



**“Resilience, Relevance & Reinvention: The CMO Agenda for Tomorrow”**

**AGENDA**

0900 – 1000 Hrs.	Registration & Welcome Tea/Coffee	
<b>1000 – 1100 Hrs.</b>	<b>Inaugural Session</b>	
	<p>As India’s marketing ecosystem evolves in the face of technology, shifting consumer aspirations, and economic realignment, CMOs are reimagining their roles from brand custodians to business architects. The inaugural address will spotlight the four pillars shaping the marketing agenda of tomorrow - <i>Resilience, Relevance &amp; Reinvention</i>. It will explore how marketing can balance agility with purpose, technology with creativity, and performance with empathy to drive sustainable business growth.</p>	
1000 – 1010 Hrs.	<u>Welcome Address</u>	<p><b>Ms. Kavita Chaturvedi</b>            Chair, CII Committee on Marketing 2025-26,            Business Unit Chief Executive - Biscuits and Confections            ITC Limited</p>
1010 – 1030 Hrs.	<u>Inaugural Keynote</u>	<p><b>Mr. Giuseppe Stigliano</b>            Marketing Professor - UCL School of Management and Executive Advisor</p>
1030 – 1100 Hrs.	<u>Fireside Chat</u>	<p><b>Mr. Sundar Raman</b>            Advisor Chennai Superkings            Former COO, Indian Premier League and CEO Sports, Reliance Industries</p>
		<p><b>Mr. Gaurav Kapur</b>            Actor, Television &amp; Cricket Presenter</p>
1100 – 1105 Hrs.	Session Changeover	

<b>1105 – 1135 Hrs.</b>	<b>The Changing Indian Consumer &amp; the Rise of Bharat: Marketing to the Next Billion</b>
	<p>India’s consumption story is being rewritten by Bharat - the fast-emerging Tier 2 and Tier 3 markets reshaping demand, aspirations, and access. This plenary will explore how marketers are decoding the evolving Indian consumer - increasingly digital, aspirational, and value-conscious while adapting to diverse linguistic, cultural, and regional nuances. With the rise of AI and hyper-personalization, brands now have the tools to reach new audiences with unprecedented precision. This session will spotlight strategies and success stories that redefine marketing to the next billion consumers.</p> <p><u>Special Presentation:</u>  <b>Mr. Harsh Chhaparia</b>  Partner  McKinsey &amp; Company</p>
<b>1135 – 1150 Hrs.</b>	<b>Networking Break</b>

<b>1150 – 1235 Hrs.</b>	<b>The Future of Marketing Leadership: Building the Hybrid Marketing Organisation</b>
	<p>The marketing function is being reshaped by technology, data, and creativity converging in real time. This session brings together leading CMOs to discuss how hybrid marketing organizations are emerging - where human creativity meets AI-powered decision-making. The conversation will explore new structures, skill sets, and leadership models needed to integrate analytical precision with emotional storytelling. As boundaries blur between content, data, and commerce, marketing leaders must cultivate agility, experimentation, and collaboration to stay ahead. The panel will offer insights into how tomorrow’s marketing teams can drive both innovation and impact.</p> <p><u>Moderator:</u>  <b>Mr. Pradeep Prabhala</b>  Partner  McKinsey &amp; Company</p> <p><u>Speakers:</u>  <b>Mr. Rahul Talwar</b>  Director &amp; Chief Marketing Officer  Axis Max Life Insurance</p> <p><b>Mr. Ankit Desai</b>  Head - Media, Digital Marketing and Brand PR  Marico</p>

1235 – 1240 Hrs.	<b>Session Changeover</b>
<b>1240 – 1325 Hrs.</b>	<b>Performance - Brand Balance: Driving Growth Without Losing Brand Equity</b>
	<p>In today’s ROI-driven world, marketers face the constant challenge of balancing short-term performance imperatives with the long-term vision of brand equity. This discussion explores how leading companies are mastering this dual mandate - leveraging analytics and AI to deliver measurable outcomes without compromising on purpose or emotional resonance. Panelists will share how they optimize media investments, measure brand-building impact, and sustain differentiation in a cluttered marketplace. The session will also reflect on how data can illuminate creative decisions, ensuring that every marketing rupee delivers both performance and permanence.</p> <p><u>Moderator:</u>  <b>Mr. Karan Goel</b>  Partner  McKinsey &amp; Company</p> <p><u>Speakers:</u>  <b>Mr. Rathin Lahiri</b>  Head Marketing &amp; CSR  SBI General Insurance</p> <p><b>Mr. Shuvadip Banerjee</b>  Chief Digital Marketing Officer (CDMO)  ITC</p>
1325 – 1425 Hrs.	<b>Networking Lunch</b>
<b>1415 – 1455 Hrs.</b>	<b>Building Desirability at Scale: The Evolution of Marketing</b>
	<p>Desirability has become the new growth engine - a blend of aspiration, accessibility, and authenticity. This session examines how brands are crafting desirability at scale, creating products and narratives that connect emotionally while remaining inclusive. From automotive to fashion to FMCG, marketers will discuss how storytelling, digital influence, and product innovation are redefining brand positioning. As Bharat and urban India converge, building desire that transcends geography and demography is both a challenge and an opportunity. This session will decode how to build aspirational value without alienating the mass market.</p> <p><u>Moderator:</u>  <b>Mr. Pradeep Prabhala</b>  Partner  McKinsey &amp; Company</p>

	<p><u>Speakers:</u>  <b>Mr Gunjit Jain</b>  Executive Vice President – Marketing  Colgate-Palmolive</p> <p><b>Mr Ashish Bajaj</b>  Chief Marketing Officer  Narayana Health</p> <p><b>Mr Harish Mehta</b>  President – Business Development  Reliance Industries Limited</p>
<b>1455 – 1500 Hrs.</b>	<b>Session Changeover</b>

<b>1500 – 1545 Hrs.</b>	<b>Loyalty Reimagined: Building Emotional Connections in a Digital World</b>
	<p>As personalization becomes the norm and attention spans shrink, loyalty is being redefined. This discussion will explore how brands are moving beyond transactional reward programs to build deeper, more human connections with consumers. Marketing leaders will share strategies to cultivate loyalty through shared values, experiences, and storytelling – where trust, transparency, and relevance drive repeat engagement. From data-driven personalization to ethical marketing practices, the panel will reflect on how emotional resonance and responsible innovation can turn consumers into lifelong advocates.</p> <p><u>Moderator</u>  <b>Mr. Shivanand Sinha</b>  Partner  McKinsey &amp; Company</p> <p><u>Speakers:</u>  <b>Mr. Harish Sarma</b>  Product &amp; Marketing Director  Pluxee India</p> <p><b>Mr Shekhar Saurabh</b>  Head of Marketing  TATA AIG</p> <p><b>Mr Gunjan Khetan</b>  Chief Marketing Officer  Perfetti India</p>
<b>1545 – 1600 Hrs.</b>	<b>Networking Break</b>

<b>1600 – 1630 Hrs.</b>	<b>The Future of Marketing in Action: A Practitioner’s Playbook</b>
	<p>A dynamic conversation that brings to life the real practice of marketing transformation, this segment will explore how brand fundamentals, cultural reset, data-led decision-making, and integrated creative-tech capabilities come together to elevate marketing effectiveness. Through candid reflections on navigating complexity, restoring clarity, and driving outcomes at scale, the discussion will highlight how intent, empathy, and disciplined execution can unlock innovation, strengthen teams, and deliver sustained business impact.</p> <p><u>Moderator:</u>  <b>Mr. Shivanand Sinha</b>  Partner  McKinsey &amp; Company</p> <p><u>Speaker:</u>  <b>Mr. Hemant Khsirsagar</b>  CBO – FS &amp; FinTech  Dentsu</p> <p><b>Mr. Tushar Malhotra</b>  Head of Marketing  Director - Sales &amp; Marketing</p> <p><b>Mr. Niraj Ruparel*</b>  Creative Technology Lead  WPP Media</p>
<b>1630 – 1635 Hrs.</b>	<b>Session Changeover</b>
<b>1635 – 1705 Hrs.</b>	<b>Marketing Sprints</b>
	<p>Fast-paced, high-energy segment involving a sharing of <b>real-world strategies and execution insights</b>. Each sprint will focus on a specific challenge and a success story.</p> <p><u>Presenter 1:</u>  <b>Mr. Abhishek Mehrotra,</b>  Vice President and Head of Marketing – Aashirvaad  ITC Limited</p> <p><u>Presenter 2:</u>  <b>Mr. Sahil Rawal</b>  VP and Head – Brand and Media  Axis Max Life Insurance</p>
<b>1705 – 1710 Hrs.</b>	<b>Networking and Close</b>