

## DAY 2

### WORLD MARKETING CONGRESS 2019 (MARTECH CONFERENCE)

08:30 AM ONWARDS

**Registration and Welcome/ Morning Refreshment**

09:30 AM - 09:45 AM

Opening Remarks, Overview to World Marketing Congress by  
**DR. R. L. BHATIA, Founder, World CSR Day / Founder, World Sustainability**

09:45 AM - 10:00 AM

Welcome Note by **AVINASH PANDEY, Chief Executive Officer, ABP News Network & Chairman, World Marketing Congress**

10:00 AM - 10:30 AM

**SARATH PERERA, Global Marketing Manager, BoardPAC**

**Topic:-** Brand development in the age of digital transformation.

10:30 AM - 11:00 AM

**NITIN LAKHWANI, Chief Marketing Officer, Global Vision Software Solutions Pvt. Ltd.**

**Topic:-** Google Analytics and Re-Targeting – A Power house combination For your Ecommerce Store.

11:00 AM - 11:15 AM

**NETWORKING / REFRESHMENT BREAK SESSION**

11:15 AM - 11:45 AM

**ARINDAM PAUL, Founding Member and Head, Marketing & Strategy, Atomberg Technologies**

**Topic:-** Embedding Sustainability into Marketing Strategies

11:45 AM - 12:15 PM

**RAJESH SRINIVASAN, Author of the Book – Marketing Success Formula, Founder – Strategic Marketing Consulting**

**Topic:-** Media-centric Strategy – How & why brands need to think like a media company?

12:15 PM - 12:45 PM

**MURALIDHARAN ERUMBALA, Head-Marketing & Customer Experience, Kaleidozone VR Private Ltd.**

**Topic:-** Leveraging new customer engagement technologies to drive business outcomes

12:45 PM – 01:15 PM

**Panel – I**

**Topic:-** The ABC (Amazing, Brave and Confusing) of Digital driven Innovation: Reimagine & Reinventing Marketing for the New World

- **RAM JALAN, Chief Marketing Officer, Omaxe Limited**
- **APURV BHATNAGAR, Head Of Marketing, Incedo**
- **SUCHITA VISHNOI, Senior Director, Marketing (APAC) Cognizant Digital Business, Cognizant**
- **NIRAV MAHIDA, Director – Marketing and Communications, Sophos Technologies Private Limited**
- **ANUPAM DASGUPTA, Vice President – Strategy, GrayMatter Software Services**
- **D RAJAPPA, Founder & Managing Partner, Aamrass Digimarc LLP**
- **SUMA NAIR, Head - Corporate Marketing, Birlasoft**
- **ANITA KUKREJA, Head – Marketing & Channel Sales, IceWarp Technologies Pvt. Ltd.**

01:15 PM - 02:00 PM

**LUNCH / NETWORKING / MEETINGS WITH MARKETRS**

02:00 PM - 02:30 PM

**NISHANT ARORA**, Marketing & Strategy - Data and AI, Asia Pacific, **IBM**

**Topic:-** Conversational AI- Leveraging them to empower customers

02:30 PM - 03:00 PM

**Panel - II**

**Topic:-** Leveraging new customer engagement technologies to drive business outcomes

PANEL CHAIRMAN:- **SAIRAM VEDAM**, Chief Marketing Officer (CMO), **Kore.ai**

- **ANIL KUMAR MISHRA**, Strategic Marketing & Alliances Leader, **Pegasystems**
- **GAURAAV THAKAR**, Vice President, **QualityKiosk**
- **NIKHIL KUMAR**, Director - Brand Strategy & Industry Head CPG /AlcoBev, **InMobi**
- **HEMANT RACHH**, Business Head - Inversion by SAP, **SAP Labs India Pvt. Ltd.**
- **PRAKASH KUMAR MOHAPATRA**, Global Accounts Based Mktg. (ABM) Manager, IBM Global Markets, **IBM**
- **CHRIS HIGGINS**, Chief Analytics Officer, **IdeateLabs InsiteDigital**
- **DR. MATEEN S SHAIKH**, Head - Sales, Marketing & Channels, **IAS India**

03:00 PM - 03:30 PM

**SUBHENDU PATTNAIK**, AVP & Global Head of Marketing, **Cigniti Technologies**

**Topic:-** Building B2B Loyalty Marketing programs: Road from Mindshare to Walletshare

03:30 PM - 03:45 PM

**NETWORKING / REFRESHMENT BREAK SESSION**

04:00 PM ONWARDS

**DNA PRESENTS REAL ESTATE AWARDS**

07:00 PM ONWARDS

**ABP NEWS PRESENTS BFSI AWARDS**

**Chief Guest - AVINASH PANDEY**, Chief Executive Officer, **ABP News Network**