

The logo for PATTON, featuring the word "PATTON" in a bold, red, sans-serif font inside a white rectangular box with a red border.The logo for the CMA Golden Jubilee Year, featuring the text "Golden Jubilee Year" in a circular arc above the "CMA" logo, which includes the tagline "From the Mind". Below this is the text "Calcutta Management Association".The logo for the Eastern Institute of Management, featuring a stylized red and grey graphic element to the left of the text "Eastern Institute of Management".

# CMA-PATTON TALKSHOPPE

**SPEAKER:** Mr Pradip Bagchi

Executive Vice President, Automotive Division,  
Exide Industries Limited

**TOPIC:** Case Study : **Exide-Project Kissan - Identifying  
and delivering what the customer wants.**

**Date:** *TUESDAY,*

## PROFILE :

**Mr. P Bagchi** is currently EVP - Automotive Division, Exide Industries Limited. Mr Bagchi has worked with Dunlop India and Exide Industries in senior positions in Sales & Marketing and has had a wide all-India experience. Exide is an undisputed leader in lead-acid batteries, across categories. As a key member of the Strategy team, Mr Bagchi has been an integral part of some very effective customer initiatives such as The Exide Batmobile, Exide Reach Out (a distributors' CRM program) and was the driving force behind Exide's Project Kissan.

## TOPIC HIGHLIGHTS :

There are several examples of FMCG companies making successful breakthroughs in Rural India, However, the Exide – Project Kissan is unique in many ways. Firstly, it straddles a space between a consumable and a consumer durable; not falling totally into either category and in a very 'low concern' area. Secondly, batteries are typically associated with servicing requirements. Thirdly it uses the rural human resources to create a win-win model for the community and the company.

Mr Pradip Bagchi directly spearheaded this project, steering it through its early years. He will present the project, as a case study, from idea inception to execution and share video footage on the program, as it is operating in the villages.

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