



Confederation of Indian Industry



BUSINESS MARKETING SUMMIT 2025



4 December 2025 | India Habitat Centre, New Delhi

“Reimagining Business Marketing for a New India”

0915 – 1015 Hrs.	Registration & Welcome Tea/Coffee	
1015 – 1100 Hrs.	Inaugural Session	
	<p>India’s business marketing landscape is undergoing a profound shift. Historically, B2B marketing has been perceived as a support function - focused on collateral and events rather than driving strategic growth. This perception is changing rapidly. Today, marketing must move into the mainstream of business leadership, influencing revenue, shaping organizational strategy, and enabling global competitiveness. The inaugural will spotlight this transformation, addressing why marketing needs to be positioned as a growth engine, not a cost centre. Leaders will share perspectives on structural changes, capability building, and the cultural shift required to elevate marketing as a core driver of business success.</p>	
1015 – 1025 Hrs.	<u>Opening Remarks</u>	Ms. Amita Sarkar Deputy Director General Confederation of Indian Industry
1025 – 1040 Hrs.	<u>Welcome Address</u>	Mr. Madhav Singhania Chairman, CII India Business Marketing Forum and Joint Managing Director & CEO, JK Cement Limited
1040 – 1100 Hrs.	<u>Special Address</u>	Mr. Puneet Kaura Deputy Chairman, CII Northern Region and Managing Director & CEO Samtel Avionics
1100 – 1105 Hrs.	Session Changeover	

1105 - 1150 Hrs.	Marketplace Mastery: Unlocking Public & Private Procurement Potential
	<p>As digital marketplaces redefine the future of procurement and business growth, this session explores how both public and private platforms are driving scale, transparency, and operational excellence. From the transformative impact of the Government e-Marketplace (GeM) on public procurement to the rise of private B2B platforms across manufacturing, engineering, and EPC sectors - this conversation will decode strategies for success in the evolving marketplace ecosystem. This session will also delve into policy priorities, compliance frameworks, and the future roadmap of GeM, while industry leaders will discuss practical approaches to onboarding, vendor optimization, and leveraging analytics for competitive advantage. Whether you're navigating public procurement or scaling through private platforms, this session offers actionable intelligence to unlock marketplace potential.</p> <p><u>Moderated by:</u> Ms. Nidhi Yadav Brand and Marketing Head, Senior Director, India Boston Consulting Group</p> <p><u>Speakers</u> Mr. Ankur Periwal Managing Director KPT Piping System</p> <p>Mr. Bhadresh Pathak Executive Vice President and Business Head L&T-SuFiN</p> <p>Mr. Dipankar Mukherjee Chief Marketing and Sales Officer Mjunction</p>
1150 – 1155 Hrs.	Networking Break
1155 – 1240 Hrs.	Data, Journeys & Measurement – Winning Complex Buying Cycles
	<p>In B2B, buying decisions are multi-layered and span months, often involving multiple stakeholders. This session will focus on how organizations can integrate fragmented data sources to build unified account views, orchestrate personalized journeys, and measure marketing’s contribution to revenue with specific metrics. Attendees will gain insights into frameworks for attribution, pipeline visibility, and analytical best practices that enable smarter decision-making and stronger alignment between marketing and sales.</p>

	<p><u>Moderated by:</u> Ms. Nidhi Yadav Brand and Marketing Head, Senior Director, India Boston Consulting Group</p> <p><u>Speakers</u> Ms. Medha Tawde Marketing and Strategy Head - India and South Asia Kone</p> <p>Mr. Nishant Kalra VP - Marketing Cloud Salesforce India</p> <p>Mr. Arindam Chaudhuri Chief of Marketing - Automotive & Special Products TATA Steel</p>
1240 – 1245 Hrs.	Session Changeover

1245 – 1300 Hrs.	Marketing Sprint: Practitioner Playbook for Real Impact
	<p>Fast-paced, high-energy segment involving a sharing of real-world strategies and execution insights.</p> <p><u>Speaker:</u> Mr. Vinay Bhat RVP, Industry Solutions Salesforce India</p>
1300 – 1350 Hrs.	Networking Lunch

1350 – 1435 Hrs.	Winning Through People – Designing a Future Ready B2B Marketing Organisation
	<p>Modern business marketing demands new capabilities - data analytics, MarTech, and account-based marketing. This session will address how organizations can redesign structures, define roles, and build talent pipelines to meet these demands. Leaders will discuss skilling frameworks, partner ecosystems, and change management strategies that enable marketing teams to become true growth enablers.</p> <p><u>Moderated by:</u> Mr. Puneet Avasthi Director, Specialist Businesses- South Asia Kantar</p> <p><u>Speakers</u> Mr. Rajat Abbi VP and Chief Marketing Officer Schneider Electric</p>

	<p>Mr. Munish Garg National Head – Institutional Sales Dalmia Bharat</p> <p>Mr. Yogesh Sholapurkar Head of Channel Management – Motion Business ABB</p>
1435 – 1440 Hrs.	Session Changeover
1440 – 1525 Hrs.	What B2B Can Learn from B2C: Rethinking Marketing for the Industrial Buyer
	<p>As buyer expectations evolve, B2B companies will need to rethink how they engage, influence, and retain customers. This session explores how the proven strategies of B2C marketing - personalization, emotional storytelling, digital-first engagement, and brand experience - will shape the future of B2B marketing. Marketing leaders will uncover how B2B brands can move beyond transactional messaging and adopt consumer-centric approaches to build trust, accelerate decision-making, and drive long-term loyalty. The future of B2B marketing will be more human, more agile, and more connected - and the lessons from B2C will light the way.</p> <p><u>Moderated by:</u> Mr. Puneet Avasthi Director, Specialist Businesses- South Asia Kantar</p> <p><u>Speakers</u> Mr. Samardeep Subandh President – Intra City Business Unit Bajaj Auto</p> <p>Ms. RS Priya VP & Head of Marketing Bluestar</p> <p>Ms. Shreyashi Keshri Head of Marketing McCain India</p>
1525 – 1540 Hrs.	Networking Break
1540 – 1625 Hrs.	Building Winning B2B Brands: Strategies for Scale, Trust, and Impact
	<p>In a competitive and fast-evolving business landscape, B2B companies must go beyond technical capabilities to build brands that inspire trust, drive preference, and create long-term value. This session will explore how Indian enterprises can craft powerful brand narratives, position themselves effectively in domestic and global markets, and invest in brand-building strategies that deliver measurable impact. Experts will</p>

	<p>share insights on storytelling, sustainability as a differentiator, and frameworks for evaluating brand ROI. Whether you're a legacy enterprise or a high-growth challenger, discover what it takes to build a winning B2B brand that stands out and scales.</p> <p><u>Moderated by:</u> Mr. Biswapriya Bhattacharjee Director – B2B & Technology Kantar</p> <p><u>Speakers</u> Mr. Saptarshi Saha Head – Sales Steering ArcelorMittal Nippon Steel</p> <p>Mr. Sushil Kumar Pradhan Head – Flat Products Jindal Steel</p>
1625 – 1630 Hrs.	Session Changeover
1630 – 1700 Hrs.	Emerging Technology & AI in B2B – From Hype to Pipeline
	<p>Artificial Intelligence and automation are no longer futuristic concepts - they are reshaping how B2B marketers identify opportunities, personalize engagement, and accelerate revenue. This session will explore practical applications of AI in account-based marketing, predictive analytics, and content operations. Experts will share governance frameworks, adoption roadmaps, and real-world success stories that demonstrate how technology can move beyond hype to deliver measurable business impact.</p> <p><u>Moderated by:</u> Mr. Biswapriya Bhattacharjee Director – B2B & Technology Kantar</p> <p><u>Presentation and Fireside</u> Mr. Pushkar Gupte Head of Industry, CPG, Large Customer Sales Google</p>