



IADB-RG-01634

Scaling the 'Shatki' distribution model in el Salvador and Guatemala



Quick Facts

Financial Institutions	Inter-American Development Bank (IADB)
Status	Approved
Bank Risk Rating	U
Voting Date	2016-04-21
Borrower	Unilever Group
Sectors	Finance
Investment Amount (USD)	\$ 0.70 million
Project Cost (USD)	\$ 2.03 million



Project Description

From the IDB: "The Project aims at scaling the inclusive distribution initiative 'Shatki' in rural areas of El Salvador and Guatemala. The model has been successfully developed in India where more than 60,000 people at the base of the pyramid benefit from having access to quality products at the time they profit from belonging to the Unilever company's distribution network."



Investment Description

- Inter-American Development Bank (IADB)



Private Actors Description

This project involves a partnership between The Unilever Group and people of Guatemala and El Salvador.



Private Actor 1	Private Actor 1 Role	Private Actor 1 Sector	Relation	Private Actor 2	Private Actor 2 Role	Private Actor 2 Sector
-	-	-	-	Unilever Group	Parent Company	-



Contact Information

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