



WORLD[®]
MARKETING
CONGRESS
& AWARDS ◆◆◆

9th
Edition

22nd - 23rd November, 2022 | Taj Lands End, Mumbai

— A G E N D A —

08:30 am	REGISTRATION (VENUE: BALLROOM)
09:45 am - 09:55 am	National Anthem, Lighting of Lamp and Welcome Remarks
09:55 am - 10:10 am	Topic: "Role of Marketers towards Reputation" ▪ RAJI THOMAS, Director - Marketing & Branding, <i>Indira Group of Institutes, Pune</i>
10:10 am - 10:40 am	Topic: "What One Thing that Can Move the Needle For Marketers!" ▪ SAJIN NAIR, Director of Marketing, <i>Synergita</i>
10:40 am - 11:00 am	PANEL DISCUSSION 1 Topic: "Privacy First - Creating and Delivering Sustainable First-party Data Strategy" ▪ Moderator: SAIRAM VEDAM, Chief Marketing Officer, <i>Cigniti Technologies</i> ▪ SAJIN NAIR, Director of Marketing, <i>Synergita</i> ▪ RIDDHI ADLAKHA, Global Head Digital Marketing, <i>Tata Consultancy Services</i> ▪ GAURAAV THAKAR, Vice President & Head of Marketing, <i>QualityKiosk Technologies Pvt. Ltd.</i>
11:00 am - 11:15 am	REFRESHMENT BREAK
11:15 am - 11:45 am	STRATEGIC KEYNOTE ADDRESS Topic: "Sustainable Marketing for a competitive edge in hyperactive times" ▪ PARVEEN CHANDER KUMAR, Executive Vice President - Sales and Marketing, <i>The Indian Hotels Company Limited</i>
11:45 am - 12:00 pm	Topic: "Building Customer experience in the age of Talking Machines" ▪ DR. SRIDHAR RAJAGOPAL, Director Sales, Marketing, Strategy and Business Development, <i>Otis Elevator Company (India) Ltd.</i>
12:00 pm - 01:00 pm	FELICITATION OF MARKETING MAVERICKS MOST INFLUENTIAL MARKETING PROFESSIONALS INDY'S AWARDS
01:00 pm - 02:00 pm	NETWORKING LUNCH
02:00 pm - 02:30 pm	PANEL DISCUSSION 2 (D2C Focus) Topic: "How Profit and Purpose are Combining to Create the new 21st Century iconic D2C Companies" ▪ Moderator: NEERJA LAKHANI, Founder, <i>Inner Sense</i> ▪ SUPRIYA SHIRSAT SATAM, Founder & CEO, <i>FOReT</i> ▪ BINAL SHAH, CMO, <i>Macmerise</i> ▪ AKHIL SRIVASTAVA, Managing Director, <i>Parfait Lingerie India Pvt. Ltd.</i> ▪ SAGAR BHALOTIA, Co Founder, <i>Tagz Foods</i> ▪ ABHIK SANTARA, Director & CEO, <i>Atom Network</i>
02:30 pm - 03:00 pm	Topic: "Reinventing a dynamic sustainable Consumer-Brand Relationship" ▪ MONICA GUPTA, Director, <i>Interactive Bees Limited</i>
03:00 pm - 03:30 pm	PANEL DISCUSSION 3 Topic: "Redefining the Consumer-Brand Relationship: Personal, Meaningful, Purpose-Driven" ▪ Moderator: RAM JALAN, Head of Digital, <i>DINTW</i> ▪ JYOTI DESWAL, Director - Etail & Large format Retail Business, <i>Lenovo India Pvt. Ltd.</i> ▪ KHALID AHMED, Chief Manager - Brand (Lubes), <i>Bharat Petroleum Corporation Ltd.</i> ▪ ASHISH KAUL, Chief Marketing Officer, <i>Hero Realty (Hero Enterprises)</i> ▪ MANISHA KAPOOR, CEO & Secretary General, <i>Advertising Standards Council of India (ASCI)</i>
03:30 pm - 03:45 pm	Topic: "Sustainable Marketing: Building long-term value" ▪ MOHAMMED SHAFEEQ, Head Customer Marketing, <i>Nokia</i>
03:45 pm onwards	MOST INFLUENTIAL MARKETING PROFESSIONALS FELICITATION CEREMONY CEO WITH MARKETING ORIENTATION FELICITATION CEREMONY YOUNG ACHIEVER FELICITATION CEREMONY
07:00 pm onwards	GLOBAL MARKETING EXCELLENCE AWARDS
08:45 pm	GALA DINNER

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