



**WORLD[®]
MARKETING
CONGRESS
& AWARDS** ***
10th Edition

SHAPING THE
FUTURE
— OF —
**SUSTAINABLE
MARKETING**

23rd - 24th November, 2023 | Taj Lands End, Mumbai

World Marketing Congress (23rd November, 2023)

08:30 AM

REGISTRATION

9:50 AM – 10:00 AM

National Anthem, Lighting of Lamp and Welcome Remarks

10:00AM - 11:00 AM

Round Table - 1 : Changing Paradigm of Marketing in New Age of Business

Sairam Vedam , Chief Marketing Officer + M&A- Corp Development, **Cigniti**

Technologies

Gaarge Sarkaar, Brand Strategist & Founder, **RA BRAND CONSULTANT**

Radhika Trivedi, Senior Manager – Marketing , **Alvarez & Marsal India Private Limited**

Anupam Dasgupta, Founder & CEO, **StratAnalyze**

Arti Saxena, Head of Marketing, India, **World Gold Council**

Vidyullatha Prakash, Global Director of Marketing, **Intelliswift Software**

Navneet Kumar, Head of Marketing, **Realization Technologies**

Prashant Jain, Senior Director - Marketing , **HP India Sales Pvt Ltd**

Varad Laghate, Associate Vice President – Digital Marketing, **ASK Investment**

Managers Ltd

Bharatesh Salian, Sr. Vice President - Marketing Science and CX, **FCB SIX (IPG Group)**

Shonell Thakker, Co-Founder & CEO, **Diquery Digital LLP**

Rajesh Mehta, Founder & CEO, **Agora Marketing Advisory**

Karuna Sapru, Senior Vice President, Brand Strategy & Marketing, **EOSGlobe**

Nabendu Bhattacharyya, Marketing Director, **Jupiter Pharmaceuticals Ltd**

Susanta Manna, Co- Founder - **Digitalsusanta**, Head of Digital Marketing - **Child Help Foundation**

Kapil LAD, Head – Marketing, **Azeus Systems Limited**

Purnendu Seth, Senior Director Marketing – Emerging Market & Europe, **Cipla Ltd**

Zahid Gawandi, Head - Marketing & Corporate Communications, **SBICAP Securities Ltd**

Anita Kukreja, Head - Marketing & Channel Sales, **IceWarp Technologies Pvt. Ltd.**

Bhawna Prabhakar, General Manager, Marketing & Product Management

Chromatography & Mass Spectrometry -India and South Asia, **Thermo Fisher Scientific India Pvt. Ltd.**

Bharat Chauhan, Founder, **Insight Buzz Solutions**

Benaifer Kapadia, Vice President - Sales & Marketing, **The Club Mumbai and Taj Bekal Resort and Spa Kerala**

Amiya Swarup, Head and Partner, Marketing Advisory, **Ernst & Young LLP**

Malay Harsha, Head of Marketing, **JSW One Platforms Ltd**

Prakhar Sharma, Head of Marketing, **AdaniConneX**

Shrishail Deshnur, Chief Marketing Officer, **Indira IVF**

Apoorv Houzwala, Founder-Director, **TwentyTwo AM**



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Ketan Pathki, Chief Marketing Officer, **Fielda (Parent Company Kanini Inc)**

11:00 AM - 11:15 AM

REFRESHMENT BREAK

11:15 AM - 12:15 PM

Round Table - 2 : Redefining Customer Value in the Next Normal

Jean-Christophe GOUGEON, Chief Marketing Officer, **Sharekhan by BNP Paribas**
Nirmalya Chowdhury Head – Marketing & Sales (Gulf Countries & Africa) **Omani Gulf Food Company**
Shweta Papriwal , Vice President - Marketing, Content & Corporate Communications. **BlinkX by JM Financial**
Celeste Thomas, Director – Head of Marketing OTC, **Cipla**
Promit Sanyal, Chief Marketing Officer & Head – Alliances, **Moonraft Innovation Labs**
Radhika Subramanian, Head – Channel Management & Marketing, **India Circus by Krsnaa Mehta, a Godrej venture**
R Raghavendra Rao, Managing Director, Marketing + Communications **Accenture Operations & Centers , Accenture**
M. Reza Aniff, Chief Operating Officer, **Mediwave Pte. Ltd.**
Divya Dixit, Business Strategist & Growth Advisor
Manimala Hazarika, Ex-CMO ASCI, Brand and Marketing Consultant
Naved Chaudhary, General Manager and Head of Marketing and PR, **Ingram Micro India Pvt. Ltd**
Amol Gaikwad, Head - Marketing , India & SAARC, **Check Point Software Technologies**

12:15 PM - 1:00 PM

Felicitatation of Most Admired Marketing Leaders

1:00 PM – 2:00 PM

LUNCH

2:00 PM – 3:00 PM

Round Table - 3 : Consistent Marketing vs Persistent Marketing: The Long-Term Growth Plan

Lalit Chakravorty, Director & CSO, **Arkray Healthcare Pvt Ltd**
Riddhi Adlakha, Global Head Digital Marketing, **Tata Consultancy Services**
Shalini Sankar, National Head - Business Development, **Laqshya Media Group**
WiNay N [Vinay.N], Chief Visionary Officer, **Global Brands Connect_**
Vishesh Sharma, Chief Marketing Officer, **Bajaj Financial Securities Ltd**
Kunal Aman, Director & Head - Marketing & Communications, **SAS India**
Nikita Chokshi, Head Marcom & Client Engagement, **Nuvama Private**
Avinash Janjire, Vice President – Marketing, **Thomas Cook India Ltd.**
Gunnidhi Singh Sareen, Vice President, **Head Digital Works**
Parul Verma, Vice President, Strategic Marketing, **Accenture**
Richa Jaggi, Co-founder and CMO, **Awshad**
Deepak Saluja, Business Head, **Andromeda Wealth**
Sajin Nair, Director – Marketing, **Synergita Software**



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	<p>Deepti Chandra Mehra, Vice President, Qaddoo</p> <p>Amit Bajaj, Head – Marketing & Communications, India, The Guardian Life Insurance Company of America</p> <p>Anita Devraj Mookherjee, Independent Marketing Consultant</p> <p>Anjali Gupta, Head of Marketing, Sify technologies Limited</p> <p>Sai Krishna Yallapu, Director - Corporate Marketing, Sutherland Global Services</p> <p>Debu Purkayastha, Founder & Chief Creative, RUBBERSTAMP</p>
3:00 PM – 4:00 PM	<p>Round Table - 4 : Decoding Growth Potential through Sustainable Initiatives</p> <p>Padmaja Yerramsetty, Director, Toyer's Pte Ltd, The Shilp Store, Aksha Weaves</p> <p>Satish Tiwari, Vice President - Sales & Marketing, Gencrest Bio Products Pvt Ltd</p> <p>Suchit Dekivadia, Business Director - Marketing and Sales, Paques Environmental Technology India Pvt. Ltd.</p> <p>Deepak Srivastava, Digital Marketing Head, Trent Hypermarket Pvt Ltd-Star Bazaar- A Tata & Tesco Enterprise</p> <p>Ankesh Kumar, Director - Global Marketing Strategy & Campaigns, Schneider Electric</p> <p>Divya Dixit, Business Strategist & Growth Advisor</p> <p>Nishant Nayyar, Vice President and Head of Marketing, Kaya Limited</p> <p>Ketan Kulkarni , Chief Commercial Officer, Blue Dart Express Limited</p> <p>Kumendra Raheja, Dean, Indira School of Business Studies PGDM</p> <p>Mihhiir Lakhani, Head – Marketing, NMIMS Global</p> <p>Dipika Parulekar, Associate Director & Head of Sector Marketing, Americas, Wipro</p> <p>Santosh Deshmukh, Sr Vice President – Marketing, Matter Group</p>
4:00 PM Onwards	Felicitatation of Most Admired Marketing Leaders / Young Achiever
6:30 PM ONWARDS	Global Marketing Excellence Awards
8:45 PM	GALA DINNER

The organisers reserve a right to alter or change the program or its content and title without assigning any reason whatsoever.