



WORLD
BRAND
CONGRESS™
31st Edition (SINCE 1992) ◆◆◆

BUILDING
A
SUSTAINABLE
BRAND

14th February, 2024 | Taj Lands End, Mumbai

VENUE : SALCETTE	<u>World Brand Congress & Awards (14th February, 2024)</u>
2:00 PM	REGISTRATION
2:15 PM – 2:30 PM	Keynote Speaker - Preeti Vyas Giannetti , Chairwoman & Chief Creative Officer, Vyas Giannetti Creative
2:30 PM – 3:30 PM	<p><u>Round Table - 1 : Changing Paradigm of Branding</u> Naved Chaudhary, General Manager and Head of Marketing and PR, Ingram Micro India Saket V Rao, Head Of Brand Marketing, Dr. Vaidya's Bodhisattwa Roy, Vice President - Emerging Markets, Aurobindo Pharma Ltd. Arnav Neel Ghosh, Director Growth Middle East – APAC, Blippar Zahid Gawandi, Head – Marketing & Corporate Communications, SBICAP Securities Ltd Shweta Papriwal , Vice President - Digital Broking - Content & Communication, JM Financial Services Ltd. Aradhana Kansal, Marketing Head, Tech Mahindra Business Process Services (Tech Mahindra BPS) Angana Chatterjee, Head of Marketing, Locobuzz Sunil Nat, Head - Ecommerce & Digital Strategy, Galderma India Pvt. Ltd Sarina Menezes, VP, Head- Brand Marketing and Corporate Communications, Oberoi Realty Anupam Dasgupta, Founder & CEO, StratAnalyze Prasad Pimple, Executive Vice President and Head – Digital Business, Kotak Life Shalini Rao , Chief Marketing Officer, Bangalore International Airport Limited Radhika Subramanian , Head – Channel Management & Marketing, India Circus by Krsnaa Mehta, a Godrej venture Maria Bilkis, VP – Marketing, Mosaic Wellness Benaifer Kapadia, Vice President - Sales and Marketing, The Club Mumbai and Taj Bekal Resort and Spa Kerala Srishti Sawhney, Founder and CEO, Celebrity Quotient Preeti Nayyar, Senior Vice President – Brand Partnerships, India & South Asia, Universal Music Group Anita Nayyar, Ex-COO-Media, Branding & Communications, Patanjali Ayurved Limited Sudeep Kulkarni, Vice President – Marketing (Brand & Digital), Alliance Insurance Brokers Private Limited Sujata Garud, Senior Director – Marketing, Orion Innovation Nitin Sharma, Senior Vice President, Publicis Worldwide Anupriya Shetty, Brand Marketing Head, MX Player Pranjalee Lahri, Marketing Consultant Nitika Das, Director and Head of Marketing, Dassault Systemes India Vineeta Pathak, Marketing Specialist Consultant Somenath Nag, Senior Vice President - Corporate Strategy, Sales & Marketing, Calsoft Inc. Kanika Tiwari, Head Marketing & Communications, International SOS, South East Asia & Indian Subcontinent , International SOS</p>



WORLD
BRAND
CONGRESS™
31st Edition (SINCE 1992) ◆◆◆

BUILDING
A
SUSTAINABLE
BRAND

14th February, 2024 | Taj Lands End, Mumbai

Raisa Kazi, Head of Marketing , **Alyve Health**
Amit Kumar, Sr. Director of Marketing, **Netradyne Technology**
Kamini Rupani , Founder, **Kia Solutions**
Sonesh Prakash, Chief Executive Officer, **CMO Outsourced**
Mou Chakravorty, Associate Director - Marketing, Brand and Communications, **Deloitte India**
Rohit Bhateja, Director – Digital, **SunTec India**
Reema Punjabi, Chief Marketing Officer, **Algomage**

3:30 PM – 4:10 PM

Round Table - 2 : Consumer Intentions and Actions around Sustainable Lifestyles
Dipankar Mukherjee, Chief Marketing & Sales, **Mjunction**
Jiteen Aggarwal, Chief Marketing Officer, **Hettich India Pvt. Ltd.**
Sandeep Budhiraja, Managing Director, **Spark**
Sutapa Sikdar, Marketing & Business Head, **Clear Meat**
Tamal Chatterjee, Vice President – Marketing, **Sids Farm Private Limited**
Kanika Mohan Saxena, VP Digital (Partnerships , Product, Go to Market Strategies and Analytics) for entertainment apps, **Vi**
Ashmeet Singh Monga, Head of Middle East, **dunnhumby**

4:10 PM – 4:50 PM

Round Table - 3 : Decoding Growth Potential Through Sustainable Initiatives
Sandeep Abraham, President – Sales, **CERA Sanitaryware Limited**
Ankesh Kumar, Director - Global Strategic Marketing, **Schneider Electric**
Arpita Dubey, Director & Head of Marketing & Communications – India & APAC, **Innova Solutions**
Abhimanyu Jha, Founder, **SabPaisa**
Nidhi Raj, Head of Strategic & Partner Marketing, **Tata Tele Business Services**
Dr. Anurag Srivastava, Vice President – Marketing, **Wonder Cement**

4:50 PM - 5:30 PM

Round Table - 4: Deconstructing Gender in Products & Marketing
Gunnidhi Sareen, Vice President - Marketing, **Head Digital Works**
Priyanka Potdukhe, Group Manager – Marketing, **WNS**
Govind Agarwal, Head - Brand & Digital Marketing, **Nihilent Technologies**
Vishesh Sharma, Chief Marketing Officer, **Bajaj Broking**
Ashish Karnad EVP – Media & Digital, **Hansa Research**
Zeenat Jagmag, Chief Business Officer, **Hotcult Pvt. Ltd.**
Vishal Parekh, Chief Operations Officer, **Creative Ecommerce Ventures Pvt. Ltd.**
Shaurya Bhushan Tyagi, Deputy General Manager - Brand Marketing, **Jio Entertainment Services**
Pooja Prasad Jindam, Head of Marketing – India & Global Key Projects, **Evolis Card Printer India Pvt Ltd**
Carina Chopra, Head of Marketing, **Lightspeed India Partners**



WORLD
BRAND
CONGRESS™
31st Edition (SINCE 1992) ◆◆◆

BUILDING
A
SUSTAINABLE
BRAND

14th February, 2024 | Taj Lands End, Mumbai

Round Table - 5: Measuring the Movement: Are Your Purpose-Driven Ad Campaigns Effective?

Abhishek Gupta, Chief Marketing Officer, **Edelweiss Tokio Life Insurance**

Varad Laghate, Associate Vice President, **ASK Investment Managers Ltd**

Vandan Tripathi, Sr. Brand Manager, **Cipla**

Zenul Jinwala, Director – Marketing, **Krish TechnoLabs**

Braj Kishore, Co-founder and Director, **ASB Communications Private Limited**

Rajesh Radhakrishnan, CMO & Co-Founder, **Vritti Solutions Ltd.**

Jayesh Sali, Head of Marketing, Fashion & Lifestyle, **Reliance Retail**

Mandar Bharat Patil, Brand & Marketing Professional

Shikha Pakhide, Founder CEO, **ShikhaShikz Marketing Pvt Ltd**

5:30 PM - 6:10 PM

Most Admired Brand Leaders / Global Awards for Retail Excellence / Global Brand Excellence Awards

6:15 PM Onwards



WORLD
BRAND
CONGRESS™
31st Edition
(SINCE 1992) ♦♦♦

BUILDING
A
SUSTAINABLE
BRAND

14th February, 2024 | Taj Lands End, Mumbai

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