultancy will release a first-ever white paper on size and growth of rural brand activation & marketing expenditures across key industry segments. Key findings will be presented during this session.
10:50 - 11:00AM	<b>TEA BREAK</b>
11:00 - 11:45AM	<b>PANEL DISCUSSION - 1 HOW RURAL INDIA KEPT THEIR GROWTH CURVE STEADILY ON RISE - LESSONS FROM EARLY MOVERS.</b> Rural India is the next growth destination for companies. While some marketers have hopped on to the rural bandwagon early and are reaping results now, many have treaded cautiously. Learn from the success stories of masters, their valuable insights and actionable advises that can applied to your business.
11:45 - 11:55AM	<b>Q&amp;A</b>
11:55 - 12:25PM	<b>CHANGING RURAL CONSUMER LANDSCAPE   RURAL MILLENNIAL TRENDSCAPE</b> Rural India signals new prosperity, optimism and aspiration, today. Rural Consumer, their choices and influences are changing faster than marketers would have imagined a few years back. More than 50 % of this population is below 25. This session decodes the changing consumer landscape and new evolved rural youth.
12:25 - 12:45PM	<b>HOW TO BETTER UNDERSTAND RURAL CUSTOMERS AND IMPROVE YOUR MARKETING - POWER OF ANALYTICS</b> In this session understand the effect analytics can have on your marketing in learning the most insightful details about your customer.
12:45 - 1:15PM	<b>WILL BRAND AVAILABILITY OR AWARENESS ALONE DO THE TRICK IN RURAL?</b> Learn how to secure your turf as more and more brands enter rural markets and consumer is spoilt now with new choices.
1:15 - 2:15PM	<b>LUNCH</b>
2:15 - 3:00PM	<b>PANEL DISCUSSION -2 - LOW BUDGET RURAL STRATEGIES FOR HIGH ROI.</b> Learn how some smart marketers adopted low cost go-to-market strategies to win in Rural.
3:00 - 3:45PM	<b>PANEL DISCUSSION -3 - BUILDING OMNI-CHANNEL STRATEGIES FOR RURAL - PANEL</b> Learn from the experts, the critical steps you need to take while building Omni channel road map.
3:45 - 4:05PM	<b>COLLABORATION OPPORTUNITY FOR CSR</b>
4:05 - 4:15PM	<b>TEA BREAK</b>
4:15 - 5:00PM	<b>ROUND TABLE SESSIONS</b>

A) Go to Markets B) Last Mile Distribution C) Communication



10:00 - 10:45AM

## PANEL DISCUSSION - 1 DIGITAL MARKETING STRATEGIES FOR RURAL

Expert practitioners of digital world drawn from varied industry segments will share how they leverage digital technologies to transform their businesses.

10:45 - 10:55AM

## Q&A

10:55 - 11:25AM

## MAKING THE MOST OF THE MOST VIEWED SCREEN – MOBILE

Learn what's new & what's next with mobile marketing in rural.

11:25 - 11:55AM

## TRANSFORMING DATA COLLECTION INTO CONSUMER ENGAGEMENT

Get to know how data captured during activations, promotions and other go-to-market activities can be meaningfully used to engage with customers and sustain marketing campaigns in rural.

11:55 - 12:25PM

## HOW TECHNOLOGY AND NEW BUSINESS MODEL COULD BRING THE RURAL ECOSYSTEM TOGETHER.

12:25 - 12:45PM

## SOCIAL INNOVATION IN RURAL MARKETS

12:25 - 1:15PM

## FINANCIAL INCLUSION IN DIGITAL ERA

1:15 - 2:15PM

## LUNCH

2:15 - 2:45PM

## SESSION BY AWARD WINNING VIRAL VIDEO MARKETER

Experiential Marketing - Using scalable technologies

2:45 - 3:15PM

## TACTICS TO AMPLIFY ACTIVATIONS – VIRAL MARKETING

3:15 - 4:15PM

## FLAME AWARDS CASE STUDY PRESENTATIONS

A) Best use of Social Media

B) Best use of Mobile

C) Best Experiential Campaign Leveraging technology

D) Effective use of technology in Agri.

4:15 - 5:00PM

## RMAI CORPORATE EXCELLENCE AWARDS - STARTUP COMPANIES EDITION

CONCLUDES WITH TEA

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