



**THE MARKET  
RESEARCH** EVENT

27th November, 2018  
Taj Lands End, Mumbai

**MALABAR**

**PROGRAM SCHEDULE**

**09:00 AM**

Registration and Welcome Morning Refreshment

**9:45 AM - 10:00 AM**

Opening Remarks, Overview to **World Marketing Congress – (BALLROOM)**

**10:00 AM - 10:30 AM**

Karan Chechi, Research Director, **TechSci Research**

**Topic: Consumer Research**

**10:30 AM - 11:00 AM**

Sreekant Lanka, Head of Programmatic Strategy, **Google India**

**Topic:**

**11:00 AM - 11:45 AM**

Sabrina Schoeder, Managing Director & Partner, **Happy Thinking People India Pvt. Ltd.**

**Topic:**

**11:45 AM - 12:00 Noon | NETWORKING TEA BREAK**

**12:00 Noon - 12:30 PM**

Priyanka Bhargav, Director - Strategic Sales & Market Research products - APAC, India & META, **InMobi Technology Pvt. Ltd.**

**Topic: What you need to know about future of Mobile Market Research.**

**12:30 PM - 1:00 PM**

Sandeep Budhiraja, Country Head India, **MMR Research Worldwide**

**Topic: Sensory Branding still stands**

**1:00 PM - 2:00 PM | LUNCH BREAK**

**2:00 PM - 2:45 PM**

Mani Padmanabhan, VP, SEA and India, **Research Now SSI**

**Topic:**

**2:45 PM - 3:30 PM**

Raj Sharma, Chairman, **MRSS India**

**Topic: What Brands can learn from Governments?**



**THE MARKET  
RESEARCH** EVENT

**27th November, 2018**  
Taj Lands End, Mumbai

**3:30 PM - 4:00 PM**

Anup Pradhan, Head, Research & Insights, **Uber, India South Asia.**

**Topic: Research in Digital Era**

**4:00 PM Onwards**

**MOST INFLUENTIAL MARKET RESEARCH LEADERS LISTING & MARKET RESEARCH AWARDS**