



24th November, 2017 | Taj Lands End, Mumbai

SALCETTE I & II

PROGRAM SCHEDULE

09:00 AM

Registration and Welcome/ Morning Refreshment

10:00 AM - 10:15 AM

Opening Remarks, Overview to **Mobile & Digital Marketing Congress** by Meeta Wasan, Founder and CEO, **Doon Consulting**

10:15 AM - 10:45 AM

Keynote Address: Eng. Christian Farioli, Digital Marketing Lecturer

Topic: The Art of Digital Marketing "Made in Italy"

10:45 AM - 11:15 AM

Prabhakar Tiwari, Founder & CEO, **The MargDarshak Inc.**

Topic: Digital & Mobile Marketing: Brand Building & Conversions

11:15 AM - 11:30 AM | NETWORKING TEA BREAK

11:30 AM - 12:00 NOON

Vindya Vithana, Chief Editor / Director of PR and Marketing, **Xtream Youth (Pvt.) Ltd**

Topic: Mobile, Millenials, and Marketing

12:00 NOON - 12:30 PM

Rahul Ramchandani, Programmatic Evangelist, **Google**

Topic: Break down organizational silos and future-proof your Digital Strategy

12:30 PM - 1:00 PM

MOST INFLUENTIAL DIGITAL MARKETING LEADERS LISTING

1:00 PM - 2:00 PM | LUNCH BREAK

2:00 PM - 2:30 PM

Mohammed Shafeeq, Head of Customer Marketing – West, **Nokia Networks**

Topic: Industry 4.0



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2:30 PM - 3:15 PM

PANEL I Topic: **The Future is Now....And it is Mobile**

Moderator:- Manish Giri, Business Head, **Leadbolt Pty Ltd.**

- Gaurav Gandhi, COO – Viacom18 Digital Ventures, **Viacom18 Media Pvt. Ltd.**
- Srikrishna Swaminathan, General Manager/ Head - Global Third Party Supply and Demand (Wadogo), **InMobi**
- Sunil David, Regional Director - IOT, **AT&T Global Network Services India Pvt. Ltd.**
- Advit Sehdev, Marketing Head, **Infibeam**
- Sachin Uppal, Chief Marketing Officer, **Play Games 24*7 Pvt. Ltd.**
- Sahil Deswal, Head – Growth & Marketing (TOI), **Times Internet**

3:15 PM - 3:30 PM | NETWORKING TEA BREAK

3:30 PM - 4:15 PM

PANEL II Topic: **Mobile Brand Engagement-Creating an Emotional attachment to your brand**

Moderator:- Aroon Kumar, Managing Editor, **The Martech Blog**

- Anvesha Poswalia, Brand Manager - Digital, **Asian Paints**
- Ninad Chhaya, COO – WITS Interactive, **Co-Founder and COO - GoPhygit**
- Unnikrishnan Menon, Associate Director - Marketing, **PayU Payments Pvt. Ltd.**
- Honey Singh, Co-Founder, **ARM Worldwide**
- Gaurav Malhotra, CEO, **ARTHA Animation**
- Arpit Jain, Co - Founder & CEO, **GreedyGame Media Pvt. Ltd.**
- Mayur Sethi, Chief Brand Deliveries and Strategy, **WittyFeed**
- Dinesh Arora, Sr. Director, **GroupM**

4:15 PM - 4:45 PM

PANEL III Topic: **The Power of Mobile & Digital Marketing**

Moderator:- Rajesh Chakrabarti, Marketing, Innovation And Strategy Technologist. Consultant – Banking, **IFC (World Bank)**

- Aparna Lal, Head - Digital & Social Media Marketing, **Microsoft APAC**
- Ajay Kaul, Chief Digital Officer, **Mahindra Holidays**
- Vikas Mehta, Chief Executive Officer, **Point Nine Lintas**
- Michael Bala, Business Head - Digital Marketing, **Matrimony.com**
- Aksh Chhetija, Co-Founder, **Adsolut Media**

4:45 PM ONWARDS

DIGITAL MARKETING AWRDS / MOBBY'S AWARDS