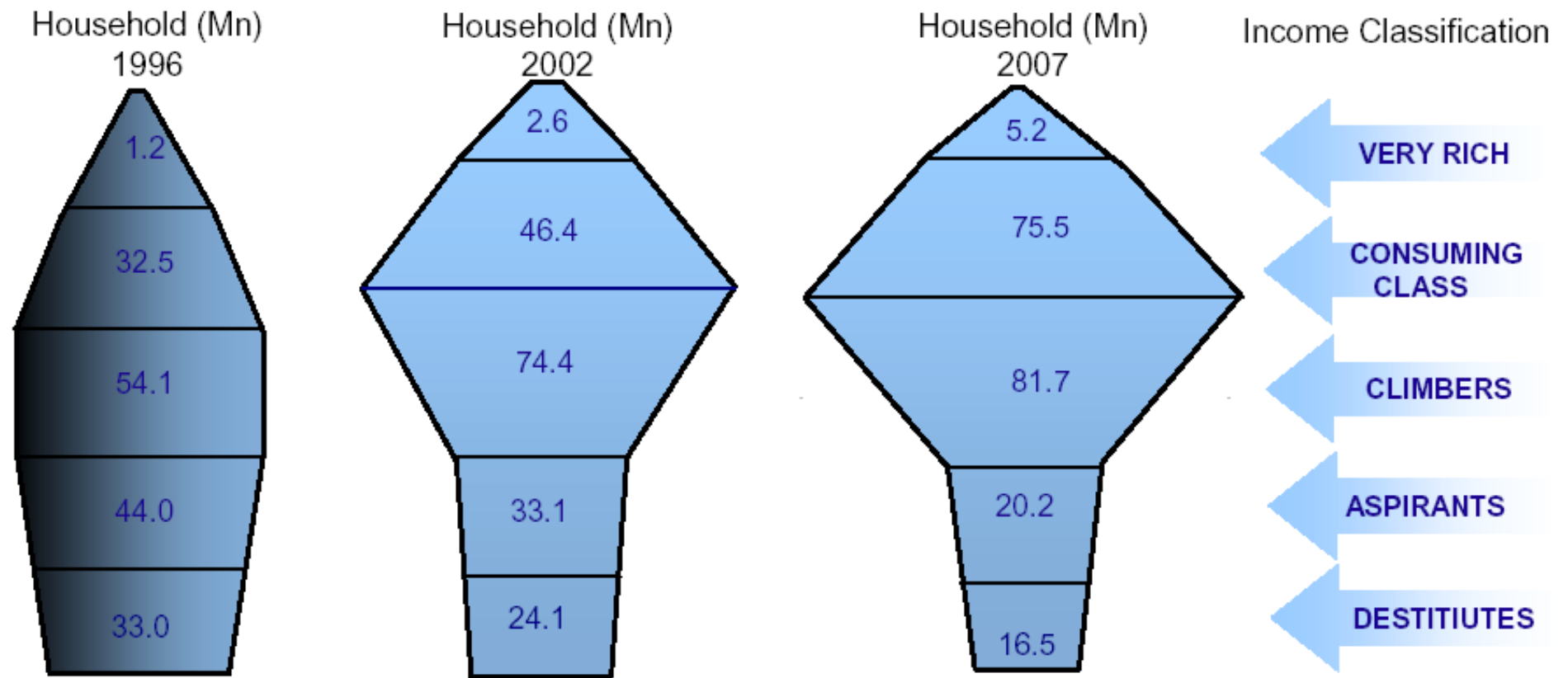


ajit

Marketing programs to reach India's underserved

HBS Conference on Global Poverty
December 1 2005

Demographic change in India



Agilvy

Surprising rural India

- 42 million rural households use banks, only 27 million urban Indians do so
- Indians speak 360 dialects; about 50 are key for communications
- Ogilvy India 'employs' more people – 15000 - in Outreach than the RoW put together

Participatory Research



Ajilvy

Clinic Plus Mother Daughter Day



Ajilvy

Kodak Consumer Contact



Ajilvy

Folk performances, art



Ajilvy

Key Implications for Managers

- Change in mindset
 - From high value individuals to high volume communities
 - Long term commitment
- Combine communication with selling and service, innovative distribution
- Allow for cultural diversity
- Leverage the power of social networks