

For Immediate Release

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***www.ruralone.com* The One Point Resource for Rural Marketing**

India's rural population is a whopping 742 million and with 6 lakh villages in India, this is a sizeable chunk of population that cannot be ignored by marketers. Unlike the common myth that these are impoverished pockets, facts show that many of them have high disposable incomes and aspire to purchase consumer durables like the latest models of television sets or refrigerators and are regular users of FMCG products like soaps and shampoos.

A quick look at the facts will act as a reality check. The average villager buys 10 FMCG products and 12 other brands per month. There is no doubt that there is a rural goldmine out there for marketers to tap but the lack of data and statistics is discouraging.

There is an acute shortage of data like live rural data, target group data and information on the rural calendar. ***www.ruralone.com*** will be a portal that acts as a comprehensive one point resource for rural marketing. The existing sources of rural marketing data like CDs and other web sites offer data based on the 2001 census but so far marketers have not had any other choice. Ruralone will break the mould by offering marketers up-to-date data on these markets, systematically collected and organized under different classifications. This is possible because we have a huge network of state-wise hubs supported by 120 district-wise nodes which ultimately reach the villages and gather the necessary information.

The portal will list all the villages under their respective panchayats, taluks and so on for easy reference along with the relevant business contacts. It will provide current information on the four A's Access, Attitudes, Awareness, Affluence. In short, act as the savvy marketer's guide to rural markets since it will provide every detail from consumption patterns, purchase points, income levels, spending frequency, and infrastructure to communication channels.

Logistic details like purchase points, stock points, networking, distribution methods and so on will be highlighted. It will also provide a socio-psychological profile that will provide insight into the minds of rural consumers by understanding their customs, culture, values and so on. It will encapsulate every concern that a marketer is bound to have.

The portal will be more than a mere information resource; it will play a big role in providing communication solutions for the rural market and also provides consultancy services and rural marketing solution packages. It will help brands reach the market, eradicate fakes and lower distribution cost. The portal will be regularly updated by our strong technical team with servers in Chennai and Bangalore. 24x7 support and maintenance will be available.

www.ruralone.com is concept conceived by M. Nachiappan, branding and technology specialist with 12 years of experience in marketing and communication besides 8 years in handling portals. The founder of N&D Communications, a successful communication and brand building outfit, he is familiar with handling FMCG and communication brands like Power Detergent, Vijay Milk & Lalah's Masala etc. and has put them firmly on the rural map. He has also promoted Chiraag Internet Kiosk a rural internet initiative, completed grassroot research projects for Lenovo and IBM and others. His strong grasp of the rural psyche has helped him conceive and design Ruralone which is set to revolutionise the way rural marketing has been viewed so far.