

## Rallis India Ltd



**Brand:** Mehta Solutions

**Product Code:** case278

**Weight:** 0.00kg

**Price:** Rs500

**Short Description**

**Rallis India Ltd**

**Description**

## **Rallis India Ltd CAST STUDY solution**

**Study the case given below and answer the question given at the end.**

### **Case : Rallis India Ltd**

Rallis India Ltd. has been the Leader of Indian Agro-Chemical market, with Rs 1500 crore turnover. Agro-Chemicals and fertilizers distribution generates nearly 80% of the revenues of the company. The company initiated a programme to focus on :-

Sharpening its business and product port folios.

Improving Cash Management. I

Introducing New Products.

Reducing Costs-through out the Value Chain

Strengthening controls and business processes from procurement through Manufacturing, Logistics, marketing sales and distribution.

Greater focus on R and D

Human Resources Orientation.

The company's product range includes insecticides, fungicides, herbicides and intermediates. It is one of the largest Indian Pesticides manufacturer with capacity of about 18,000 tonnes per annum of technical grade Pesticides and 40,000 tonnes of formulation per annum. The industry is going through a bad phase on account of factors like low pest pressure, unfavourable climatic conditions, etc. However, cotton crop accounts for 40-50% demand while vegetables, orchards and kharif crops have increasing demand. Rallis India Ltd has evolved a strategy based on Market Research findings. The Philosophy of Rallis is to create a brand and develop a relationship with every farmer. With name of 'Silent Revolution' a project has been launched in South India to directly involve the end user-the farmer without making a noise. Trained Farmers Promotional Assistant (TFPA) is another project, launched by Rallis India Ltd which focused on Promotion of Rallis products. Thus, 20 lakh farmers were contacted in six months by 700 TFPA's through per Zonal contact, village meetings and mandal meetings and 2.10 lakh Rallis product demonstrations were given. It led to Rallis substantially increased product sales and customer, loyalty.

**Question :**

- I. 1.Critically evaluate the marketing-mix strategy of Rallis India Ltd and give policy imperatives for other competitors.

**Details**

**1. Case study solved answers**

**2. pdf/word in 24-48 hrs**

**3. Fully Solved with answers**