

PHILIPS
sense and simplicity
TheCareSolution.com

HOW AND WHY TO
PULL THEM IN
RURAL MARKET?

PRODUCT STRATEGY

RURAL CAMPAIGN - MAHASANGRAM

- Products:
- Free Power Radio
 - CD-Portable System
 - 14 Inch Color Television

PROMOTIONAL TECHNIQUES

- Innovative FMCG style marketing strategy
- Media vehicles
- Retailers' counters
- Road-shows
- Mobile vans with Philips products on display

THANK YOU! :)

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HISTORY

Philips, the word which is the name of the founder of Philips company Gerard Philips.

Gerard Philips was established the company named Philips in 1891. Gerard Philips was a maternal cousin of Karl Marx in the Netherlands.

Light bulb was his first product. Other products such as vacuum tubes, was started to manufacture in 1920. Electric Razor in 1939.

KEYS OF PHILIPS



GERARD PHILIPS



ANTON FREDRIK PHILIPS



GERARD KLEISTERLEE



GERARD PHILIPS



ANTON FREDRIK PHILIPS



GERARD KLEISTERLEE

COMPANY PROFILE

Royal Philips Electronics of the Netherlands is a diversified Health and Well-being company.

Headquartered in the Netherlands, Philips employs over 122,000 employees with sales and services in more than 100 countries worldwide.

Businesses:

- Healthcare
- Lighting
- Consumer Lifestyle