Rural markets is where the action is for marketers, and haats are the best bet for companies to reach out to this burgeoning consumer segment. As these hubs emerge as the nerve centre of distribution and points of communication, an RMAT study on haats, available exclusively for FE, sheds interesting light on how India Inc can cash in on the opportunity.

### The ‘haat’ of rural economy

#### THE BIG PICTURE

<table>
<thead>
<tr>
<th>Total number of haats: Around 43,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>States with max no. of haats</td>
</tr>
<tr>
<td>Uttar Pradesh: 10,380</td>
</tr>
<tr>
<td>Bihar: 4,993</td>
</tr>
<tr>
<td>West Bengal: 3,996</td>
</tr>
<tr>
<td>Maharashtra: 3,758</td>
</tr>
</tbody>
</table>

#### Location of haats

- **6** villages
  - **55 villages**
  - **37 villages**
  - **35 villages**
  - **24 villages**

#### What sells

- **Branded FMCG**
  - **Groceries**
  - **Meat/Poultry**
  - **Handicrafts**
  - **Other**

#### What will cost

- **Shampoo**
- **Bathing soap**
- **Tea**
- **Toilet powder**
- **Face cream**
- **Blushers**
- **Hair oil**
- **Confectionary**

#### Money spin

- People from rural socio-economic classes shop at haat every week. The proportion of SEC I to SEC IV is comparable (more than that of SEC V and II).

#### Brands preferred

- Brands of FMCG products sold at haat
  - **Maharashtra**: 11,000
  - **Bihar**: 8,100
  - **Andhra Pradesh**: 7,229

#### Source of purchase of branded FMCG for haat sellers

- **72%**
- **11%**
- **17%**

#### Sale of FMCG products per outlet on a haat day (Rs)

- **Maharashtra**: 2,793
- **Bihar**: 3,450
- **Andhra Pradesh**: 3,884
- **Orissa**: 2,730

#### The ‘haat’ of rural economy

Rural supermarkets

THE FINANCIAL EXPRESS

Rural markets is where the action is for marketers, and haats are the best bet for companies to reach out to this burgeoning consumer segment. As these hubs emerge as the nerve centre of distribution and points of communication, an RMAT study on haats, available exclusively for FE, sheds interesting light on how India Inc can cash in on the opportunity.

### Rural supermarkets

As a new wave of FMCG producers find it easier to target rural India, the haat—the traditional rural marketplace—is making a comeback. The Rural Market Alliance (RMA), a group of supermarket chains, has already identified more than 50,000 haats across the country, with a potential market of over Rs 50,000 crore. A recent report by the National Council of Applied Economic Research (NCAER) showed that the haat is a vital link in the rural distribution chain, reaching out to more than 10% of India’s rural population. The report also highlighted the need for better infrastructure and logistics to support the growth of rural markets.

The haat, or village fair, is a weekly event where farmers, traders, and consumers come together to buy and sell goods. It is a unique mix of retail and wholesale trade, with a wide range of products available at competitive prices. The haat is a vital link in the rural distribution chain, reaching out to more than 10% of India’s rural population. The report also highlighted the need for better infrastructure and logistics to support the growth of rural markets.

**Source:** NCAER, RMA