



27th November, 2018 | Taj Lands End, Mumbai

VENUE : SALCETTE I & II	The Mobile & Digital Marketing Summit (27th November, 2018)
09:00 AM	REGISTRATION AND MORNING REFRESHMENTS
9:50 AM – 10:00 AM	Opening Remarks & Inauguration
10:00 AM - 10:45 AM	Charlie Ahn, Chief Executive Officer, Kdigital Media Topic: Making Money in Asia
10:45 AM - 11:15 AM	Sunita G.R., Head of Marketing, Facebook Topic: Eliminating Friction with Consumer Purchase Journey with Mobile
11:15 AM - 11:30 AM	REFRESHMENT BREAK
11:30 AM – 12:00 PM	Abhinav Verma, Director - Digital, Data & AI, Whyness Worldwide Topic: Using AI for Brand Growth
12:00 PM - 12:20 PM	Manish Chitkara, COO and Co - Founder, MoMAGIC Technologies Topic: Mobile Marketing : Case Studies on Branding and Lead Generation Campaigns
12:20 PM - 01:00 PM	Rahul Ramchandani, Programmatic Evangelist, Google Topic: Let Marketing Drive Revenue Growth - Future-Proof your Digital Strategy
01:00 PM - 02:00 PM	LUNCH BREAK
02:00 PM – 02:30 PM	Matt Skinner, Head of Digital Strategy + Data, Proctor + Stevenson Topic: How to reach a US & UK Audience Digitally
02:30 PM – 03:15 PM	PANEL DISCUSSION I: Topic: Mobile Innovation and Trends Moderator: Prasad Shejale, Co-Founder & CEO, Logicserve Digital Pvt. Ltd. <ul style="list-style-type: none"> • Sahil Deswal, Head - Growth & Marketing, Times Internet • Mahip Dwivedi, Head - Mobile & Performance Marketing, Flipkart.com • Pankaj Kumar Mandal, Head - Digital Marketing and Analytics, Only Much Louder Entertainment Pvt. Ltd. • Aashish Bhatnagar, Associate Director & Head - Digital Marketing, Jabong • Sameer Dhanrajani, Chief Strategy Officer, Fractal Analytics
03:20 PM - 04:05 PM	PANEL DISCUSSION II: Topic: Integrating Mobile Commerce for a Seamless Customer Experience Moderator: Amaresh Godbole, CEO India, Digitas India <ul style="list-style-type: none"> • Chirag Singhal, Head - Digital Marketing, Aditya Birla Capital (Life Insurance) • John Mathew, Head - Digital & Multi Channel Marketing, Glenmark Pharmaceuticals Limited • Saurabh Uboweja, Founder, CEO & Chief Brand Strategist, Brands of Desire • Vakul Agarwal, Head - Digital Marketing, Grofers • Abhinav Verma, Director - Digital, Data & AI, Whyness Worldwide



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REFRESHMENT BREAK

04:05 PM – 4:20 PM

PANEL DISCUSSION III:

Topic: Mobile Brand Engagement – Creating an Emotional attachment to your brand

Moderator: Ganish Bahl, Head - Digital Marketing, **Vivo India**

- Hardik Joshi, Digital & Social Media Head - Brand Marketing, **Axis Bank**
- Chetna Katyall Sundaram, Head of Marketing (Digital & New Age), **Intex Technologies India Ltd.**
- Faisal Amin, Media and Tech Entrepreneur | Co-Founder, **FruitBowl Digital | KIRA**
- Vinay Shrivastava, Head - New Business & Digital Strategy, **Marico Limited**
- David Appasamy, Head - Brand & Strategy, **Social Beat Digital Marketing LLP**
- Venkat Mallik, CEO & Chief Strategy Officer, **Tidal7 Brand & Digital Private Limited**

04:20 PM – 05:05 PM

50 Most Influential Digital Marketing Leaders Listing

05:15 PM Onwards

50 Most Influential Strategy Leaders Listing

Mobby's Award For Excellence in Mobile, Entertainment & Digital Technology