

Management Development Programme

BRANDING OF AGRICULTURAL PRODUCTS IN THE DIGITAL AGE

Programme Dates: 9th to 11th September



IIPM



भारतीय बागान प्रबन्ध संस्थान बेंगलुरु
INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU
(An Autonomous Organization of the Ministry of Commerce & Industry, Government of India)

ABOUT THE PROGRAM

India, the second-highest agriculture producer in the world, leads global production in several commodities, including shrimps, spices, and fruits such as mango, papaya, and banana, as well as rice and meat. These products are not only consumed domestically but are also exported, placing India 13th globally in agricultural exports. However, a major share of agricultural, horticultural, and allied products are traded in bulk and remain undifferentiated, leading to a “value trap” downstream in the supply chain and inefficiencies in marketing.

The growing global population, expansion of the retail sector, digital revolution, and shifting consumption patterns open up new opportunities for marketers and agribusiness professionals to market differentiated and branded products. To remain competitive, product and brand managers must adopt innovative marketing and branding practices. This programme aims to explore practical strategies for branding agricultural, horticultural, and allied products, sustaining brand presence, and managing brands effectively across the value chain

CONTENTS

- Concepts and Myths about branding agri commodities for B2B.
- Challenges & Importance of Promotion of Agri-Commodities.
- Methods of Branding & Building Market Competitiveness.
- Brand Building Principles and Managing Brand across the PLC.
- Digital Marketing Communications & Brand Promotion.
- Sustainable and ethical branding practices.

PROGRAM LEARNING OUTCOMES

- Understand the need, importance, and benefits of branding agricultural products for targeted customers
- Acquire insights into branding concepts and methods for differentiating agricultural products
- Analyze the challenges and benefits of marketing branded vs. unbranded agri./horti./allied products
- Create a brand-led culture and foster internal employee alignment to deliver brand promises externally
- Identify key brand elements unique to their products to establish differentiation and value proposition.

WHO SHOULD ATTEND

- Marketing/Brand Managers
- Working professionals in Agri-startup
- Prospective entrepreneurs intending to export branded agri. /horti. Products
- State Govt Agriculture/Horticulture officials
- Office Bearers / CEOs of FPOs / FPCs
- Young academicians and researchers in agribusiness,
- Marketing and branding.

PEDAGOGY

- Lectures using PowerPoint presentations
- Group exercises and facilitated discussions
- Case study analysis
- Interactive sessions with practitioners and brand managers for experiential learning

PROGRAM FEE & REGISTRATION

PROGRAM FEE: Rs. 10,620/- (Incl GST)

Includes Reading material, Programme Kit, Lunch, tea and snacks during programme days. The programme is non-residential. Limited accommodation available on twin sharing and on first come first serve basis.

Alternatively, you can also make NEFT to this account

Bank Name: Punjab National Bank Bank Branch: IIPM Campus Branch, Bangalore

Account Number: 1586050000611

IFSC Code: PUNB0158620 (Fifth Character "0" read as Zero)

Swift Code: PUNBINBBPHM, MICR NO: 560024073

Note: In case of NEFT, UTR Number should be shared to MDP

For Registration and payment, click the link or scan the QR code:

<https://portal.vmedulife.com/public/admission/#/form/iipmb-bengaluru/NTkxMg==>



Last Date to Confirm: 31st August 2026

PROGRAM COORDINATORS

Dr. John Mano Raj. S holds Ph.D. in Rural Marketing, and MBA in Marketing. Currently serving as Professor (Marketing) having 33 years of Post Graduate teaching with a blend of administrative and industry experience through organizing and conducting training, MDPs, research and consultancy. Designed and conducted several training program for the Marketing & Sales Team of agri-input companies on Sales Effectiveness, Territory Management, Channel Management, etc. Few corporate benefited out of MDP includes - Coromandel, Parry Agro, Indo American Hybrid Seeds, Rasi Seeds, Shriram Bio Seeds, KASMB, ARIAS - World Bank project-Assam, Andrew Yule Tea Co., Tata Coffee Ltd., Amalgamated Plantations Pvt. Ltd., Kannan Devan Hill Plantations, etc. Trained Horticulture department officials in various state government including Karnataka, Andhra Pradesh, Assam, etc.

Dr. Shilpa S. K is a faculty member in the area of Marketing at Indian Institute of Plantation Management Bengaluru, India. Her expertise includes sales management, consumer behaviour, marketing communication, customer relationship management, branding strategy, and retail strategy. She has organized various Management Development Programmes (MDPs) and capacity-building programmes for the benefit of diverse stakeholders. She has also undertaken research and consultancy projects for organizations such as the Spices Board of India, Coffee Board of India, Indian Council of Social Science Research (ICSSR), and the Ministry of Corporate Affairs, Government of India. Her work focuses on practical industry learning and enhancing sales and marketing effectiveness, particularly in the agricultural, plantation, and retail sectors.

CONTACT DETAILS

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