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SLCM Recognized as the Emerging Brand for Rural Impact

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Date	17 th February 2015

Emerging brand award

Sohan Lal Commodity Management has been conferred with emerging brand award for rural impact. The idea behind the rural marketing forum is to establish a cost effective reach model.

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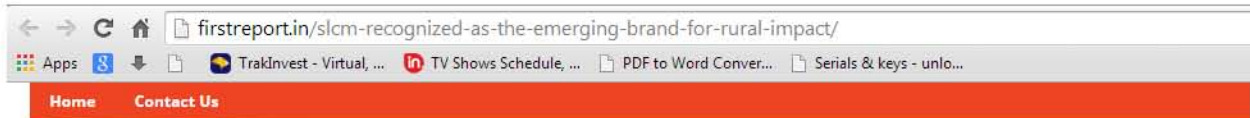
Publication	Vir Arjun
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Date	17 th February 2015

एसएलसीएम ने पाया खिताब 'इमर्जिंग ब्रांड फॉर रूरल इम्पैक्ट'

नई दिल्ली (वासं)। सोहन लाल कर्मांडिटी मैनेजमेंट (एसएलसीएम) प्रा. लि. को सीएमओ एपिया द्वारा आयोजित 'रूरल मार्केटिंग फोरम एंड अवार्ड्स' में 'इमर्जिंग ब्रांड फॉर रूरल इम्पैक्ट' के खिताब से नवाजा गया है। यह पुरस्कार समारोह 14 फरवरी 2015 को मुंबई के ताज लैंड्स एंड होटल में आयोजित किया गया था। एसएलसीएम ग्रुप के सीईओ श्री संदीप सभरवाल ने ग्रहण किया। पुरस्कार ग्रहण करते हुए श्री संदीप सभरवाल ने कहा, "यह पुरस्कार हमारे निरंतर परिश्रम और अथक प्रयासों का सम्मान है जो हमने ऐग्री लॉजिस्टिक्स उद्योग को नए आयाम देने के लिए किए।" उद्योग जगत के कई जानेमाने नामों ने इन पुरस्कारों में

भाग लिया और विभिन्न श्रेणियों में नामांकित हुए। अन्य श्रेणियों में विजेता बने-कॉलगेट, जेसीबी, हिंदुस्तान युनिलीवर, टाटा डिस्टिकॉम और इंटा कम्यूनिकेप्स। रूरल मार्केटिंग फोरम के पीछे प्रमुख विचार है पहुंच का एक लागत प्रभावी मॉडल स्थापित करना और क्षमतावृद्धि हेतु ग्रामीण उपभोक्ताओं के व्यवहार को जानना। एफएमसीजी, कंज्यूमर ड्यूरेबल, ऐग्री कौमिकल, सीमेंट, इलैक्ट्रॉनिक्स, टेलीकॉम, ऐग्रीटैक आदि कई श्रेणियों से संबंधित ब्रांडों ने ग्रामीण बाजार के बारे में अपनी जानकारी व विशेषज्ञता का आदान-प्रदान किया तथा रणनीति मॉडलों व महत्वपूर्ण ग्रामीण केस स्टडीज पर चर्चाएं भी की।

Portal	First Report
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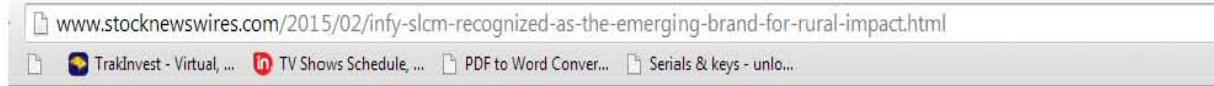
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Contact Information

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