

## SELLING TO RURAL INDIA



RETAIL

The i-Shakti project will enable saleswomen in rural India to access Hindustan Lever product prices and place orders online, from what are, up to now, distinctively offline villages and regions.

### UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just **£39 per month\***

#### Exclusive member benefits:

- Access to over 13,000 innovations
- Monthly horizon scanning reports
  - Exclusive feature articles

[BECOME A MEMBER](#)

Already a member? [Sign in here](#)

[Download PDF](#)