

IB Internal test Case study

1 message

KARAN VISHWAKARMA

<karan.vishwakarma@vpmthane.org>

To: MMS20172019@googlegroups.com

Tue, Sep 11, 2018 at 8:47
PM

CASE STUDY

INDIA POST

The Universal Dakiya (postman) , permanent symbol of Rural India , laboriously traveling miles to deliver a postcard or money order may now become the mascot of a new-look India post . As the largest retail network in the country faces up to multi-pronged competition from Internet , IT , Mobile telephony , banks and couriers / logistics companies , local money lenders and more , change is a must .

Despite the telecoms revolution , the large areas of rural India , post offices remain the only connect with larger world , as a bank , public call office (PCO) , and retail outlet rolled in ne . Now this countrywide network of 1.54 lakh post offices (PO's) - almost 90 percent of them in rural areas - aims to deliver more than just the mail. The new focus covers financial services , telecom services and retail in a resurgent rural India . The department of Posts has commissioned KPMG to work out the modalities to enable the India post make rural POs the one - stop shop for a range of services including banking . Says IT and communication Minister , ' We have already initiated talks with Ministry of Finance and other authorities to get the required approvals . There is No reason why POs cannot offer banking services as they are already collecting deposits and repaying them on maturity . It's time to re-orient and become financially strong .

As an introduction , ICICI Bank has began to sell tractor loan through POs . Now FMCG companies want to use POs to increase rural penetration . For starters , Emami products are being sold in rural Pos in maharashtras 8 districts and other companies plan to follow suit. India Post has also tied up with IDBI Capital markets services Limited to retail Government securities (G -Secs) . IDBI capital will

provide quotes for purchase / sale to select POs in Tamil Nadu , Andhra Pradesh , Mumbai and Delhi.

India Post , set up in 1855 by the British as the Telegraph Department , employ 5.5 lakh people and delivers 53 million pieces of mail daily . It has also provide parcels , money order , banking , insurance and mutual fund services down the years . But in the past decades , private courier firms , emails , SMS and e-commerce have eaten into its revenues . According to world Bank survey conducted two years ago , though the A 2, 490 crore domestic courier industry was growing at a feverish pace, India's post share was a meagre 10 per cent :

QUESTIONS

1. Do you think it is a good idea to promote goods and services of other companies through POs ?
2. As a marketing consultant , What strategies would you recommend to India post to counter the competition of couriers , e-mails , SMSs and e- commerce ?
3. Can Postman perform the role of an opinion leader ? Explain your views .

--

You received this message because you are subscribed to the Google Groups "MMS 2017-2019" group.

To unsubscribe from this group and stop receiving emails from it, send an email to MMS20172019+unsubscribe@googlegroups.com.

To post to this group, send email to MMS20172019@googlegroups.com.

Visit this group at <https://groups.google.com/group/MMS20172019>.

To view this discussion on the web visit <https://groups.google.com/d/msgid/MMS20172019/CAMESSGOP5Pud-2zdm0ffz6VkqcuSA%2BJgXJJtF%3DLusw26Hf4S5Q%40mail.gmail.com>.

For more options, visit <https://groups.google.com/d/optout>.