

VENUE : SALCETTE I & II	World Digital Marketing Congress (13th February, 2019)
09:00 AM	REGISTRATION AND MORNING REFRESHMENTS
9:50 AM – 10:00 AM	Opening Remarks & Inauguration - Overview to World Digital Marketing Congress
10.00 AM – 10.40 AM	Nishad Ramachandran, Chief Digital Officer, Hansa Cequity Topic: “Driving Outcomes using Personalization at Scale”
10.40 AM - 11.15 AM	Arnab Ganguly, Group Vice President – Digital Marketing, CT Corp Topic: “Digital Indonesia”
11:15 AM - 11:30 AM	REFRESHMENT BREAK
11:30 AM – 12:00 NOON	Subhobroto Chakroborty, Founder & CEO, TheDigitalFellow.com Topic: “How to Build a Brand Digitally”
12:00 NOON – 01:00 PM	PANEL DISCUSSION I: Topic: Digital Marketing Trends: Experts Insights on How to Gain a Competitive Edge in 2019 Moderator: Hemant Jain, Sr. Executive VP & Head of Digital Business, Lokmat Media Pvt. Ltd. <ul style="list-style-type: none"> • Amit Dhawan, Head - Digital Marketing, Sociowash • Avinash MB, Director - Marketing & Customer Operations, RoofandFloor (The Hindu Group) • Rahul Sonone, Head - Digital Marketing, Wonderchef Home Appliances Pvt. Ltd. • Gaurav Shitak, Head - Digital Marketing, Sharekhan By BNP Paribas • Anurag Purohit, Head - Digital Marketing, Larsen & Toubro Infotech Ltd.
01:00 PM - 02:00 PM	LUNCH BREAK
02:00 PM – 02:30 PM	Mamta Saxena, Managing Director, Accenture Digital Kani Manoharan, Senior Manager, Accenture Digital Topic: “Marketing in the Era of Extended Reality- A way of Delivering Personalized Experience in the NEW”
02:30 PM – 03:30 PM	PANEL DISCUSSION II: Topic: How Artificial Intelligence & Machine Learning Are Transforming Modern Marketing Moderator: Abhinav Verma, Director - Digital, Data & AI, Whyness WorldWide <ul style="list-style-type: none"> • Rahul Tripuraneni, AVP - Digital Data & Analytics, Accenture • Ninad Chhaya, COO – WITS Interactive / Co-Founder and COO – GoPhygit • Ashish Sahnji, Director - Digital Marketing, PCA Motors Pvt. Ltd. • Gauri Awasthi, Head - Digital Marketing Social Brand Advocacy, Fabindia Overseas Pvt. Ltd.

03:45 PM – 4:00 PM	REFRESHMENT BREAK
04:00 PM - 05:00 PM	<p>PANEL DISCUSSION III: Topic: Why Digital Marketing is the Future?</p> <p>Moderator: Kunal Burman, Head – Digital Marketing & Acquisitions, SBI Card</p> <ul style="list-style-type: none">• Nikhil Kumar, Head of Digital Marketing & Social Media, Cafe Coffee Day• Vivek Shah, Assistant Vice President (Customer Success and Campaign Ops), Hotstar• Aashish Bhatnagar, Head - Digital Marketing, Jubilant FoodWorks Ltd.• Anvesha Poswalia, Digital Brand Manager, Asian Paints• Shreyansh Modi, Head - Affiliate Marketing & Alliances, Flipkart• Mamta Saxena, Managing Director, Accenture Digital
05:15 PM Onwards	<p>Global Digital Marketing Awards</p> <p>100 Smartest Digital Marketing Leaders Listing</p>