

Development of Rural Marketing in Hindustan Lever Limited and its Impact: A Study

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Abstract – HUL is now one of India's largest exporters of branded consumer goods (Fast Moving Consumer Goods). The Indian government has designated it as a Golden Super Star Trading House. In terms of exports, HUL focuses on two primary sectors. It serves as a sourcing hub for Unilever's Home & Personal Care (HPC) and Food and Beverage (F&B) brands, as well as other Unilever businesses. It also aims to become a preferred supplier to the both non-Unilever and Unilever clients in three sectors where India seems to have a competitive edge as a country – Branded Rice, Marine Products and Castor and its derivatives. HUL is known both within and without Unilever for the quality, dependability, and speed with which it provides customer support. At the moment, HUL's export geography includes nations in Europe, Asia, the Middle East, Africa, Australia, and North America, among others. Many people feel that technology's function in the fast-moving consumer goods (FMCG) industry is limited. That experience is quite different. Those that believe that technology is crucial there in FMCG industry. It may result in substantially lower cost structures and the capacity to provide new and innovative advantages to suit the rising ambitions of rural customers and its marketing if it is used correctly. All marketing action whereby the one main participant is from a rural location is referred to as rural marketing. This means the rural marketing encompasses both the marketing of inputs (products or services) to rural markets and the marketing the outputs from rural markets to these other geographic regions. Rural marketing is a broad phrase in and of itself. This is marketing designed specifically for rural people and items designed specifically for region, as well as raising awareness of things that they would be familiar with. The purpose of this paper seems to be to learn more about rural markets and their influence on HUL's FMCG goods in terms of possibilities and difficulties. The purpose of this article seems to be to better comprehend the rural market, the importance of rural marketing, and indeed the current state of both the rural market. The study's major goal was to examine the potential of Indian rural markets as well as to discover the many challenges that rural marketers like Hindustan Lever Limited confront, as well as their influence on development.

KEYWORD: *Hindustan lever limited (HLL), fast moving consumer goods (FMCG), Marketing, management, rural market strategy.*

INTRODUCTION

Companies and categories out across spectrum continue to face challenges & uncertainties as both a result of global trade dynamics, fluctuating commodity cycles, and climate concerns. New technologies were altering the consumer products sector, presenting possibilities for both businesses and consumers. Smaller local companies, as well as digital-first firms, are progressively entering the market as consumers purchase via more channels. HLL continues to be nimble and responsive within those times, as that the consumer and

channel landscapes quickly develop, to capitalize on market opportunities and effectively navigate throughout hurdles. HLL ensures that its business grows without having a beneficial influence on rural people and the environment through being connected to its customer's needs. HLL's marketing strategy is always changing to keep up with the trends & forces that shape HUL markets and have an influence on HLL's multiple stakeholders.

Hindustan Unilever Limited (HUL), Hindustan Lever Limited (HLL), formerly known as Hindustan Lever, are India's largest consumer goods corporation. In late June 2007, the moniker HUL became popular. This company's headquarters are located in Mumbai. The company employs a large number of 41,000 people with different backgrounds. A non-executive Chairman (now Mr. Hareesh Manwani) leads the corporation. HUL is India's leading Fast Moving Consumer Goods (FMCG) company [1].

Visitors visiting the Kolkata dock in the summer of 1888 spotted containers full with Sunlight soap bars with the words Made in England by Lever Brothers engraved on them. With it, a new age of branded Fast Moving Consumer Goods marketing began (FMCG). Lifebuoy arrived in 1895, followed through other well-known brands like as Pears, Lux, and Vim. Vanaspati were introduced in 1918, and the well-known Dalda brand was introduced in 1937. Hindustan Vanaspati Manufacturing Company, Unilever's first Indian affiliate, was established in 1931, followed by Lever Brothers India Limited (1933) and United Traders Limited (1934). (1935). In November 1956, these three firms united to establish HUL, and HUL was the first foreign subsidiary to give 10% of its shares towards the Indian public. Unilever currently owns 52.10 percent of the company's stock. The remaining shares are divided between 360,675 share holders and financial institutions [1-2]].

HUL is now one of India's largest exporters of branded consumer goods (Fast Moving Consumer Goods). The Indian government has identified it as a Golden Super Star Trading House. In terms of exports, HUL focuses on two primary sectors. It serves as either a sourcing hub for Unilever's Home & Personal Care (HPC) and Food and Beverage (F&B) brands, as well as many other Unilever businesses. This also aims to become a preferred supplier to both non-Unilever and Unilever clients in three areas, with India being one of them, Branded Rice, Marine Products, and Castor and its derivatives are all areas where the country does have a competitive edge.

HUL is known both within and without Unilever for the quality, dependability, & speed in which it provides customer support. At the moment, HUL's export geography includes nations in Europe, Asia, the Middle East, Africa, Australia, and North America, among others. Home and personal care goods, food and beverages, marine products, and rice are among the products exported. Working with international alliance partners, by which they have access to brands, markets, technology, and talents, seems to have been critical to their export success. In exchange, those that put money, management, and people into a local manufacturing base that meets international standards. They manufacture Pears soap, branded tea, and a variety of other items for Unilever, Surimi fish products for Shinto Corporation of Japan, and Hush Puppies shoes for Hush Puppies UK, among some other things. Building alliances with international partners could lead to a successful, expanding, and sustainable exports company in industrial areas where India does indeed have a worldwide competitive edge, according to a few main learnings from their exports business that may be of wider importance. The safety of our personnel and those who work with that was HLL's top priority across Supply Chain & Sales. HLL became one of the first organisations that can provide Covid-19 medical insurance to any and all frontend employees. Shikhar, an HLL eB2B app, allows HLL store partners to easily place contactless purchases, and we now include over 5 lakh merchants ordering through Shikhar. During in the pandemic, HLL had over 1,36,000 Shakti Entrepreneurs which played a crucial role in teaching people about hand hygiene and maintaining critical supplies of key items in rural regions. HUL recently launched a big initiative to reconnect managers at all levels with the poorest consumers. Representatives are supposed to speak with the impoverished in both rural and urban regions, visit stores frequented by consumers, and inquire concerning their experiences with the company's and rivals' products[1-14]. The agricultural sector did strongly, resulting in a strong showing of rural markets. Covid-19 had a greater impact on metros and larger cities, leading in a delayed rebound in urban markets. As a result, the emphasis of this study has been on rural marketing with a restricted Hindustan lever as well as its effectiveness in India.

LITERATURE REVIEW

Development of Hindustan Lever Limited

Hindustan Vanaspati Manufacturing Company, Unilever's first Indian affiliate, was established in 1931, followed by Lever Brothers India Limited (1933) and United Traders Limited (1935). In November 1956, those three firms united to establish HUL, and HUL was the first foreign subsidiary to give 10% of its shares to the Indian public. Unilever currently owns 52.10 percent of the company's stock [1]. The remaining shares were divided between 360,675 individual shareholders and financial institutions. The presence of the

former Brooke Bond in India goes back to 1900. By 1903, the business had introduced Red Label tea to the United States. In 1912, Brooke Bond & Co. India Limited is the result of the merger of Brooke Bond & Co. and Brooke Bond & Co. Brooke Bond was acquired by Unilever in 1984 as part of a multinational takeover. In 1898, the former Lipton established ties with India. Lipton was purchased by Unilever in 1972, and Lipton Tea (India) Limited was formed in 1977. During 1947, Pond's (India) Limited has operated in India. Chesebrough Pond's USA was acquired by Unilever in 1986 as part of a multinational takeover. The Indian economy was liberalised and deregulated in 1991, allowing for alliances, acquisitions, & mergers. The Tata Oil Mills Company (TOMCO) and HUL merged on April 1, 1993. In 1995, HUL & Lakme Limited, another Tata firm, founded Lakme Unilever Limited, a 50:50 joint venture to promote Lakme's market-leading cosmetics or other relevant items from both companies.

Following it, in 1998, HUL acquired Lakme Limited's brands as well as a % share there in joint venture. Brooke Bond acquired Kothari General Foods, a company of considerable interests in instant coffee, in 1992. It bought the Kissan business from of the UB Group and Cadbury India's Dollops Ice Cream business in 1993. HUL the Kimberly Clark Corporation, located in the United States, launched a 50:50 joint venture in 1994 to market Huggies diapers & Kotex sanitary pads. HUL also have established a subsidiary in Nepal, Unilever Nepal Limited (UNL), whose facility is the country's largest industrial investment. HUL's soaps, detergents, and personal care products are manufactured in the UNL facility for both the home market and export to India. Tea Estates and Doom Dooma, two Unilever plantation enterprises, were amalgamated with Brooke Bond as both a means of backward integration. Brooke Bond India and Lipton India amalgamated in July 1993 to become Brooke Bond Lipton India Limited (BBLIL), giving the traditional beverages sector more emphasis and assuring harmony. The Wall's series of frozen desserts was introduced by BBLIL in 1994. By the end of each year, the firm had formed a strategic collaboration the with Kwality Ice Cream Group family, and in 1995, it had also acquired the Milk food 100 percent ice cream marketing and distribution rights [1-14].

Consequently, on January 1, 1996, BBLIL and HUL combined to form HUL. Pond's (India) Limited (PIL) and HUL merged in 1998 as a result of the internal reorganisation. Apart from a similar distribution system for personal goods since 1993, the two firms have major overlaps inside the personal products, specialty chemicals, and exports areas. They likewise shared a managerial pool and a technical foundation. The merger were done to guarantee that the company would benefit form scale economies in the both home and export markets, as well as the ability to make investments needed to aggressively establish new categories. In January 2000, the government took a historic move by

awarding HUL a 74% stake in Modern Foods, kicking off the sale of government ownership in public sector enterprises (PSUs) to private sector partners. HUL's foray into the bread market is a natural extension of the company's wheat business. The merger were done to guarantee that the company would benefit from scale economies in both home and export markets, as well as the ability to make investments needed to aggressively establish new categories. In January 2000, the government took a historic move by awarding HUL a 74% stake in Modern Foods, kicking off the sale of government ownership in public sector enterprises (PSUs) to private sector partners. HUL's foray into to the bread market is a natural extension of both the company's wheat business. HUL works with 7,000 redistribution stockists and over 2,000 suppliers and colleagues to procure basic materials. HUL has 346,000 local stockholders who have reaped the benefits of thier investment. Seven years ago, a Rs.1000 investment would have increased to almost Rs.14,000 today [1-14].

The year 2018 was a tumultuous and demanding one. In ways that no one could have predicted, Covid-19 altered practically every element of human life. The pandemic has an exceptional economic impact. Due to limited movement and compromised supply routes, operational issues increased. The economy fell significantly as the number of Covid-19 cases increased exponentially. HUL's primary focus would be on its employees' health and safety, as well as ensuring continuous supplies of Covid-19's relevant portfolio, meeting consumer demand resulting from changing behaviour and needs, caring for the communities in which HUL operates, preserving cash, as well as protecting HUL's business model. The government as well as the Reserve Bank of India adopted strong efforts to foster a robust economic recovery as even the country navigated through to the crisis. The Union Budget aimed to resurrect the economy's economic momentum through a number of measures, including maintaining steady tax rates and increasing infrastructure spending. Prioritizing those priority areas, HUL increased product availability and brand exposure across categories and population strata to maximise growth. This rural economy had emerged as a key engine of growth, and HUL has stepped up to seize this opportunity. HUL continue to empower HUL Shakti entrepreneurs and now have a network of nearly 1,36,000 covering 18 states across India.

Marketing in Rural Market and its Impact

Any marketing effort whereby the one dominating participant is from a rural location is classified as rural marketing. That means that rural marketing encompasses both the marketing of inputs (products or services) to rural markets and the marketing of outputs from rural markets to those other geographic areas[1-14]. Fast Moving Consumer Goods (FMCG) are products with a high turnover rate and a cheap cost (FMCG). The term fast moving consumer goods refers to things that are replaced within a year. The FMCG industry

was distinguished with a well distribution network, low penetration levels, cheap operating costs, lower per capita consumption, and fierce rivalry between organised and unorganised parts. Hindustan Unilever Limited (HUL) is India's largest FMCG company, with thea history dating back over 80 years and just a presence with in lives of two out of every three Indians. With the exception of the physical distance and remoteness of various villages, marketing in rural India has a number of problems. Furthermore, the growth of the media, particularly the rising accessibility of electronic media across rural India, has given rural Indians access to a variety of products and services that have been previously available to urban customers.

Thomas and Lane (1996) [15] has coined the phrase advertising to describe it Advertising is a message paid for by a specific sponsor & conveyed via a mass communication channel. Advertising is somewhat of a persuasion. This isn't natural; it isn't objective; it says, I'm going to sell them a product or an ideology. Rural markets were quickly developing in India, according to Deepti Srivastava (2010) [16], yet they are frequently disregarded by marketers. There in rural belts, 53% of fast moving consumer goods (FMCG) and 59 percent of consumer durables get a market. Abbas et al., (2012) [17] mentioned that rural marketers should develop creative promotional tactics for rural markets which can easily communicate messages to villagers and therefore are compatible given their level of knowledge and comprehension. It's also advised to provide FMCG that has a lengthy shelf life. Longevity is accompanied by significant size and/or hardness of the product among rural consumers. As a result, it is advised that FMCG be promoted along these lines. There in context of rural FMCG purchase and consumption, quality is essential since rural buyers demand quality FMCG. That fact has already been emphasised by experts such as Harish Bijoor, Rama Bijapurkar, & Prahalad, as well as numerous scholars. As a result, it's also suggested that FMCG quality neither be compromised. Low costs must be charged while keeping the highest level of quality. Pawan Kumar & Neha Dangi (2013) [18] Rural India has enormous prospects for enterprises' development and growth, according to the discussion. Companies, on the other hand, encounter several obstacles when it comes to entering rural areas. Since rural India has 833 million people compared to 377 million in urban India, there are massive untapped prospects, but marketers are unable to take advantage of them due to a lack of infrastructure. People in rural areas have a low literacy rate, making it difficult for them to distinguish between brands. Avinash Pareek & Satyam Pincha (2013) [19] noted that excellent communication is a critical technique for reaching out to rural audiences. Radio was considered a viable medium for communication to rural people by the mass media at one point in the late 1950s and early 1960s. Television and movies are two more forms of mass media. However, the situation has altered recently. Every residence in rural India has access to television, phone, mobile, and internet. There in end, the

winner may be the one that has the necessary resources, such as time and money, and also the much-needed inventive ideas to tap into rural markets. Looking now at chances that rural markets provide for marketers, it really is clear that those who can understand the dynamics of rural markets & use them to their full potential will have a bright future. As per Sunil V. Chaudhary (2015) [20], rural markets are significant for marketers for many reasons than only the quantity of the population. The potential for market expansion and growth in rural regions is enormous. Over example, in India, rural market consumption has grown at an annual compounded growth rate of roughly 4% for such previous 20 years; however, it is predicted to expand by more than 5% over the next two decades, doubling by 2025. According to the Mckinsey Global Institute, rural India's spending per family will approach the 2008 levels seen in urban India by 2017. As per HUL's September Quarter 2015 financial reports [21], The cost of products sold was reduced by 320 basis points due to lower input costs. Brand spending remained competitive throughout categories, with total A&P up 220 crores (+230 basis points). Profit before interest and taxes (PBIT) increased by 7%, while the PBIT margin increased by +40 basis points. PAT (bei), or profit after tax before extraordinary items, increased up 1% to Rs.970 crores, while Net Profit increased Rs.962 crores, with the growth rate influenced by exceptional income from property sales with in base quarter as well as a higher effective tax rate. Again for fiscal year ending March 31, 2016, the Board of Directors announced an interim dividend of Rs 6.5 per equity share with a face value of Rs 1 each. Keep the previous study in mind. The focus of this study was on rural marketing in Hindustan and its influence on India.

METHODOLOGIES

That's an example of exploratory research. After that, we'll go through the outline of The study was followed by the gathering & management of secondary data. We would investigate this scenario after gathering data. They was inspired by the following data gathering tactics, as well as how to enhance new instruments that are employed in those other industries.

Primary Data Collection

Primary source is a source from which they gather direct information or original data on such a topic related to rural marketing in India, with such a focus on HLL project reports.

Secondary Data Collection

Researchers gathered secondary data from organisations' publications, such as journals, books, the internet, and articles. This is really a small aspect of the study, yet it is nevertheless significant. That type of information has been gathered and

documented by yet another person or group, often for rather unusual reasons.

RESULTS AND DISCUSSIONS

Approximately 2,000 suppliers and partners are involved in the activities. The items, which totaled over four million tonnes, brought in roughly Rs. 1,37,18 crores. About 2,500 redistribution stockists make up HUL's distribution network, which covers 6.3 million retail locations in Urban India.

Its 35 key Indian brands were consumed by around 250 million people in urban India and another 250 million in rural India. The company's goods include food items such as flour, biscuits, ice creams, and body products including such soaps and face creams, as well as cigarettes, drinks, and other items that consumers require on a daily basis. Lifebuoy is one of HUL's brands, Lux, Surf Excel, Rin, Wheel, Fair & Lovely, Pond's, Sunsilk, Clinic, Pepsodent, Close-up, Lakme, Brooke Bond, Kissan, KnorrAnnapurna, Kwaliti Wall's soaps, detergents, personal care goods, tea, coffee, branded essentials, ice cream, and culinary items are all familiar brands from across country.

Mission and Vision

Unilever owns 52.10 percent of the company's stock. The remaining shares are divided between 360,675 individual shareholders and financial institutions. In terms of leadership, the Indian press refers to the HUL also as CEO Factory since it has produced numerous business executives for corporate India. In the Hewitt Global Leadership Survey, the organisation was placed fourth for its leadership development potential.

Unilever's aim was to make life more vibrant. The following is the publicised commitment, as stated in its brochures: With solutions to help people feel well, look good, and get something out of life, they satisfy everyday demands for nutrition, hygiene, and personal care. Their deep roots in local cultures & marketplaces throughout the world are really the cornerstone for their strong consumer relationships and future success. they'll put our wealth of knowledge & worldwide skills to work for local customers, making us a true multi-national corporation. Long-term success necessitates a comprehensive dedication to high levels of performance and productivity, effective teamwork, and a readiness to welcome new ideas and learn on the job. They think that success also necessitates the highest levels of corporate behaviour toward everyone we work with, the communities they affect, as well as the environment they have an influence on. This really is their path to long-term value creation for in out shareholders, employees, and business partners through sustainable, profitable growth.

The following is HUL's mission statement. To satisfy that everyday needs of people worldwide - to anticipate all consumers' and customers' goals and respond creatively and competitively through brand goods that improve people's quality of life.

Challenges of HUL's FMCG products in Rural Market

- Intense and escalating rivalry from other FMCG firms.
- FDI in retail, allowing multinational brands to operate.
- Unbranded and local items represent a threat.
- Owing to the presence of other strong FMCG brands, market share was constrained.
- Big local players & foreign brands compete fiercely with HUL's products..

Opportunities of HUL's FMCG products in Rural Market

- Increasing urban penetration by tapping into rural markets.
Mergers and acquisitions in rural markets to improve the brand.
- As people's spending power rises, so does demand for HUL products.
- As the electronic ethos and IT culture spread throughout rural India, the possibility of change becomes more and more apparent.

HUL Exports

HUL is now one of India's largest exporters of branded consumer goods (Fast Moving Consumer Goods). The Indian government has recognized it as a Golden Super Star Trading House. In terms of exports, HUL focuses on two primary sectors. It serves as either a sourcing hub for Unilever's Home & Personal Care (HPC) and Food and Beverage (F&B) brands, as well as other Unilever businesses. It also aims to become a preferred supplier to the both non-Unilever and Unilever clients in three sectors where India seems to have a competitive edge as a country – Branded Rice, Marine Products and Castor and its derivatives. HUL is known both within and without Unilever for the quality, dependability, and speed with which it provides customer support. At the moment, HUL's export geography includes nations in Europe, Asia, the Middle East, Africa, Australia, and North America, among others. Home and personal care goods, food and beverages, marine products, and rice were amongst the products exported. Working with international alliance partners, from whom organizations have access to brands, markets, technology, and talents, seems to have been critical to their export success. In exchange, those who put money, management, and people into a local manufacturing base that meets international standards. The manufacture Pears soap, branded tea, as well as a variety of other items for Unilever

firms using this alliance model, Hush Puppies Shoes for Hush Puppies UK & Surimi fish products for Shinto Corporation of Japan. Building alliances with international partners may lead to a robust, expanding, and sustainable exports company in industries wherein India seems to have a world competitive edge, according to a few important takeaways from its exports business.

Incorporation of New Technology

HUL uses cutting-edge technology in all of its activities. The Hindustan Unilever Research Centre (HURC) was founded in 1958 and also has representatives in both Mumbai and Bangalore. Over 200 highly trained scientists and technicians work at HURC and the Global Technology Centres in India, many of whom have post-doctoral experience in the United States and Europe. In terms of research, Hindustan Lever and Unilever are inextricably linked. The early R&D efforts are focused on import substitution, and therefore produced a number of notable accomplishments that are still relevant today. The firm pioneered any use of unusual oils for soap manufacturing, such as neem, karanja, castor, and rice bran, which allowed for the substitution of foreign oils. Since the 1970s, we estimate that this may have resulted in a total savings of roughly \$1.2 billion in foreign exchange. Research and development had also been employed to replace imported fragrance compounds and nickel catalysts. The second round of study focused on improving the brands' functional delivery, ensuring that they might completely meet consumer requirements while staying ahead of the competition. These are accomplished through creation of novel goods and new procedures that are used out across company's whole business range. HUL has been the market leader in sectors as diverse as Fair & Lovely Cream and hybrid maize seeds due to its technological development and implementation. Research is used in creation of their functionalised biopolymers, such increase quality and productivity inside the paper sector, as well as in Lifebuoy soap, which is really the market leader in rural India. Many people feel that technology's function in the fast-moving consumer goods (FMCG) industry has limited. Their experience is the polar opposite; those who believe that technology is crucial in the FMCG industry. When used correctly, it may result in much lower cost structures and also the potential to provide new and innovative services to match consumers' expanding expectations. HUL created a novel soap-making process based on the 'Plough Share Mixer' technology. With in case of soap-making, this removes the requirement for steam. Because soaps account for a significant portion of their revenue, the new technique reduces carbon emissions by 15,000 tonnes per year.

Pureit, a ground-breaking product from Hindustan Unilever (HUL), offers a number of distinct advantages, including complete protection against those water-borne diseases, unparalleled convenience, and unbeatable affordability. Pureit's Germkill Battery technology destroys all hazardous

viruses and bacteria while also removing parasites and pesticide pollutants, resulting in water that's also as safe as boiling. It provides complete protection against water-borne diseases such as jaundice, diarrhoea, typhoid, and cholera for the entire family. Furthermore, it doesn't even need the use of gas, power, or a constant supply of tap water. Those who have only just began to employ research to assist the export operations, ensuring that their exports both are internationally competitive and long-term. Researchers also produced a cold water soluble instant tea powder, for example, but it has become a big export item. Researchers were able to extract and produce a strong UV ray absorption sunscreen from a naturally occurring indigenous vegetable oil. It's being shipped to Europe and has a lot of promise in the long run. In Hindustan, research but also its application Lever had completed a full cycle, having started with import substitution and is now being utilised to grow export enterprises.

FMCG distribution in India by HLL

Hindustan Lever pioneered FMCG in 1940s, India had a large distribution network. Those who have had a substantially broader reach than every firm over time. Those that are currently rethinking distribution in order to maintain their competitive edge in the new consumer and market environment. Previously, its primary goal was to increase availability and provide consumers with simple access to their products. They now want to move much beyond the current distribution system. The new strategy is now more comprehensive, reaching out to customers in a variety of methods at the point of sale and, most significantly, providing chances for customers to hear brand messages and interact with the brands. They are changing the approach to existing channels, as well as developing new distribution methods that include these capabilities.

Phase 1: Network of distributors HUL has a large distribution network that includes 5000 redistribution stockists as well as 40 C&F agents (Clearing and Forwarding Agents). Wholesalers placed bulk orders directly with HUL there in early phase of the distribution network. Large merchants also placed direct orders, accounting for about 30% of all orders received. Many of these orders were gathered together by the corporate salesperson, who lodged an indent with the Head Office. The company's salesperson served as the consignee for goods supplied to all these markets. This salesman subsequently gathered and delivered the merchandise to the appropriate wholesalers in exchange for cash, which then was transferred towards the corporation.

Phase 2: Wholesaler with a licence Its second phase, that covered the 1940s, was focused on providing the company's customers with desired items and high-quality service. To do this, the company designated one wholesaler within every area as a Registered Wholesaler, a stock point for such company's products in the that market. The company's

salesperson continued to canvass the market for orders from the rest of both the trade. He'd then distribute supplies from the Registered Wholesaler through to the company's distribution divisions. As both a result of the Registered Wholesaler system, the company's distribution reach expanded to a bigger number of customers.

Phase 3: Redistribution Stockist The notion of Redistribution Stockist (RS), which superseded the Registered Wholesaler, was the centrepiece of both the third phase (RW). The RS were tasked with delivering the distribution units to the company's sales representative. The RS funded his inventories and supplied warehouse space for them to be stored. On behalf of the firm, the RS also conducted demand stimulation operations. The second feature of this time has been the realisation that now the RS could only deliver good customer service if he had been adequately serviced. The Company Depots system was created as a result of this understanding. The technique aided in transshipment, bulk breaking, and serving as both a stock point at the RS level to reduce stock-outs.

HUL's goods are currently supplied through with a network of around 7,000 redistribution stockists encompassing approximately one million retail locations. The distribution network reaches out to the whole population of the city. HUL is developing a special relationship with both the small and though rapidly emerging modern trade, in addition to its ongoing commitment to the traditional grocery trade. This size allows manufacturers should provide better client service, such as daily servicing, while also increasing range availability and lowering inventory. Through carefully tailored marketing and promotions, marketers are taking advantage of the potential to interact more directly with our customers in this retail environment. This one is increasing foot traffic into the stores while also generating significant revenue increases for the company. A most recent efforts to improve the system's efficiency were discussed here.

C& FAs as buffer stock points: The replacement of both the Company Depot by either a system of third-party Carrying and Forwarding Agents was a significant move there in recent past (C&FAs). The C&FAs serve as stock-point buffers to prevent stock-outs. The C&FA method has indeed resulted in considerable savings through direct transportation and a shorter delivery period. The much more significant advantage has now been enhanced RS customer service. The function of Redistribution Stockists have evolved throughout time as well. Several of the responsibilities done by that of the RS today include financing stocks, supplying labour, giving service to merchants, conducting promotional activities, extending indirect coverage, reporting sales & stock data, or checking for transportation problems.

Formation of both the mother report: HUL had expanded tremendously throughout the years. The number of factories

and SKUs had also improved as a result of this process. The establishment of both the Mother Depot and Just in Time System was an innovative move in order to rationalise the logistics and planning work (MD-JIT). A number of C&FAs around the country was chosen to serve as mother depots. For stock needs, every of them seem to have a minimum number of JIT depots attached. All manufacturing units send all brands and packs necessary for the set of markets that the MD and JITs service in a particular area to the mother depot. On a weekly or biweekly basis, the JITs get their requirements from the MD.

RS Net: A computer-based system has now been devised to provide continual replenishment of goods to redistribution stockists. RS Net, which began operations in 2001, is a component of Project Leap, HUL's end-to-end supply chain strategy. Project Leap starts with both the supplier and continues via the factories and depots to the RSs. The goal will be to accelerate HUL's growth while ensuring that the appropriate product gets accessible in the right amounts and at the right time in the right places. Leap also promises to reduce inventory and increase efficiency across the whole supply chain. RS Net has been one of India's most significant B2B e-commerce efforts. It connects to RS's internal transaction systems, allows for stock and secondary sales monitoring, and optimises RS's orders and inventory on a daily basis. Every day, RS Net now has information on secondary sales from Gandhidham to Guwahati. Around 80% of the company's turnover is covered by RS Net. Currently, the sales system knows what HLL stockists has sold to the almost a million stores throughout the country on a daily basis. HUL's end-to-end supply chain, Project Leap, incorporates a back-end system that connects suppliers, all business sites, and extends all the way to stockists.

Impact of Retailer Promotion

HUL is also emphasising the need of making its brands stand out in congested markets. Their outlet visibility programmes encompass over 25,000 outlets in major cities, and they use a significant number of third-party merchandisers and agencies to guarantee that the items are shown properly. Touching customers requires more connection, and they are utilising the point-of-purchase for a far higher amount of direct contact. Lakme Beauty Advisors, for example, encourage sales and give particular information & product testing at important locations, allowing women seeking beauty solutions to make an informed decision. Encouraged by all of this, those who are launching a similar strategy through many of its other brands, with in-store facilitators providing deals & product information. In-store sampling, education, and experience will all play a key role in the improvement of several emerging categories' brands.

Rural marketing and its Impact

The firm seems to be a pioneer in rural marketing and also has tried a variety of approaches to expand its rural reach. Previously, each of HUL's business divisions dealt with the rural market on an independent basis. The corporation now deals with rural markets as a single entity, thanks to the development of the rural market division. HUL's well-known distribution programmes include: Project Bharat, Project Streamline, and Project Shakti[1-14].

Operation Harvest: HUL launched Operation HARVEST (Harmonize All Resources in Village to Enhance Sales and Turnover) in 1989 as a seeding operation with both the goal of increasing brand recognition, generating demand, and then so making the routes viable for route schedule van coverage. This activity was carried out in communities that have not been served regular route schedules and where traditional media had a limited reach. The initiative targeted over 30000 settlements with significant growth potential in order to encourage trails and identify critical distribution and retail areas. The settlements chosen had at least 2000 inhabitants and had been interconnected by all-weather roads. The firm rented vehicles and installed a public address system including, in certain circumstances, audio visual equipment. These vans visited six communities every day, six days per week. In the very same communities, the cycle was repeated a few times. Workers will play audio cassettes and video films given from HUL when they arrived at the area, and so these tapes and videos contained a song and dance routine from famous films with promotions for HUL items interspersed. In the meanwhile, workers identified key distribution areas while corporate representatives handed free samples. Small stores in all of these settlements were supplied with basic items such as lifebuoys and wheels. The village's Market Ability Value (MPV) was calculated to see if it used to have the potential to produce consistent sales over the minimal threshold of Rs. 2000 each visit per village.

Project Bharat: In 1998, HUL's personal goods division launched Project Bharat, the world's first and biggest rural home-to-home business. By the end of 1999, the programme had reached 13 million rural households. HUL having vans tour communities around the nation during the operation, giving trial packs containing a low-unit-price bundle of shampoo, talcum powder, toothpaste, and skin cream priced at Rs 15. This has been done to raise awareness of both the company's product categories as well as their affordability. Following that, the personal goods unit launched a second phase of the sample campaign, this time targeting communities had populations of over 2,000 people. HUL developed Project Streamline in tandem with Operation Bharat to strengthen its control over the rural supply chain by establishing a network of rural sub-stockists in these communities. That offered the firm a competitive advantage and allowed it to reach out directly to 37% of the country's

rural population. The goal is to reach out to 2,35,000 villages with much less than 2,000 people, boosting HUL's coverage in rural India from 43% to 75%. The sample method included a low-unit-price box of shampoo, talc, tooth paste, & skin cream, individually priced at Rs.15/-. A total of 30 Bharat Units was activated, covering around 6 million homes. In the evenings, TV shows (Ramayana and Chitra haar) were held in a communal location in the community, and coupons distributed for a fortunate draw. In ten months, 6 million households was reached as a consequence. Nearly 20,000 communities was covered in this project. The number of people who bought Fair & Lovely grew by 50%. That activation aided in shifting people's minds about using Clinic plus shampoo instead of soap to clean their hair.

Project Streamline (Super Stockist Channel): HUL had launched Project Streamline, a substantial endeavour without long-term advantages, to expand its rural reach with the support of rural sub-stockists. 6000 sub-stockists were appointed. As both a consequence, the distribution network touched over 50,000 villages directly, reaching approximately 250 million people. This offered the firm a competitive advantage and allowed it to reach out directly to 37% of the country's rural population. Around 20 stockists would be assigned to the rural distributor, who would be responsible for driving distribution in villages utilising unorthodox modes of transportation such as tractor, bullock cart, and so on.

Empowering women micro-entrepreneurs

Project Shakti seems to be a HUL Company project to help women micro businesses in rural India improve their livelihoods. The Shakti Ammas are trained to get familiar with your company's products as well as the fundamentals of distribution management. Project Shakti now has more than 1,36,0000 micro-entrepreneurs.

In rural India, numerous NGOs, multilateral organisations, government authorities, and public sector banks have established Self-Help Groups (SHGs) based on the Bangladeshi Grameen Bank model. Those organisations serve as mutual thrift societies. A group of ten to fifteen women in a hamlet meets on a regular basis, and each member pays a little amount of money to a common pool. When the pool reaches a certain size, the sponsoring agency steps in and gives microcredit to one or more members of the group for investment in a group-approved economic activity. HUL came in with a simple concept of working with micro-credit users and providing them with micro-enterprise chances. Project Shakti was formed as a result. Each of the 50 villages were assigned a Shakti entrepreneur who's now a member of a Self Help Group (SHG). They borrowed money from the local SHGs as Shakti brand endorsers – known as Shakti Ammas – and used that money to purchase HUL items for sale in respective communities. As a result, Project Shakti is a highly participatory style of selling and engagement that takes

use of a once-in-a-lifetime chance to convey, illustrate, and offer firsthand experience of HUL brand advantages. Considering the low literacy levels, several languages, and sheer size & variety of rural India, the task isn't really simple. Their initiatives are aided by their collaborations with NGOs & state government funding. Project Shakti had made a substantial contribution to rural India's economic growth. Shakti brand endorsers make around Rs. 750 per month on average, with some earning as much as Rs. 2,500 per month in rare situations. This must have resulted in a two-fold increase in household income. The currently have a network of 35,000 businesses serving 100 million rural customers in 100,000 communities, following early trials in 2001.

Impact of Public Awareness Campaigns

In collaboration with UNICEF, HUL launched the #VirusKiKadiTodo (Break the Chain) campaign. Through television and digital media, the campaign touched over 600 million people across India, encompassing small towns and rural regions. #VirusKiKadiTodo was a behaviour change campaign that ran in 8 different languages and had a 72 percent recall rate to drive home the basic, positive, yet powerful concepts of social separation, charity, and hand cleanliness. In addition, during Covid-19, HUL Company created movies that illustrated community response and containment efforts. To further improve the rural community response in rural India, the movies was distributed in collaboration with UNICEF to front-line workers, communities, major state departments, and volunteer networks. Over 14 lakh people were contacted across six states in the country as a result of the programme.

CONCLUSION

India seems to be a multi-cultural, multi-lingual, and multi-regional country. In addition, Indian consumers are getting increasingly varied. HLL sees the growth of more digitally connected, metro, higher socio-economic class customers on one hand, and middle-class consumers trickling from semi-urban from tier 1-3 cities to consumers throughout urban and rural hinterlands from the other. Within such a, HLL Company runs a complicated company with just a portfolio which ranges from a sachet to \$1,150 and therefore is distributed through 8 million small and major retail shops. It can be stated that HLL will profit the most until they can convince rural residents that they are valued as clients. In rural marketing, regional languages play an important role. Initiative Shakti had been a rural project with the a social focus and an innovative technique devised by HUL. It transforms the rural distribution and communication paradigm, affecting a significant number of rural Indians in a compelling way. Project Shakti brings customers, rural women, and Hindustan Lever together in a win-win situation. Project Shakti provides microenterprise possibilities for women from Self-Help Groups, allowing individuals to

become Hindustan Lever direct-to-home distributors. The idea is for CEOs to interact with both the local populace in order to have a deeper understanding. That material supplied in the following categories is selected from the finest available resources, with extra effort taken to ensure that content is locally relevant & incorporates input from local experts, especially in areas like agriculture. Those specialists are also accessible on demand to assist with the resolution of issues brought by consumers via a query mailing system. A peasants' farmer can get a quick fix for a pest problem affecting his crops. People can also email health and hygiene questions to a local doctor, who will respond quickly. Villagers may use the kiosk to get cheap vouchers for medical treatment from doctors within region. Rural customers are becoming more brand savvy, along with price and discount sensitive, therefore pricing and discounts should be based on the customer's preferences. There in rural markets, self-decisions are made first, followed by spouses, thus attention should be paid to them through various outlets or programmers such as chaopal. In rural regions, electronic media advertisements were preferred above other forms of communication.

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