

UBIQUITOUS MOBILE PHONES HELPING COS WITH MARKETING STRATEGIES

India Inc Markets via FB, MS Teams in Bharat

From explaining details under a tree, campaigns now done on videos

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Mumbai: If you thought Microsoft Teams, Facebook Live, Webex and YouTube videos were digital tools for urbanites, think again. India Inc is now realising the power of digital outreach while reaching out to their target public to change market dynamics for rural India.

Marketing campaigns in rural India have come a long way. Today, corporates like Mahindra Agri, L&T Finance, Hero, Marico, Maruti Suzuki and others have put in place well-defined strategies and the role of the mobile has been increasing significantly. Corporates have been seeing an increase in this trend over the last year, say experts.

Mahindra Agribusiness did a detailed farmers' meeting with powerpoint, videos and Q&A with more than 30,000 farmers during the kharif season despite the lockdown, using Microsoft Teams and Facebook Live. "Digital outreach has now become a new way of doing business for us and digital farmer meets will continue. We have reached out to more than 50,000 farmers

Digital Bug

Mahindra Agribusiness

- Did a farmers' meeting with powerpoint, videos and Q&A
- More than 30,000 farmers attended using Microsoft Teams and Facebook Live

L&T Finance

Underwriting for two-wheeler loans in rural markets done digitally in the past few months

MARUTI SUZUKI

- Organises 'Ghar se Charcha'
- Held 28 such meetings since May

Team connects from home via Webex or Zoom



through YouTube and product-related videos," says Ashok Sharma, CEO of Mahindra Agri. "Earlier, our staff would physically reach out to farmers and have meetings 'under a tree' where discussions were held on new products, seeds, etc. Now all events and even customer testimonials to educate farmers are done digitally," Sharma adds.

At L&T Finance, underwriting of loans is on the basis of data and analytics. The underwriting for 90% of two-wheeler loans is being done within a minute as against a couple of days that was required during manual underwriting. "Not only has mobile

connection numbers in rural India surpassed urban India but also credit bureau penetration and access to formal finance, through Jan Dhan Yojana, have drastically improved in rural India," says Sunil Prabhune, CEO, rural finance and group head - digital, IT and analytics at L&T Finance. "From credit underwriting to loan closures, all of them are done digitally," he adds.

Maruti Suzuki has started organising 'Ghar se Charcha' and has done 28 such meetings since May. The team connects from home via Webex or Zoom with the districts and at the end of the event, a quiz is organised.