

Webinar on Marketing FMCG in India

Guest Speaker – Manmeet Singh, Senior Associate Director, Kellogg's

Date - 13th February, 2021

Time – 11: 30 AM; Duration – 1:30 hour

Mode – Virtual

Mr. Singh has extensive experience in the FMCG sector with more than 20+ years of experience in companies like Cadbury (now Mondelez), PepsiCo and Kellogg's. He is currently the Senior Associate Director at Kellogg Company, heading Sales and Commercial Excellence for India.

During the session sir spoke on the topic of **“Marketing FMCG in India”**. The presentation was extremely engaging, informative and the students were thoroughly fascinated by all the concepts that were covered. The concepts such as the basics of FMCG, 4 P's of marketing, the global and national perspective of the FMCG market, what changes COVID had brought to the FMCG market, how the national and global brands have evolved in marketing their products, Urban-Rural mix for FMCG companies, the challenges and the opportunities in the Indian FMCG industry and marketing one-self in the FMCG industry were of great interest and relevance to the aspiring managers of our Institute.



A screenshot of a Zoom meeting. The top bar shows 'manmeet singh is presenting' and the time '12:50 PM'. The main content is a presentation slide titled 'MARKET PENETRATION LEVEL'. The slide contains two bar charts comparing market penetration levels for various FMCG products in Urban and Rural areas. The meeting grid on the right shows participants: You, manmeet singh, Rahul Ghosh, Renaisa Bose, IISWBM CAMPUS PLACEMENT, Shoumak Sarkar, IISWBM CAMPUS PLACEMENT, and Aman Jaiswal.

Category	Urban	Rural
Tofu/Soya	92.7%	91%
Toothpaste	92.3%	83%
Washing Powder	89.8%	84%
Hair Oil	74.9%	72%
Detergent Bar	73.8%	69%
Shampoo	66.4%	45%
Toilet Paper	61.0%	21%
Shampoo	60.4%	10%
Toilet Paper	60.4%	11%
Toothpaste	59.4%	12%
Antacid Cream	1.4%	0.4%
Cold Cream	1.1%	0.2%
Band-aid/Baby Oil	0.4%	0.2%

Urban: 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th.