

ASSOCHAM 2nd Annual Summit on Branding and Marketing on 23rd Feb 2023, New Delhi

From: ASSOCHAM (assocham@assocham.co.in)

To: info@cgcsglobal.com

Date: Wednesday, 25 January, 2023 at 10:53 am GST

2nd Annual Summit on Branding and Marketing ***“Brand Building in the age of Technology”***

23rd February 2023 Hotel Le- Meridian, New Delhi

In the current digital landscape, brands can grow substantially in a short span of time. Social media and Phygital Marketing have revamped the way brands introduce and interact with consumers. In light of disruption and changing consumer behavior in the digital age, especially in the new normal, there is a need for consumer brands to reboot their businesses and realign their business models, enhance the consumer experience through technology and analytics, build resilient distribution, develop their omnichannel presence, and thrive by focusing on sustainability. With brand India stamping its power in the global arena, the current times present enormous opportunities to build long-lasting and loved brands.

Considering the trends and importance, ASSOCHAM National Council on Branding and Marketing is organizing its **2nd Edition of the Annual Summit on Branding and Marketing- “Brand Building in the age of Technology”** on **23rd February 2023 from 9:30 am to 4:30 pm at Hotel Le- Meridian, New Delhi**. The Summit will focus on **Keynotes addresses, Panel Discussions, Masterclasses, Special Sessions, and Case Studies**; presenting new insights, data-driven strategies, and innovative ideas and these will be addressed by eminent marketing experts and renowned marketing leaders.

TOPICS TO BE DISCUSSED

- Leveraging the Power of Technology for Marketing
- Brand building in a hybrid world covering B2B, D2C, etc.
- Skilling (tech-enabled Marketing Skills) - Grounds up Digital Marketing Skills
- Tech-Supported Sustainability and Safety of brands
- How to retain Customer engagement and the Customer Experience in the Digital era

INVITED SPEAKERS

- **Mr. Thomas Varghese**, Chairman, National Council on Branding and Marketing, ASSOCHAM & Business Head- Textiles, Aditya Birla Group
- **Mr. Vikram Sakhua**, Co-Chair, National Council on Branding and Marketing, ASSOCHAM & Group CEO, Madison Media
- **Mr. Puneet Das**, Co-Chair, National Council on Branding and Marketing, ASSOCHAM & President – Packaged Beverages (India & South Asia), Tata Consumer Products Ltd.
- **Mr. Vivek Malhotra**, Co-Chair, National Council on Branding and Marketing, ASSOCHAM & Group Chief Marketing Officer, India Today Group
- **Mr. Sandeep Bangia**, COO – Electric Mobility, Reliance BP Mobility Ltd
- **Mr. Anoop Manohar**, Chief Marketing Officer, Axis Bank

- **Mr. Tushar Vyas**, President, GroupM south Asia and Chevening Fellow (Oxford)
- **Mr. Abhimanyu Lal**, Chief Business Officer, House of Brands, D2C, Tata Digital
- **Mr. Azazul Haque**, Chief Content Officer, Media Monks India
- **Mr. Manav Sethi**, Head Media Martech & Growth, VIDA world (Emerging Mobility Business Unit of Hero MotoCorp)
- **Mr. Satya Raghavan**, Director, Marketing Partners, Google India
- **Mr. GovindaRaj Avasarala**, Head Enterprise Marketing, Vodafone Idea Ltd.
- **Mr. Ravi Desai**, Director, Mass and Brand Marketing, Amazon India
- **Ms. Deeksha Vats**, Group Chief Sustainability Officer, Aditya Birla Group
- **Mr. Rahul Talwar**, Chief Marketing Officer, Max Life Insurance Company Limited
- **Ms. Minal Srivastava**, Deputy Executive Director, Dalmia Bharat Group
- **Mr. Puneet Anand**, Group Head, Corporate Communications, Hyundai Motor Ltd.
- **Mr. Vednarayan Sirdeshpande**, Vice President- Marketing, Paytm First Games.
- **Several other eminent marketing experts from Industry.**

PARTICIPATION FEE (incl. GST):

ASSOCHAM Members - INR 2000/- (per participant)

Non-Members -INR 2500/- (per participant)

Note- There is no participation fee for All CMOs, Head of Branding & Marketing**FOR REGISTRATION (Prior Registration is mandatory).**

Kindly fill out the [Registration form-Marketing Summit.doc](#) and send it to **Mr. Krishan Sharma (8512072265)** Krishan.sharma@assochem.com at the earliest.

For Branding & marketing opportunities, click the link [Brochure-Branding and Marketing 2023.pdf](#)

In view of the above, we request you to kindly block your diary to attend this **Annual flagship summit** and please forward this mail to your professional colleagues who may be interested in attending.

Looking forward to receiving a line of confirmation from you.

With kind regards,

Avinash Sharma
Director

The Associated Chambers of Commerce and Industry of India
ASSOCHAM Corporate Office:
4th Floor, YMCA Cultural Centre, and Library Building,

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