

## Indian Ruralpedia - Rural Marketing

RuralMarketing  
Integrating Urban With Rural Markets



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The Rural and Marketing magazine aims to integrate urban with rural market, where it helps corporates in shaping their business strategies on how to target rural Bharat and its untapped potential, it also intends to act as a guiding force to the policy makers on how to understand the real 'Bharat' and the dynamics of rural Bharat. The critical insights, business case studies and analytical, informed stories from experts in the field featured in the magazine keeps the faculty and budding managers abreast with the multi-faceted aspects and finer dimensions of rural markets and rural marketing that otherwise go un-noticed in the mainstream media.

For more details, please visit <http://www.nextbizdoor.com/detail/indian-ruralpedia-rural-marketing-south-delhi-38>