

AGENDA

08:30 AM - 10:00 AM

REGISTRATION

10:00 AM - 10:10 AM

OPENING ADDRESS

10:10 AM - 10:30 AM

LAMP LIGHTING + PARTNERS AV

10:30 AM - 11:15 AM

PANEL 1

EMBRACING THE DIGITAL INDIA NARRATIVE -
BRANDS MASTERING THE DIGITAL SPACE

SPEAKERS

Shashank Srivastava | Sr. Executive Officer - Marketing & Sales, Maruti Suzuki India

Mukesh Ghuratiya | Chief Marketing Officer, Modi Naturals

Gaurav Barjatya | Head Marketing, NDTV

Jasmeet Bedi | Deputy Vice President - Digital Marketing, Canara HSBC Life Insurance

Priyank Pant | Sr. VP & Head - Brand Marketing, Paisabazaar

SESSION CHAIR

Rahul Marwaha | Vice President - Digital, EssenceMediacom

11:15 AM - 12:00 PM

PANEL 2

CREATING DIGITAL CUSTOMER EXPERIENCE AT SCALE

SPEAKERS

Shweta Srivastava | Head of Digital and Omni Channel Marketing, Dr. Reddy's Laboratories

Manasi Karmarkar | Head Digital Marketing W for Woman, Aditya Birla Fashion and Retail Ltd.

Sumit Biswas | Head - D2C & Ecommerce, Bikanervala foods Pvt. Ltd.

Kunal Dhrangadharia | Global Brand Lead, Royal Enfield

Abhishek Chadha | EVP - North & East, Interactive Avenues

SESSION CHAIR

Shradha Agarwal | Co-Founder and Global CEO, Grapes Worldwide

12:00 PM - 12:15 PM

SPOTLIGHT SESSION

STRATEGIC AUDIENCE TARGETING ON
LINEAR TELEVISION

Kshitij Singhi | Executive Director & Head - Entertainment Ad sales strategy, Analytics and Partnerships, Disney Star

12:15 PM - 1:00 PM

PANEL 3

LEVERAGING THE POWER OF TECHNOLOGY IN THE DIGITAL ERA

SPEAKERS

Neelima Burra | Chief Strategy and Transformation Officer, Luminous Power Technologies

Rajat Ojha | CEO, Gamitronics

Anjali Dutta | Digital Transformation and Brand Ops Lead, Tech Mahindra

Akash Shukla | Director of Products, Housing.com

SESSION CHAIR

Kanika Mittal | Country Manager, Taboola

01:00 PM - 02:00 PM | LUNCH

2:15 PM - 3:00 PM

PANEL 4

UNRAVELING THE CONNECTED TV ADVERTISING UNDER THE
DIGITAL LENS

SPEAKERS

Akhil Sethi | Head of Digital Marketing, Harman India

Priyanka Sethi | Head of Marketing, Haier Appliances India

Anupam Tripathi | GM Marketing & Head Media, Lenskart

Renu Singh | Client Partner - Leadership, dentsu X

Abhishek Ranjan | Digital Head (DS Spiceco), DS Group

SESSION CHAIR

Nikhil Kumar | Chief Growth Officer, mediasmart

3:00 PM - 3:15 PM

FIRESIDE CHAT

CONNECTED TV : TRANSFORMING THE FUTURE OF VIEWING



Nikhil Kumar | Chief Growth Officer, mediasmart In conversation with

Anil NM Wanvari | Founder, Chairman & Editor in Chief, IndianTelevision.com Group

3:15 PM - 4:00 PM

PANEL 5

THE TRANSFORMATIVE ROLE OF CONTENT & E-COMMERCE IN
THE DIGITAL AGE

SPEAKERS

Pulkit Narayan | Founder and CEO, DangleAds Technologies

Nisha Khatri | Head of Marketing, Libas

Harshdeep Singh | AVP Marketing, Droom

Rachit Mehra | General Manager, Brand and Marketing, Qubo

Raktim Das | Chief Growth Officer (Digital & Broadcasting), TV9

Gandharv Sachdeva | Country Head - India, hybrid

SESSION CHAIR

Kushal Sanghvi | Chief Mentor, Niti Aayog

4:00 PM - 4:15 PM

FIRESIDE CHAT

4:15 PM - 5:00 PM

PANEL 6

THE EVOLUTION OF ADVERTISING - CHALLENGES & OPPORTUNITIES
FOR THE NEW AGE BRANDS

SPEAKERS

Pooja Baid | Chief Marketing Officer, Versuni

Harmeet Singh | Chief Brand Officer, Asia South, The Body Shop

Rumi Ambastha | Associate Vice President - Marketing, Swiss Beauty

Himanshu Sirohi | Head of Digital Marketing, Apollo 24|7

Abhishek Mehta | Head of Marketing, Bagry's

SESSION CHAIR

Varun Mohan | Head of Growth & Revenue, MIQ

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