



## Top marketers from service sector to decode 'Brands and Consumers: 2021 and Beyond' on March 3

**THE INDIAN SOCIETY OF ADVERTISERS**  
Since 1952

In Association With  
**THE FREE PRESS JOURNAL**

**ABP Network**

Presents  
**Brands and Consumers: 2021 and Beyond**  
March 3, 2021 05 PM to 06 PM

Initiative By  
**FREE PRESS JOURNAL BRN Sutra**

In Conversation With

- Narendra Ambwani**  
ISA Executive Council Member  
Ex MD Johnson & Johnson
- Abraham Alapatt**  
Thomas Cook (India) Limited  
President and Group Head-Mktg,  
Service Quality, Financial  
Services & Innovation
- Ajay Kakar**  
Aditya Birla Capital  
Chief Marketing Officer
- Mohit Kapoor**  
Jio Platforms Limited  
Group Vice President -  
Advertising & Innovations
- Ravi Desai**  
Amazon India  
Director, Mass &  
Brand Marketing international

Outdoor Partner  
**LAQSHYA**  
MEDIA GROUP

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abp LIVE

Knowledge Partner  
**MOGAÉ**

Consumer behavior has gone through a paradigm shift during the COVID-19 pandemic. As a corollary, it has posed new challenges for brands. In order to understand the strategies devised by top brands to tackle the challenges of this global pandemic and to look beyond it, the **Indian Society of Advertisers (ISA)**, in association with the **Free Press Journal** and **ABP Network**, organized a webinar '**Brands and Consumers: 2021 and Beyond**'.

While the first part of this series was a huge success, the second part that will be held on March 3 will be no less. In the second session, the best Marketing minds from across the service sector will share their best practices during the pandemic and the way to look beyond.

Commenting on the two-part webinar initiative, **Sunil Kataria**, ISA Chairman, said, "The Indian Society of Advertisers (ISA) is an apex body, successfully representing the interests of the advertising fraternity for nearly 70 years. The world has gone through a very difficult COVID period during 2020. This sad event has significantly impacted all brands and consumer behavior. It's time to review and, more importantly, understand the learnings and the way forward for the industry both in the short term as well as the long term. Over the years, ISA has been organizing knowledge seminars/webinars for the benefit of the ecosystem of advertisers and marketers. Continuing the same, our two-part

webinar series focuses on the issue most of us are facing: Brands & Consumers-2021 and Beyond. We bring you leadership views and strategies from across the Manufacturing and the Services sectors."

The upcoming session on '**Services**' will be moderated by **Narendra Ambwani**, ISA Executive Council Member and former MD, Johnson & Johnson. Commenting on the session, Ambwani said, "All aspects of our lives were impacted by the pandemic during 2020. Brands and Consumers expectation as well as behaviors faced many challenges. Of course, everyone discovered various ways to handle the situation. Many new opportunities also emerged. Which changes will become future expectations from the Brands and Services? What are the lessons learnt in overcoming the challenges posed by lockdown, WFH and fears caused by Covid cases? To answer these questions, we have four prominent leaders from four different services, sharing their thoughts in the second session of 'Brands and Consumers: 2021 and Beyond' hosted by ISA and Free Press Journal on March 3, 2021. All are welcome to join."

This session will have names (in alphabetical order) like **Abraham Alapatt**, President and Group Head-Marketing, Service Quality, Financial Services & Innovation, Thomas Cook (India) Limited; **Ajay Kakar**, Chief Marketing Officer, Aditya Birla Capital; **Mohit Kapoor**, Group Vice President -Advertising & Innovations, Jio Platforms Limited; and **Ravi Desai**, Director, Mass & Brand Marketing International, Amazon India. All speakers are ISA members.

**Abhishek Karnani**, Director, The Free Press Journal, said, "This initiative will be significant to all advertisers and marketers who want to strategize the future course of actions for their brands."

The first session, moderated by **Sunil Kataria**, was held on February 24. The session had names like (in alphabetical order) **Anil Viswanathan**, Senior Director - Marketing (Chocolates), Insights & Analytics, Mondelez India Foods Pvt. Limited; **Anuj Poddar**, Executive Director, Bajaj Electricals Limited; **Gauravjeet Singh**, General Manager – Media (South Asia), Hindustan Unilever Limited; **Shashank Srivastava**, Executive Director, Maruti Suzuki India Limited and **Suparna Mitra**, CEO - Watches and Wearables Division, Titan Company Limited.

The knowledge partner for the webinar is **Mogae Media** and **Laqshya** is the outdoor partner.

**Catch the upcoming webinar live from 5 pm onwards on March 3 on the [YouTube channel of the Free Press Journal](#) and ABP Live.**

Link: [https://www.youtube.com/watch?v=\\_auH1BGPR48](https://www.youtube.com/watch?v=_auH1BGPR48)

#### **About ISA**

The Indian Society of Advertisers (ISA) has been the flagship national body and unique voice of advertisers pan India for close to 70 years. The ISA stands for education, representation, protection and support to the advertisers. It works in excellent fraternity relationship with other Industry bodies involved in the Indian advertising, marketing and media industry. The ISA is a founder member of the WFA (World Federation of Advertisers), Brussels. It's one of the three constituent bodies of BARC (Broadcast Audience Research) and one of the founders of ASCI (Advertising Standards Council of India).

#### **About The Free Press Journal**

FPJ is a 91-year-old publication which has editions in Mumbai, Indore, Bhopal and Ujjain. It was one of the active publications even during the lockdown. This has led to 10x increase in digital presence. During the lockdown, the publication has been actively involved in around more than 25 policy level discussions and various debates.

**Contact:** Y Harakrishnan, ISA at [yhkrish@insocietyad.com](mailto:yhkrish@insocietyad.com) or 9820891330