



Marketing Agility in the Age of Uncertainty
20 December 2022: Trident Hotel (Nariman Point), Mumbai

AGENDA

0900 – 1000 Hrs.	Registration	
1000 – 1055 Hrs.	INAUGURAL SESSION	
1000 – 1005 Hrs.	Opening Remarks	Ms. Indrani Kar Principal Advisor, Confederation of Indian Industry and Head, CII Suresh Neotia Centre of Excellence for Leadership
1005 – 1020 Hrs.	Welcome Address	Mr. Rajesh Ramakrishnan Chairman, CII National Committee on Marketing Leadership and Managing Director, Perfetti Van Melle India
1020 – 1050 Hrs.	Keynote Address	Mr. Suresh Narayanan Chairman, CII National Committee on Food Processing Industries and Chairman & Managing Director, Nestle India
1050 – 1055 Hrs.	Concluding Remarks	Ms. Indrani Kar
1055 – 1105 Hrs.	Session Changeover	
1105 – 1155 Hrs.	SESSION I: Winning the Next Million Customers	
	Key Topics:	<ul style="list-style-type: none"> • The India vs Bharat consumption story, where its headed, and lessons for the future of marketing • How marketers can meet expectations, delight, and cater to both bottom and top of the pyramid consumers • Strategies on increasing reach across rural or urban markets and how brands may be trying to create multifaceted campaigns • How brands are catering to the increasingly blurry lines between Bharat and India
	Moderator	
	Ms. Deepika Bhan President – Packaged Foods Tata Consumer Products	
	Speakers	
	Mr. Shuvadip Banerjee Chief Digital Officer ITC	

	<p>Mr. Utkrishta Kumar CXO Business Meesho</p>
	<p>Mr. Philip Kuncheria General Manager- Ecommerce and Modern Trade Sebamed</p>
	<p>Mr. Ankit Desai Marketing Director Hershey India</p>

1200 – 1210 Hrs.	Networking Tea Break
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1210 – 1310 Hrs.	SESSION II: Next-Gen Omnichannel: Thriving in a World of Connected Commerce
	<p>Key Topics</p> <ul style="list-style-type: none"> • The democratization of commerce and ONDC • Perfecting omnichannel and hybrid customer experiences for rural and urban India • The Rise of D2C retail and its implications
	Moderator
	<p>Mr. Mehernosh Malia Director – Dairy and Ready-to-Drink Beverages Nestlé India</p>
	Speakers
	<p>Mr. Rahul Handa Senior Vice President – Strategic Initiatives ONDC</p>
	<p>Mr. Atul Sinha Senior Vice President – Retail CaratLane</p>
	<p>Ms. Shoma Narayanan Managing Director – Group Strategic Marketing & Communications DBS India</p>
	<p>Mr. Jayant Kshirsagar Senior Vice President – Marketing CleverTap</p>

1310 – 1355 Hrs.	Networking Lunch
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1355 – 1455 Hrs.	SESSION III: Winning in a Privacy First World
	<p>Key Topics:</p> <ul style="list-style-type: none"> • How marketers will prepare for a future of cookie-less and consent-based advertising • How marketing playbooks will be overhauled, resetting measurement and reevaluating campaign selection and spends • Rewiring data policies, ad products and capabilities against a backdrop of new privacy norms and evolving antitrust dynamics

Moderator	
	Mr Deepak Bakshi Managing Director Accenture Strategy & Consulting
Speakers	
	Mr. Ravi Santhanam Chief Marketing Officer HDFC Bank
	Mr. Surbhit Jain Regional Product Marketing Head - APAC Adobe Analytics & Adobe Experience Platform
1455 – 1505 Hrs.	Session Changeover
1505 – 1605 Hrs.	SESSION IV: Decoding the Rise of India’s Creator Economy and Lessons for Marketers
	Key Topics: <ul style="list-style-type: none"> • The evolving content creator ecosystem in India • Influencers and micro influencers as a leverage for brand messaging • Creators’ transition from passion to monetization • The creator economy’s role in marketing to “Rurban” consumers
Moderator	
	Ms. Ranjani Krishnaswamy General Manager - Marketing The Titan Company
Speakers	
	Mr. Vijay Koshy President – Content TVF India
	Mr. Sharan Hegde Founder Finance with Sharan
	Mr. Shubhranshu Singh Vice President – Marketing Domestic and IB, CVBU Tata Motors
1605 – 1620 Hrs.	Networking Tea Break
1620 – 1720 Hrs.	SESSION V: Future Ready Marketing Models for the Next 100 Million Customers
	Key Topics: <ul style="list-style-type: none"> • Amidst business uncertainties, emerging points of certainty that will drive marketing in the new normal • Scalable marketing models that will help leapfrog to next hundred million consumers • Future oriented marketing models and businesses such as rural aggregator platforms that will enable marketers leverage technology to access bottom of the pyramid/ rural and urban consumers

Moderator	
	<p>Mr. Rajesh Ramakrishnan Chairman, CII National Committee on Marketing Leadership and Managing Director, Perfetti Van Melle India</p>
Speakers	
	<p>Mr. Sandeep Deshmukh CEO Elastic Run</p>
	<p>Mr. Karthi Marshan President & CMO Kotak Mahindra Bank</p>
	<p>Ms. Anindita Veluri Director – Marketing Adobe India</p>
	<p>Mr. Shoorveer Shekhawat Head – Marketing, Video Banking & TFX Initiatives AU Small Finance Bank</p>
1720 – 1725 Hrs.	Vote of Thanks