ABSTRACT
The Packaged Food Market in India is a sunrise industry as growth in this sector in the recent past has been phenomenal. Many new entrants are playing a vital role to harness ever increasing market potential. Most new food companies, as well as the existing companies, are in the process of entering into the rural market. With about 70% of total population and increase in disposable income, rural markets are being liked on as the future avenues for business growth. However, food companies need to devise new and innovative marketing strategies to penetrate rural markets.

KEY WORDS: Packaged Food, Consumer Perception, Untapped Market, Milk Products.