



Case Study Van Campaign

Covered States : Haryana, Rajasthan , Madhya Pradesh,
Uttar Pradesh & Bihar

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.

JK Tyre- Case Study



Introduction: Feedback from tractor dealer through an independent agency without involvement of company regional/local team. Getting major villages list from tractor dealer & doing activities in those area only.

Area Covered: Haryana, Rajasthan, MP, UP & Bihar

Total Dealer Covered: 225-250 (all states)

Farmer Contacted During Campaign: 8-10k

Campaign Period : Between 20th May to 19th June



UP REGION





MP REGION





HR REGION





BIHAR REGION





RJ REGION



Benefits To JK Tyre

Ground level feedback from tractor dealer as well as from farmer.

Branding & establish brand in target audience.

Know about actual positioning of the product.

Generate data base & queries while interacting with target audience.

Convert hot queries into sales through call centre.

THANK YOU

Mr. Sarabjit Singh Puri
(CEO & Director)

sarab@fatehrural.com

+91 - 99417013681

Mr. Vivek Singh
(GM – Marketing & Operations)

vivek@fatehrural.com

+91 – 9417013682