

CONTENTS

PRAXIS + BUSINESS LINE + JULY 2003

VOLUME : 4 + ISSUE : 2



Cover Photo
Shaju John

Charts & Tables
K. Balaa

Design & Graphics
J.A. Premkumar

Cartoons
Ravikanth Nandula

Issue Editors
Vinay Kamath
Sriram Srinivasan

4

Theme: Why go rural? – *Vinay Kamath*

6

Revolution-in-waiting – *Pradeep Kashyap*
An overview of the market potential.

12

HLL's rural Shakti – *Vinay Kamath*
On creating a new distribution paradigm.

18

The magic of connectivity – *P.G. Ponnappa*
Wiring up rural India.

22

Case Study: The making of Chik – *C.K. Ranganathan*
On sachets and shampoo success.

28

Enabling rural reach – *R.V. Rajan*
Communicating in the *desi* lingo.

32

Case Study: Mission e-choupal – *S. Sivakumar*
Leveraging the power of IT in villages.

40

The brand-way to Real India – *Harish Bijoor*
On developing brands for courses.

46

Case Study: How Mahindra MaXX-ed it – *Rajesh Jejurikar*
The brand chemistry for rugged roads.

52

Durables to doorsteps – *Francis Xavier S. & V. Swaminathan*
Why conventional distribution channels don't work.

58

Case Study: A matter of 'Prestige' – *K.G. George*
Dealing with pressure, cooking and otherwise!

62

Consumer markets: At the crossroads
– *R.K. Shukla & S.D. Brahmanekar*
The evolution, post-boom.

Feedback on this issue may be mailed to: bleditor@thehindu.co.in

Cover Photo: A vendor sells his wares from a boat in the backwaters at Nedumudi in Alappuzha district in Kerala.