

Programme on

# HIGH IMPACT SALES STRATEGIES FOR BOP MARKETS

(September 09-11, 2024)



## PROGRAMME OVERVIEW

This programme will equip sales professionals with a comprehensive understanding of the Bottom of the Pyramid (BOP) markets, including their characteristics, consumer behaviour patterns, and entry barriers. Participants will explore innovative sales strategies specifically designed to address the needs and preferences of BOP consumers. They will be exposed to the unique challenges and opportunities presented by these markets and learn to develop customized sales approaches to maximize impact and drive sustainable growth.

## IMPACT

Participants would have developed these key skills after the programme:

- ◆ Understand the nuances of the BOP markets
- ◆ Explore new opportunities for growth
- ◆ Develop expertise in tools and techniques for BOP market foray
- ◆ Lead improvement in the sales performance
- ◆ Learn to identify and partner with local stakeholders for driving growth
- ◆ Foster a culture of collaboration and knowledge sharing
- ◆ Create a better social impact

## PARTICIPANT PROFILE

This programme is designed for Middle and Senior level Managers in the Sales and Marketing functions and Professionals across industries such as Banking, Financial services, Insurance, Oil and Gas, Automotive, Telecom, Information Technology, FMCG, NGOs, etc.

***Organisational sponsorship is essential***

## VENUE

The programme is fully residential and the participants will be accommodated in air conditioned single occupancy rooms. The college does not provide accommodation for the family. The college is Wi-Fi enabled in a comprehensive way.

## DURATION

The programme duration is 3 days starting from **September 09-11, 2024**. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

## PROGRAMME FEE

**Residential Fee: Rs. 43,700/-** (US \$683 for foreigners) plus GST as applicable (presently 18%) per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

**Non-Residential Fee: Rs. 37,700/-** plus GST as applicable (presently 18%) per participant. The fee covers tuition, course ware (in electronic form) working lunch and other facilities of the College including internet usage.

**A discount of 10% on the programme fee for three or more participants from the same organisation will be given, provided the payment is credited into our Bank account before September 06, 2024.**

**Note:** Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/24 - 25/1/75)** to [poffice@asci.org.in](mailto:poffice@asci.org.in) for confirmation.

**Bank details are given below:**

**For Indian Participants :**

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
IFSC Code	SBIN0020063
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

**For Foreign Participants:**

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBB327
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082.
Country	India

### **MEDICAL INSURANCE**

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominees' medical coverage in the event of hospitalisation.

### **LAST DATE FOR NOMINATION**

Please use the prescribed/attached form. Last date for receiving nominations is **August 26, 2024**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

### **LAST DATE FOR WITHDRAWAL**

**September 02, 2024**. Any withdrawals after this date will entail forfeiture of fee paid, if any.

### **ASCI ALUMNI ASSOCIATION**

Participants of the College programmes will automatically become members of the ASCI alumni association.

### **CERTIFICATE OF PARTICIPATION**

The College issues a Certificate of Participation on conclusion of the programme.

## **Programme Director**

## **Venkata K Emani**

E-mail: [venkatakrisnae@asci.org.in](mailto:venkatakrisnae@asci.org.in)

Venkata Emani is an alumnus of the esteemed IIM Ahmedabad and an exchange scholar with University of Texas at Austin. He has over two and half decades of experience in the industry and academia. Having started his Corporate Journey after his engineering, as an Officer Trainee with BPCL, one of the leading Oil PSUs in India he transitioned to various managerial positions overseeing functions like operations, Projects, Sales and Marketing, CSR, across locations PAN India. He led several initiatives like 'Beyond LPG', SAP Implementation, ISO 9000 certification and other projects from the front during this stint. Later on, he moved on to a Norwegian based MNC, Det Norske Veritas AS where he served as Country Manager for the Global Resource Centre and the Cleaner Energy business in India, reporting to the Singapore RO. This position saw him develop deep insights in Risk Management serving clients across cultures and geographies. He had closely worked with various stakeholders including the Government, regulators, media, and others during his corporate journey.

He, later on, moved over to academia with the prestigious NMIMS University before joining ASCI where he is currently associated with the Centre for Management Studies. He handles courses in Management, Strategy and Marketing for PGDM students. He has conducted several Training Programs and delivered consulting assignments for IOCL, BPCL, HPCL, Cairn India, GAIL, NMDC, ONGC, Reliance, Cairn India, MGL, GSPC, Essar Oil, Coromandel fertilizers, NPCIL, SOI, OFB, RINL, DRDO PMJ Jewels, SBI Life etc. among others in the Private and Public Sectors.

**Administrative Staff College of India (ASCI) is taking all the precautionary measures and following all the norms (in light of COVID 19) to provide a safe environment for the participants who are visiting our Campus to attend the Training Programmes.**



## ABOUT ASCI

ASCI is the first management development institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward with a strong alumni of over 1,69,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2024-25.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



### **Administrative Staff College of India**

Bella Vista, Raj Bhavan Road, Khairatabad,  
Hyderabad - 500 082, India.

**Telefax (Programmes Office) : 0091-40-23324365**

Mobile: 9246203535, Phone : 0091-40-66534247

Fax : 0091-40-66534356

### **College Park Campus**

Road No. 3, Banjara Hills,

Hyderabad - 500 034.

Tel: 040-66720700 / 01 /02 /05

Fax : 040-66720725

### **Delhi Campus**

C-24, Institutional Area

South of IIT, Behind Qutub Hotel

New Delhi-110 016.

Tel: 011-26962204, 26961750, 26961850



**ADMINISTRATIVE STAFF COLLEGE OF INDIA**  
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, (India)

**Nomination Form**

**Programme on**

**High Impact Sales Strategies for BOP Markets**

**(September 09-11, 2024)**

**Nominee's Contact Information :**

Name (Mr/Ms) :	_____	Date of Birth :	_____
Designation :	_____	Qualification :	_____
Organisation :	_____		
Address :	_____		
Phone(s) :	(Off) : _____	(Mobile) :	_____ Home : _____
e-mail :	_____	Fax :	_____

**Sponsor's Details**

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN No. :	_____
Address :	_____
	_____ Pincode : _____
Phone(s) :	(Off) : _____ (Mobile) : _____
e-mail :	_____ Fax : _____

**Fee Particulars**

Amount Payable :	Mode of Payment (DD/Chq/NEFT) :
Name of the Bank :	Date of Instrument/Transfer :
Instrument Number :	UTR Number for NEFT :

**Medical Insurance**

Name of the Insurance Agency	Policy Number	Validity upto
<b>Note : Coverage should be available in Hyderabad, India</b>		

Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Sreenivasa Reddy, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in