ABSTRACT
The Indian rural markets has a huge demand base and offers great opportunities to marketers. Two-thirds of Indian consumers live in rural areas and almost half of the national income is generated from there. Rural Marketing in India has always been complex to forecast and consist of special uniqueness. This paper discusses the present scenario of rural marketing in India and gives an opportunity to observe the prospective rural market, the participation of rural consumers and the overall impact of marketing strategies on rural India and the shift of multinational corporations concentration towards the Indian rural market. Rural marketing has a positive effect on all these participants through the creation of vast marketing opportunities. The Indian rural market is observed as a high potential market across the world.

KEY WORDS: Rural marketing, Rural Markets, Prospective Rural markets,