

## Som Lalit Institute of Management Studies

Subject : Rural and Agricultural Marketing

Subject Code : 4549291

Faculty : Dr. Reshmi Menon

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### "PRT Brews: Penetrating the Rural Market with Instant Oats Porridge"

#### Topic: Rural Brand Management

PRT Brews\*\*, a subsidiary of PRT Foods Corporation\*, recognized a promising opportunity in the rural markets of the country. Despite the prevalent preference for tea and coffee, PRT Brews aimed to introduce its instant oats porridge, capitalizing on the growing demand for convenient and nutritious food options.

The challenge lay in convincing consumers to transition from their traditional beverage choices to oats porridge. Additionally, PRT Brews needed to ensure that the pricing of its product remained affordable for rural consumers, many of whom had limited spending capacity. To address these challenges, the company adopted a strategic pricing approach, offering competitive prices and occasional discounts to attract customers.

To create awareness and generate interest in its oats porridge, Rural Brews implemented a multifaceted marketing strategy. This included door-to-door sampling campaigns, participation in local events and festivals, as well as leveraging digital platforms such as social media and online advertising. By reaching consumers through various channels, PRT Brews aimed to maximize its visibility and engagement within the target market.

Furthermore, PRT Brews emphasized the health benefits and convenience of its instant oats porridge, highlighting its role as a quick and nutritious meal option for busy rural households. Through informative marketing campaigns and product demonstrations, the company sought to educate consumers about the nutritional value and ease of preparation associated with oats porridge.

As a result of its concerted efforts, PRT Brews successfully distributed samples of its oats porridge to over a million households during its recent marketing campaign. This significant outreach contributed to the brand gaining traction and acquiring a notable share of new customers in the rural food market. The success of this initiative underscored PRT Brews' potential to establish itself as a prominent player in providing nutritious and accessible food options to rural communities.

Questions: (Make suitable assumptions)

1. How did PRT Brews effectively address the challenge of consumer reluctance towards transitioning from traditional beverages to oats porridge in rural parts of the country?
2. What role did pricing strategies play in PRT Brews' marketing approach to penetrate the rural market with its instant oats porridge?
3. How did PRT Brews utilize a mix of traditional and digital marketing channels to create awareness and generate interest in its product among rural consumers?
4. What were the key factors contributing to the success of PRT Brews' door-to-door sampling campaigns in distributing samples of its oats porridge to rural households?

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### **XYZ Solar : Revolutionizing Rural Cooking with Solar Energy**

Topic: Sustainability-Rural

Sustainability means using things wisely now so there's enough left for people in the future. It's about taking care of nature, being kind to others, and making sure everyone has what they need to live well. For rural areas, this could mean using resources like water and soil carefully, so they don't run out. It's also about making sure everyone in the village has enough food, clean water, and good jobs.

XYZ Solar\*\*, a subsidiary of XYZ Co. Ltd.\* aimed at revolutionizing cooking practices in rural India while promoting sustainable energy adoption. Recognizing the untapped potential in rural markets, XYZ Solar embarked on this journey to address key challenges hindering the adoption of solar energy cooking by rural consumers. The challenges identified included perceived complexity, accessibility issues, and cultural resistance. Rural households viewed solar cooking as complex and unfamiliar, with limited access to affordable solutions and a reluctance to depart from traditional cooking methods.

To overcome these challenges, XYZ Solar devised innovative strategies focusing on affordability, accessibility, acceptability, and adaptability. Affordable solar cooking solutions were introduced with flexible payment options, and distribution networks and service centers were established in rural areas. Awareness campaigns and community gatherings were conducted to educate consumers about the benefits of solar cooking. Furthermore, XYZ Solar partnered with local communities to introduce solar kitchen Centers, communal cooking spaces equipped with solar cooking appliances. These centers provided hands-on training and demonstrations, fostering acceptance of solar energy cooking among rural households.

The initiative proved to be a success, with numerous villages embracing clean energy cooking practices. Women, in particular, enthusiastically adopted solar cooking solutions, facilitated by women self-help groups through cooperative financing schemes. This not only transformed cooking practices but also contributed to environmental conservation by reducing reliance on traditional fuels like firewood. Overall, XYZ Solar's innovative approach has not only revolutionized cooking practices in rural India but has also contributed to the realization of a sustainable and energy-efficient future for rural communities. With each successful implementation, XYZ Solar moves closer to its vision of widespread adoption of solar energy solutions in rural India.

Questions: (Make suitable assumptions)

5. How did XYZ Solar identify and address the key challenges hindering the adoption of solar energy cooking in rural India?
6. What were the innovative strategies employed by XYZ Solar to promote the acceptance and adoption of solar cooking solutions among rural households?
7. How did the establishment of solar kitchen Centers contribute to the success of the XYZ Solar initiative, particularly in terms of fostering acceptance and understanding among rural communities?
8. In what ways did the partnership with women self-help groups facilitate the adoption of solar cooking solutions, and how did this contribute to the overall success of the initiative?

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