

The Fortune at the Bottom of the Pyramid

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Part III On the Web at Whartonsp.com

■ Video Success Stories

35 minutes of video success stories filmed on location in the bottom of the pyramid in India, Peru, Mexico, Brazil, and Venezuela

Casas Bahia (3:54)

CEMEX (3:07)

Annapurna Salt (4:05)

Hindustan Lever Limited (4:16)

Jaipur Foot (4:40)

Aravind Eye Care (6:08)

ICICI Bank (4:23)

ITC e-Choupal (4:08)

EID Parry (4:12)

Voxiva (3:33)

E+Co/Tecnosol (4:34)

Andhra Pradesh (3:30)

■ Full Success Case Stories in pdf format

The Market at the Bottom of the Pyramid

Casas Bahia: Fulfilling a Dream

CEMEX: Innovation in Housing for the Poor

Known Problems and Known Solutions: What Is the Missing Link?

The Annapurna Salt Story: Public Health and Private Enterprise

Selling Health: Hindustan Lever Limited and the Soap Market

Known Problems and Unique Solutions

Jaipur Foot: Challenging Convention

The Aravind Eye Care System: Delivering the Most Precious Gift

Known Problems and Systemwide Reform

ICICI Bank: Innovations in Finance

The ITC e-Choupal Story: Profitable Rural Transformation

The EID Parry Story

Scaling Innovations*The Voxiva Story**Innovations in Energy: E+Co's Investing in Tecnosol***Creating Enabling Conditions for the Development of the Private Sector***Citizen Centricity: E-Governance in Andhra Pradesh***The EID Parry Story***Innovations in Energy: E+Co's Investment in Tecnosol**Citizen Centricity: E-Governance in Andhra Pradesh*

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