



KRI - Krishna Rural  
Initiatives Pvt. Ltd.

# Who are WE ?

At Krishna Rural Initiatives Pvt. Ltd., we are experts at connecting brands with the heart of India — its rural, urban and semi-urban sectors. Focused firmly on Below-the-Line (BTL) brand activation, we create and implement high-impact, on-ground campaigns that engage brands with people in memorable, meaningful moments.

We pride ourselves on being able to build interactive consumer interaction projects that incorporate creativity with awareness in order to trigger true conversations and cultivate brand advocacy. From rural roadshow, to experiential kiosk, to hyperlocal event, each point of interaction makes a lasting impact.

Krishna Rural Initiatives focuses on Urban and Rural Marketing, Sales Promotion Activities and provides a unique channel for communication and promotion campaigns where other cradle to the marketing process are challenging since 2005



# Our Geographical Reach



Delhi



Rajasthan



Haryana



Bihar



Uttarakhand





Uttar Pradesh



Madhya Pradesh



Odisha



West Bengal



Jammu And Kashmir



Jharkhand



# Our Strategies

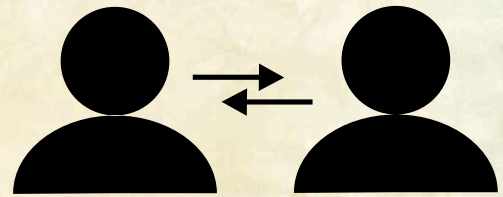


## Automobile Branding

- Rural & Urban Van
- Branding on Bus/Auto/Bikes

## Interactive Marketing

- Road Shows
- Foot Soldiers
- Shopping Mall Activation



## Institutional Campaigns

- School
- Colleges
- Coaching Classes

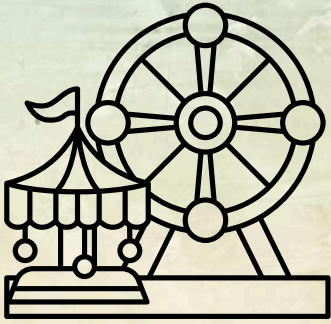
## Print Promotions

- Wall Painting
- POP Display





# Our Strategies



## Melas and Haats

- Direct Consumer Approach
- Product Promotion and Sales at discounted prices for appeasing the consumer

## Wholesaler / Dealer Campaigns

- Store/ Retailer/ Dealer boards, fabrications and installations
- Wholesale/ Dealer Activation In Shop Branding





# Mall Activation

We are specialized in operations like to procure Mall spaces, Permissions, Stall Fabrications, Sound System. Manpower (Promoters, Anchor, etc.) and other required instruments





# Van Road Show Advertising

We design, fabricate and format activities float, implement promotions, plan the routes and get the necessary proceeding cleared. We have an extensive experience and unmatched ability to execute innovates Road Shows and other similar concepts.

## Elements provided

1. Tata Ace/ Canter Branding
2. Needed Fabrications
3. Product Displays
4. Manpower
5. Anchor
6. LED TV / Wall Display
7. Sound System
8. Nukkad Natak Team
9. Other teams with other speicalized skillset when needed





# Look walkers iWalker Activation

Look walkers iWalker is a Mobile Advertising format. Equivalent to a walking billboard it allows a mobile reach and ensures active engagement by the crew with the potential consumers.

In this, the Look walker is asked to carry/wear a banner/billboard over them.





# School Activations

Our offered services involve promotion of various colleges, schools and institutions in order to provide health programs, sports activities, quiz & competitions, etc. we provide state of the art promotional solutions to all kinds of activation services specially in School and Colleges Activation Services. Few products need to be promoted where there is young crowd.

## Other Details

- Use sample leaflets and talking points
- Use of Posters
- Educational Programs
- Free Sampling
- Interactive Workshops





# Auto Rickshaw

Auto Rickshaw Advertising is the new hub for advertisers. it is a low cost medium to advertise, If compared with the range of audience covered its the most feasible and innovative mode to advertise. You must be seeing auto Rikshaw's while driving to your office and on the way back to home and millions of other people watching it too. Imagine your company's advertisement on them.. We at Auto Rickshaw Spark Advertising, make this possible.

## Why Auto Rickshaw Advertising

- Autos are used as public transport for short distances
- Average travel time in an auto is 15 minutes
- High quality branding opportunity in terms of
- recall value
- Low cost advertisements
- Auto rickshaw travels at least 150 km per day.
- Visibility to your brand for at least 16 hours a day. Target group-largest consumer population.





# In-Shop Activation

The In-Shop Activation is an effective brand promotion activity that helps in the promotion of already launched products in the market. The In Shop activity completely focuses on such products and helps the business to reach the entire customer base.

## How the promotion is done?

The team that handles the promotional duties comes up with a unique idea to proactively encourage the retails and shops to accept the product and place it in their stores.

The prime motto of the brand promotion services is to grab the attention of the customers and make them understand the benefit of this product compared to others.





# Rural Van

Here is our spectrum of Rural Marketing Services

- Brand Visibility
- Retail Merchandising
- Heat & Mandi Activation
- In-Shop Sales Programs
- Fair & Mela Promotion
- Street Plays
- Road Shows
- Van Operation
- Public Health Programs
- Sampling





# Van Activation for Cipla





# In-Shop Activity for Cipla



## Retail In-Shop Branding for Cipla & POP Products





# Urban and Rural Fairs





# Dealer board Fabrication & Installation



## Wholesale Activation





# Contact Us

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Thanks & Regards  
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