

ISA CEO Conference - THE CONNECTEDNESS PARADOX

Date: 18 March 2019 | Venue: ITC MARATHA | City: Mumbai | Time: 09:30 hrs - 18:00 hrs

TENTATIVE ITINERARY

Session	Slot	Timeline	Activity	Topic
Inaugural	08.45 am - 09.30 am 09:30 am - 10:00 am	45 mins	Registration	
		5 mins	Lighting the Ceremonial lamp	
		10 mins	Inaugural Welcome - SUNIL KATARIA , Chairman, ISA	
		10 mins	Special Address - ANNURAG BATRA , Chairman & Editor in Chief, BW Businessworld & Exchange4Media	
		5 mins	Partner Avs	
Session Starts				
I	10.00 am to 10.45 am	45 mins	1 min Introduction by Moderator + 35 mins Presentation + 5 mins tête-à-tête with Moderator + 4 mins audience interaction MODERATOR HARSH MARIWALA - Chairman, MARICO	BHARAT PATEL - INDEPENDENT DIRECTOR, Aditya Birla Sun Life AMC Ltd. / ISA Executive Council Member The Twin Challenge - Growth & Responsibility in an Interconnected World
MX PLAYER - Q1				
II	10.45 am to 11.25 am	40 mins	1 min Introduction by Moderator + 30 mins Presentation + 5 mins tête-à-tête with Moderator + 4 mins audience interaction MODERATOR D. SHIVAKUMAR Group Exec. President- Corporate Strategy & Business Development, ADITYA BIRLA	R. RAMAKRISHNAN - Chief Executive, POLYCAB WIRES / ISA Executive Council Member Rethink & Rework. Competitive strategies for a new interconnected paradigm
	11.25 am to 11.40 am	15 mins		TEA BREAK
III	11.42 am to 12.22 pm	40 mins	1 min Introduction by Moderator + 30 mins Presentation + 5 mins tête-à-tête with Moderator + 4 mins audience interaction MODERATOR SANJAY DAWAR - Managing Director, ACCENTURE STRATEGY	NARENDRA AMBWANI - Director, AGRO TECH FOODS / ISA Executive Council Member "The Bottom Line on Trust" - Achieving Competitive Agility in an Interconnected World.
	12.22 pm to 12.25 pm	3 mins		Sponsor AV
MX PLAYER - Q2				
IV	12.25 pm to 12:30 pm 12.30 pm to 1.15 pm	5 mins 45 mins	Introduction of Moderator - Moderator Introduces the Panelists	
			PANEL 1	Winning the Consumer in the Connected World
			MODERATOR	ABHISHEK DESAI - Marketing Director, P&G INDIA / ISA Executive Council Member
			PANEL MEMBERS	AJAY KAKAR - Chief Marketing Officer, ADITYA BIRLA CAPITAL
				ASHISH MISHRA - Managing Director, INTERBRAND INDIA
LULU RAGHAVAN - Managing Director, LANDOR ASSOCIATES				
	1.15 pm to 2.15 pm	60 mins		NETWORKING LUNCH
V	2.20 pm to 3.00 pm	40 mins	1 min Introduction by Moderator + 30 mins Presentation + 5 mins tête-à-tête with Moderator + 4 mins audience interaction MODERATOR SANJAY GUPTA - Managing Director, STAR INDIA	ANUJ PODDAR , Executive Director, BAJAJ ELECTRICALS / ISA Executive Council Member Interconnected and Interactive - OTT & emerging media for a new generation of customers
VI	3.00 pm to 3.15 pm	15 mins	1 min Introduction by Emcee + 15 mins Presentation PRASUN BASU - President South Asia, NIELSEN HOLDINGS	Unlocking Connectedness
	3.15 pm to 3.17 pm	2 mins		Sponsor AV
MX PLAYER Q3				
VII	3.17 pm to 3.22 pm 3.22 pm to 4.07 pm	5 mins 45 mins	Introduction of Moderator - Moderator Introduces the Panelists & Topic	
			PANEL 2	New Risks, New Rewards - New Avenues for Growth and Value Creation in an Interconnected World
			MODERATOR	ABRAHAM ALAPATT , President & Group Head - Marketing, THOMAS COOK / ISA Executive Council Member
			PANEL MEMBERS	PRASUN BASU - President South Asia, NIELSEN HOLDINGS
				SANDEEP BHUSHAN - Director & Head, Global Marketing Solutions India, FACEBOOK
SAMEER SINGH - CEO South Asia, GROUPM				
			VIRGINIA SHARMA - Director, Marketing Solutions, LINKEDIN	
MX PLAYER FELICITATION OF WINNERS				
	4.07 pm to 4.20 pm	13 mins		TEA BREAK
VIII	4.20 pm to 5.00 pm	40 mins	1 min Introduction by Moderator + 30 mins Presentation + 5 mins tête-à-tête with Moderator + 4 mins audience interaction & Felicitation MODERATOR MANISH TIWARI - Vice President, AMAZON	SUNIL KATARIA - Chief Executive Officer - India & SAARC, Godrej Consumer Products / ISA CHAIRMAN Etail (R)evolution - The New Battle Place in an Interconnected World
CLOSING	5.00 pm to 5.05 pm	5 mins	Vote of thanks	TO BE CONFIRMED
Closure of Program				