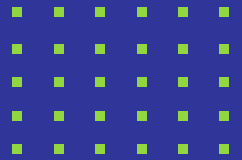




AGENDA



9:00 AM - 10:00 AM

REGISTRATION

10:00 AM - 10:05 AM

LIGHTING OF THE LAMP

10:05 AM - 10:10 AM

WELCOME NOTE

Anil NM Wanvari - Founder, CEO & Editor-in-Chief, Indian Television.com Group

10:10 AM - 10:20 AM

PARTNER'S AV

10:20 AM - 10:40 AM

KEYNOTE PRESENTATION : THE FUTURE OF TELEVISION

Shashi Sinha, CEO - India, Mediabrands

10:40 AM - 11:30 AM

PANEL 1 : CHANGING PARADIGM OF MEDIA BUSINESS WITH THE EMERGENCE OF THE DIGITAL AGE

Atit Mehta - Marketing Head, BYJU's

Loveleen Gajria - Head - Media, Digital & CRM, Abbott Nutrition

Bhasker Jaiswal - Chief Operating Officer - Media, Dentsu India

Nikhil Gulati - GM-Marketing, Clovia

Shetanshu Dikshit - Lead Digital Communications, Pernod Ricard India

Preetham Venkky - Chief Digital Officer, DDB Mudra Group

SESSION CHAIR

11:30 AM - 11:45 AM

SPECIAL PRESENTATION : DIGITAL VIDEO CONSUMPTION : CORD-CUTTING AND THE CROSS-SCREEN STORY

Prasun Basu - Head of Growth and Digital Transformation, South Asia, KANTAR

11:45 AM - 12:35 PM

PANEL 2 : AD-TECH: THE SCIENCE BEHIND REACHING TO RIGHT AUDIENCES PROGRAMMATICALLY AND THE ART OF SUSTAINING THEM

Jahid Ahmed - SVP & Head of Digital Marketing, HDFC Bank

Rammohan Sundaram - Country Head & Managing Partner - Integrated Media, DDB Mudra Group

Shivam Ranjan - Head of Marketing, Motorola Mobility India

Dheeraj Soni - National Sales Head, Lemma

Dimpy Yadav - General Manager, XAXIS

SESSION CHAIR

12:35 PM - 1:15 PM

PANEL 3 : TELEVISION GETS GOING

Ankit Desai - Head - Media & Digital Marketing (India & Global Centre of Excellence), Marico
Kiran Giradkar - Chief Marketing Officer, Nilon's Foods
Sumeer Mathur - Chief Strategy Officer, DENTSU CREATIVE India
Prasun Basu - Head of Growth and Digital Transformation, South Asia, KANTAR
LV Krishnan - CEO, TAM Media Research
Anil NM Wanvari - Founder, CEO & Editor-in-Chief, Indian Television.com Group

SESSION CHAIR

1:15 AM - 2:15 PM

LUNCH BREAK

2:15 PM - 3:10 PM

PANEL 4 : RECLAIMING GROWTH THROUGH TECHNOLOGY

Sanchit Chopra - AVP - Marketing & Alliances, EaseMyTrip
Kosal Malladi - Vice President, Madison Loop
Prabhakar Tiwari - Chief Growth Officer, Angel One
Akshay Mathur - Chief Revenue Officer, Tyroo
Amaresh Godbole - CEO, Digital Technology Business, Publicis Groupe India

SESSION CHAIR

3:10 PM - 3:25 PM

SPECIAL PRESENTATION : MAXIMIZING FUTURE ADVERTISING POTENTIAL: SEEKING INVESTMENTS & ROI

LV Krishnan - CEO, TAM Media Research

3:25 PM - 3:35 PM

AV

3:35 PM - 4:25 PM

PANEL 5 : THE DIGITAL POWERHOUSE

Deepak Saluja - Head of Marketing, ICICI Securities
Sonam Pradhan - Head - Integrated Media & Advertising, Mahindra Rise
Harguneet Singh - Director - Customer Success, PubMatic
Samyukta Ganesh Iyer - Vice President and Head of Marketing, Kaya Limited
Prabhvir Sahmev - Senior Director, Samsung Ads, India
Tushar Gupta - VP - Programmatic Growth & Partnerships, Amnet India

SESSION CHAIR

4:30 PM - 5:00 PM

SHOWCASE

5:00 PM - 5:50 PM

PANEL 6 : ROLE OF EMERGING TECHNOLOGIES IN AN EVER CHANGING DIGITAL MARKETING SPACE

Pooja Sahgal - CMO, Raymond Consumer Care
Ankit Desai - Chief Marketing Officer, Hershey's
Deepa Krishnan - Director - Marketing, Category, Loyalty & Digital, Tata Starbucks
Suraj Aiar - Founder & CEO, QWR (Question What's Real)
Sheena Kapoor - Head - Marketing, Corporate Communication & CSR, ICICI Lombard
Kanupriya Didwania - Head-Brand Building, UltraTech Cement
Niraj Ruparel - Head of Mobile & Emerging Tech, Emerging Tech Lead - WPP India, GroupM India

SESSION CHAIR

5:50 PM - 5:55 PM - CLOSING REMARKS