



Inspired by Science

Case Study Van Campaign

Covered States : Punjab and Haryana

About FATEH RURAL



- **Fateh** is National Rural Marketing Agency in India. **Fateh** ensures your brand reach across every rural corner in India, and globally. We develop strategies and implement them at the Rural level, reaching the products and brands at the doorstep of potential customers.
- **Fateh** is Winning Rural markets since 2002. Since last 20+ years, we have been working for Rural Market Branding for more than 70 Multi-National and National companies including many Fortune 100 Companies.
- **Fateh** provides End to End Marketing Solutions From Call Centers to Outdoor Campaigns to Radio Jingles, TV Commercials, Digital Campaigns & Workforce Solutions, our 360-Degree Sales & Marketing offering ensures right mix components that seamlessly integrate with each other, ensuring higher ROI on your marketing spend.

Field Days Activity



Introduction: Field days activity through an independent agency without involvement of company regional/local team.

Area Covered: Punjab & Haryana

Total Meetings: 110 (both states)

Farmer Contacted During Campaign: 12-15k

Farmer Present at Field: 8-10k

Campaign Period : Between 07th May to 20th May.

Introduction-Field Days Activity



We are pleased to inform you that recently we have done field days activity for PI industries on Paddy crop in various terr. of Punjab & Haryana region.

The objective of this activity is to bring maximum no. of farmers at a desired location (plot) without involvement of company local team/staff. We have done almost **110** successful events in both the states. We have deployed 15 teams along with vehicle for the both the states.

The role of these teams to meet & invite farmers to visit the plot. These teams Also bring farmers at plot & takes care of refreshment, tent & branding part too. Kindly refer to further slides for more information & actual pics from field level.

Campaign period is between 07th May to 20th May.

Work Flow-Field Days Activity



The list of field days location (plot) have been given by company in advance & we have arranged our team accordingly. Most of the promoters are from those locations only. There are 5 team members with each & every team along with 3 vehicles (bolero/tavera).

Out of these 5 promoters 2 promoters stay in village along with one vehicle Where field day is going to be conduct on next day. They met with the key farmers of this village including sarpanch or influencing farmer of this region & invite them for next day event. They also arrange tent, refreshment & other things for next day event.

Rest of 3 promoters move to nearby villages to invite farmers for next day event. We have given them invitation cards to invite farmers.

Work Flow-Field Days Activity



On the day of event 2 promoters stayed at event location & other promoters are bringing farmers at location. We have also collected data base of attendees farmers in a specified format given by company.

All the technical information about product & crop has been given by company local staff/team. As their only role to give technical information to farmers & rest of the things taken care by our agency.

We have touched/brought almost 8-10k farmers at field location within a span of 12-14 days.

Advantages of Outsourcing Such Kind of Events



As local team need to present on the day of event only hence there involvement Is almost null & they do their other tasks which have already given them by company.

As agency is arranging & managing everything hence role of cash from company side is null. There is no need to give cash to local team hence accounting become Easier for company.

Agency is providing final invoice along with GST & other supporting documents in order to final settlement of payment. Hence there is no chance of misuse of money & no need to raise credit note to local party or anybody else. So, this whole process become easier for company & his account team.



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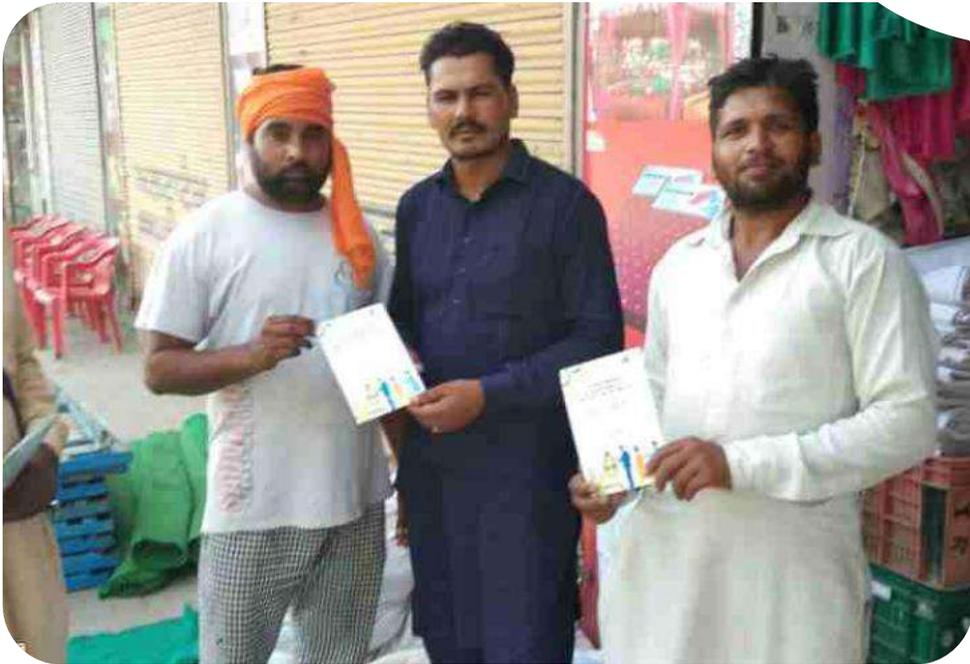


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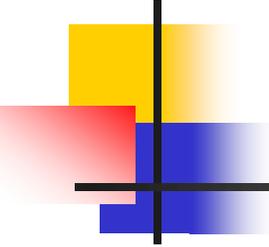
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THANK YOU

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