

INDIA BRAND SUMMIT

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 TODAY

 THE LEELA HOTEL,
International Airport,
Mumbai

EMPOWERING GROWTH, CRAFTING LEGACIES

AGENDA

10:00 AM 10:05 AM	OPENING ADDRESS
10:05 AM 10:15 AM	LAMP LIGHTING & PARTNERS AV
10:15 AM 10:30 AM	WELCOME ADDRESS
10:30 AM 11:15 AM	PANEL 1 ADDRESSABLE ADVERTISING – FAST FORWARD FOR PLATFORMS, BRANDS & ADVERTISERS
SPEAKERS	Prasad Pimple EVP & Head of Digital Business Unit, Kotak Life Saugata Bagchi Global Head – Digital, Experiential & Content Marketing, Tata Communications Sandeep Gupta COO, Broadcasting Business, Shemaroo Entertainment Ltd. Arkaprava Ray Head – Marketing Strategy, Brand Partnerships & Events, Content, HSBC India Aakash Mishra AVP Group Brand Marketing, Donear Group Parul Menghani Founder & CEO, Good Ants Media
SESSION CHAIR	
11:15 AM 11:50 AM	PANEL 2 THE POWER OF DATA, IS IT ENOUGH?
SPEAKERS	Abhishek Kumar Head – Digital Initiatives, Blue Star India Abhinay Bhasin Senior Vice President– Product & Technology, dentsu India Kushal Sanghvi Chief Mentor, NitiAayog Neha Chimbulkar Head of Marketing, APAC and EMEA, Quora AnanyaRoy Mathur Senior Client Director, Ipsos India
SESSION CHAIR	
11:50 AM 12:05 PM	SPECIAL PRESENTATION RAID THIS FESTIVE SEASON WITH THE PRO KABADDI LEAGUE!
SPEAKERS	Rajat Baweja Product, Revenue and Strategy – Leagues & International Sports, Star Sports
SESSION CHAIR	
12:05 PM 01:00 PM	PANEL 3 BUILDING BRANDS FOR THE GENZ MINDSET – ADVERTISING IN THE DIGITAL ERA
SPEAKERS	Sunil Nat Head of Ecommerce & Digital Strategy, Galderma Surbhi Gupta Head – Digital, Birla Opus Vishal Suvas Telkar General Manager – Business Development, Taco Bell, Burman Hospitality Pvt. Ltd. Shwetha Iyer Senior Vice President & Head of Marketing, RING & Kissht Rajat Ojha CEO, Gamitronics Eshwari Pandit Senior Creative Director, Interactive Avenues Vrushali Parab General Manager Marketing, The Belgian Waffle Co. Amiya Swarup Partner, Head Marketing Advisory, Ernst & Young LLP
SESSION CHAIR	
1:00 PM – 2:15 PM LUNCH BREAK	
2:15 PM 3:05 PM	PANEL 4 SELLING SPORT: THE NEW PARADIGM
SPEAKERS	Vinit Karnik Managing Director of Content, Entertainment & Sports, GroupM India Binda Dey Group CMO, KKR Divyanshu Singh Chief Operating Officer, JSW Sports Subhayu Roy Director – Sales, CricViz India Prabhat Naik Senior Partner – Client Leadership, dentsu X India Amit Sethiya Lead– Category Marketing B2C, Polycab Anil NM Wanvari Founder, Chairman & Editor-in-Chief, Indian Television.com group
SESSION CHAIR	
3:05 PM 3:20 PM	PRESENTATION
3:20 PM 4:10 PM	PANEL 5 THE FUTURE OF MARKETING IN A TECHNOLOGY DRIVEN WORLD
SPEAKERS	Deepak Oram SVP – Growth Marketing & Martech, HDFC bank Akash Valia Sr. VP – Growth, PharmEasy Mahadev Srivatsa Brand Head, Aditya Birla Capital Varun Mohan Head of Growth & Revenue, MIQ Prabhakar Tiwari Chief Growth Officer, Angel One Amaresh Godbole CEO, Digital Technology Business, Publicis Groupe India
SESSION CHAIR	
4:10 PM 5:00 PM	PANEL 6 UNRAVELLING THE CTV PUZZLE
SPEAKERS	Sujay Ray Head – Digital & Media Professional Products Division, L'Oréal India Ankesh Kumar Director – Global Strategic Marketing, Schneider Electric Kiran Giradkar Group CMO, BN Group Nitin Burman Head – Revenue & Monetization, Arha Media & Broadcasting Pvt. Ltd. Ashutosh Sinha VP – Distribution, NDTV Anil NM Wanvari Founder, Chairman & Editor-in-Chief, Indian Television.com group
SESSION CHAIR	

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