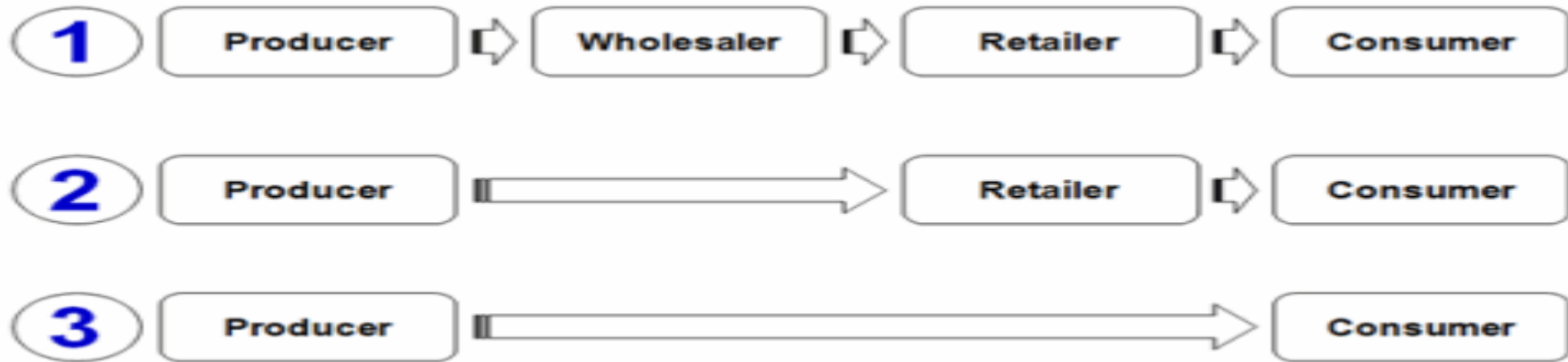


A grayscale photograph of a person's hands typing on a laptop keyboard. A large, semi-transparent blue circle is centered over the keyboard. Inside this circle, the text "DISTRIBUTION IN RURAL MARKETS" is written in a bold, black, sans-serif font. The background shows a wooden desk with a pair of white earbuds, a small potted plant, and a stack of books to the right of the laptop.

## DISTRIBUTION IN RURAL MARKETS



### CHANNELS OF DISTRIBUTION:-

Level 1

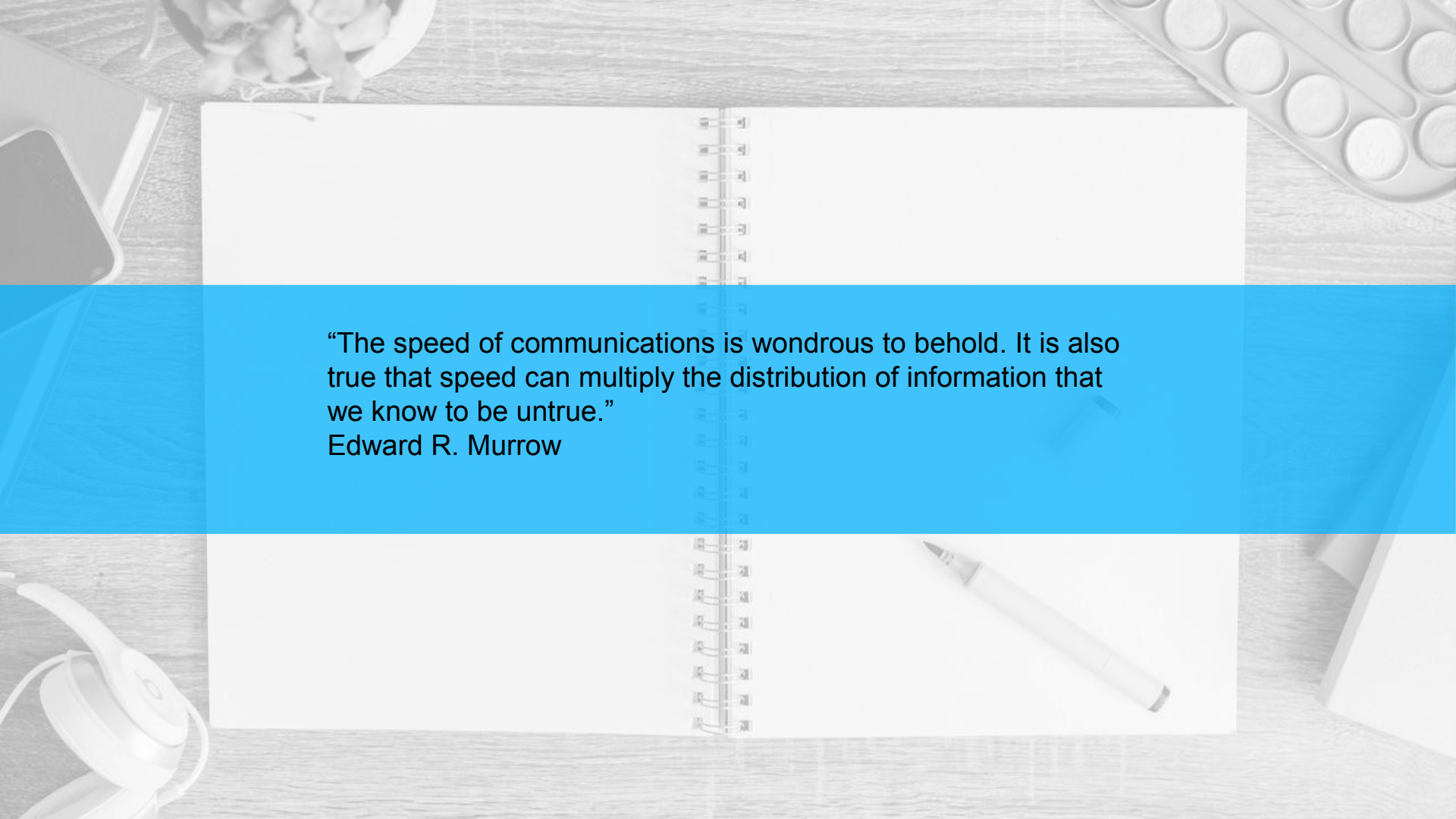
Level 2

Level 3



## TYPES OF SELLERS

1. DISTRIBUTORS
2. RETAILERS



“The speed of communications is wondrous to behold. It is also true that speed can multiply the distribution of information that we know to be untrue.”  
Edward R. Murrow



*Hindustan Unilever Limited*

## DISTRIBUTION MODELS

### STAR SELLERS





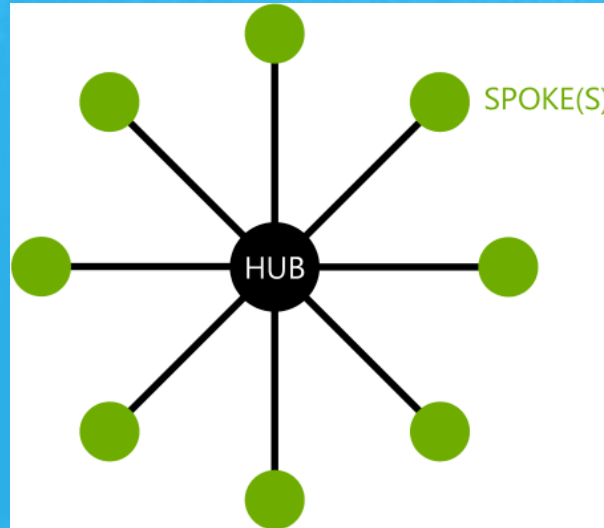
DISTRIBUTION MODELS

PROJECT SHAKTI



## DISTRIBUTION MODELS

### HUB AND SPOKES MODEL



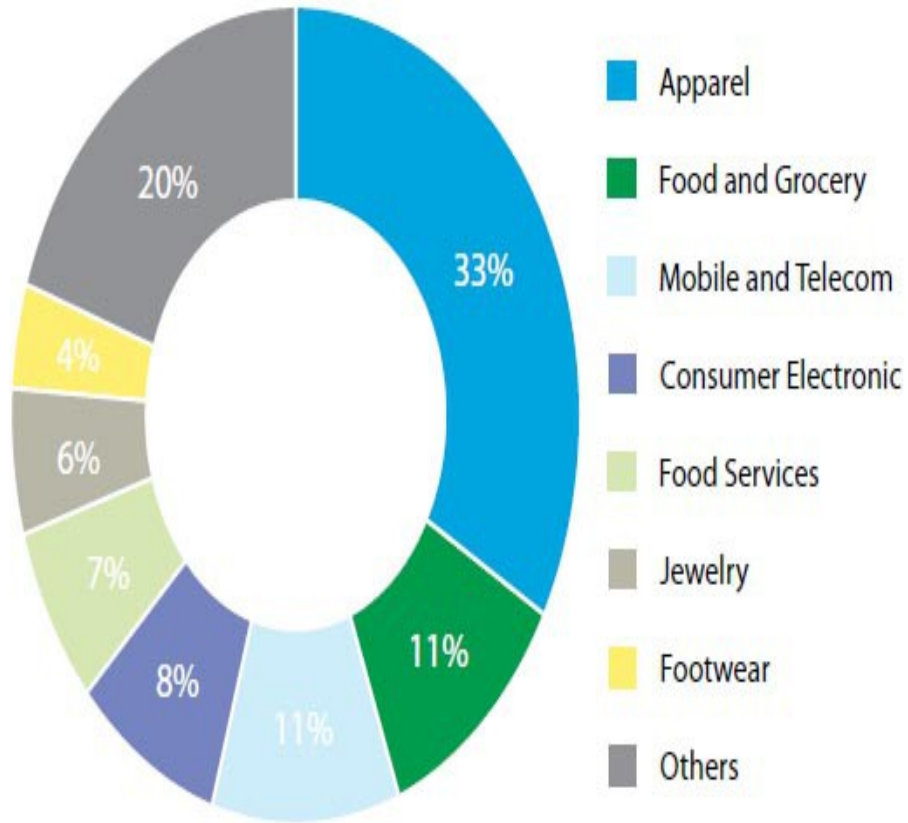


## DISTRIBUTION MODELS

### Pre-FABRICATED SHOWROOMS



## Within Organized Retail \*



\* India's organized retail sector accounts for 8% of India's total retail market.

## ORGANIZED RURAL RETAILING

CHOUPAL SAGAR  
HARYALI KISAN BAZAR  
GODREJ AGROVAT  
TAT KISAN SANSAR  
ADITYA BIRLA GROUP



TRADITIONAL METHODS OF  
DISTRIBUTION

HAATS  
MELAS  
MOBILE TRADERS

# Thanks!

**Any questions?**

