Viacom 18

Presents

CMOs' चर्चा 2023

4TH Edition | Delhi chapter

Co-Powered by

LAQSHYA MEDIA GROUP
OOH | Experiential | Digital

TV9 NETWORK

AGENDA

9.30 - 11.00 AM — REGISTRATIONS + NETWORKING

11.15 - 11.30 AM — OPENING ADDRESS

Bijoya Ghosh
Founder & CEO, Adgully

11.30 - 11.45 AM — KEYNOTE: DAVID VERSUS GOLIATH: HOW STARTUPS CAN DISRUPT INDUSTRIES DOMINATED BY GIANTS

Anirudh Arun
Co-Founder & COO, BluSmart

11.45 - 12.00 PM — KEYNOTE: USING NEW PLATFORMS AND AVENUES OF TECHNOLOGY TO AMPLIFY STORYTELLING IN MARKETING

Sapangeet Rajwant
Head of Marketing and Digital, Hindi Mass Entertainment, Viacom 18

12.00 - 12.30 PM — FIRESIDE CHAT: USING NEW PLATFORMS AND AVENUES OF TECHNOLOGY TO AMPLIFY STORYTELLING IN MARKETING

Abhishek Gulyani
Chief Executive Officer, H+K Strategies India
Kanika Mittal
Country Head, Twitter

1.00 - 2.00 PM — LUNCH

2.05 - 2.20 PM — KEYNOTE: BUILDING BRAND COMMUNITIES

Naiyya Saggi
Co-Founder, GoodGlamm Group

2.20 - 2.40 PM — KEYNOTE: UNDERSTANDING THE BHARATIYA CONSUMER- INSIGHTS FROM PUBLIC APP

Abhijeet Ranjan
Chief Revenue Officer, Public app

2.45 - 3.15 PM — PANEL : UNLOCKING TECHNOLOGY FOR NEW CONSUMER EXPERIENCES

Aditi Mishra
Chief Executive Officer, Lodestar UM - Session Chair
Akshay Kapoor
Associate Director- Marketing, Perfetti Van Melle
Manav Sethi,
Head Growth & Media, Hero Motocorp
Sagar Pushp
Chief Executive Officer & Co-Founder, ClanConnect
Shantanu Chauhan
Director - Marketing, Noise

3.15 - 3.30 PM — KEYNOTE: ADOPTION OF FUTURISTIC TECHNOLOGY AND OTHER OPPORTUNITIES

Shashank Srivastava
Executive Director - Marketing and Sales, Maruti Suzuki India

3.30 - 3.40 PM — FIRESIDE CHAT: NEW APPROACHES TO TRADITIONAL MEDIA SPENDS - MAXIMISING ROIs FOR BRANDS

Satyabrata Das
Head – Strategic Alliances & Corporate Communications
Mediakeys - Laqshya Media Group
Anita Nayyar
COO - Media, Branding & Communication, Patanjali Ayurved
Rajiv Dubey
Head Of Media, Dabur
Sarthak Seth
Chief Sales and Marketing Officer, TataRealty

4.00 - 4.45 PM — PANEL : PROTECTING BRAND VALUE AMID DISRUPTIVE MARKET DYNAMICS

Shubho Sengupta
Digital Marketer and Brand Consultant Session Chair
Amit Gujral
Chief Marketing Officer, JK Tyres
Ipshita Chaudhary
Chief Marketing Officer, Valvoline
Ashish Tiwari
Chief Marketing Officer, HomeCredit
Vandana Krishnia
Head of Marketing, AkzoNobel

4.45 - 5.00 PM — KEYNOTE: SCRIPTING A BRAND-NEW STORY FOR PR PROS IN 2023: FROM PODCASTS TO AUTOMATION, AND BEYOND

Kamna Hazrati
Chief Marketing Officer, Toprankers

5.00 - 5.40 PM — CONTENT MARKETING IN THE ERA OF GENERATIVE AI

Heeru Dingra
Chief Executive Officer, Chief Business Officer Dentsu Creative -Session Chair
Hemant Sajnani
Chief Technology Officer, TV9 Digital
Kunal Sharma
Head of Marketing & Business head, KRBL (India Gate Foods)
Praveen Rao
Director Marketing, SAP
Priyang Agarwal
Director - Growth & Marketing, Tata 1mg
Sumeet Singh
Chief Marketing Officer, Info Edge

ENTRY ONLY BY INVITE

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