

CASE STUDY SERIES

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The EID Parry Story

Indiagriline is an effort to provide an end-to-end solution addressing the needs of the farming community in South India. EID Parry Ltd., a private corporation owned by the Murugappa Group, launched this project in early 2001 by setting up Internet kiosks in 16 villages around its sugar factory in Nellikuppam, Tamil Nadu. These kiosks were called Parry's Corners, named after a famous landmark in Chennai. Much like the Parry's Corner of Chennai, the kiosks were intended to be business hubs of their respective villages—a one-stop shop that acted as a storefront for buying farm inputs, a market for selling goods, and an Internet café for communication and information services.

THE INNOVATION. . .

Organizing the unorganized farmers through the use of Internet kiosks provides a two-way means of selling and buying that both opens markets and empowers the poor. Such a local franchise-based kiosk, with EID Parry sharing the risk and cost, acts as an Internet café, providing access to information and education as well.

The Murugappa Group: A Brief History

The Murugappa Group began over a century ago as a small, family-run business. Today, it is a diversified \$900 million conglomerate with interests in farm inputs, sugar, confectionery, building materials, abrasives, bicycles, plantations, and finance. The group has strong ties to rural India by virtue of its

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