

#BWTop50Marketers

AGENDA

FEBRUARY 18, 2021

1.45 PM – 1.50 PM:

Opening Address by **BW Marketing World**

1.50 PM – 2.00 PM:

Marketing, Revisited

Sukhleen Aneja, CMO & Marketing Director, RB Hygiene South Asia

2.00 PM – 2.35 PM:

Transitioning To Becoming Growth Partners To CEOs

Hitu Chawla, Chief Marketing Officer, Microsoft India

Jayen Mehta, Sr General Manager, Planning & Marketing, GCMMF (Amul)

Roshni Das, Director – Marketing, Intel India

Sunay Bhasin, Chief Marketing Officer, MTR Foods

Moderator: **Noor Fathima Warsia**, Group Editorial Director, BW Businessworld

2.40 PM – 3.10 PM:

Marketing ROI In A Digital & Data World – What Lies Ahead

Deepali Naair, Chief Marketing Officer, IBM India & South Asia

Shashank Srivastava, Executive Director - Marketing & Sales, Maruti Suzuki

Akash Deep Batra, Head - Marketing (Consumer Banking), DBS Bank

Vijayant Dhaka, Senior Vice President, ValueFirst

Moderator: **Abhinav Trivedi**, Managing Editor, BW TV & Digital

3.10 PM – 3.30 PM:

Cautious Creativity or Sensitive Marketing: Marketers' New Challenges

Karthi Kumar Marshan, President & Chief Marketing Officer, Kotak Mahindra Bank

Karan Kumar, Senior Vice President & Chief Marketing Officer, DLF

Moderator: **Noor Fathima Warsia**, Group Editorial Director, BW Businessworld

3.30 PM – 4.00 PM:

Purpose-Led Marketing: What Changed in 2020?

Deba Ghoshal, Vice President & Head - Marketing, Voltas

Shiva Krishnamurthy, Vice President - Foods & Beverages, Hindustan Unilever

Sunil Narula, Vice President - Marketing, Panasonic Life Solutions India

Moderator: **Abhinav Trivedi**, Managing Editor, BW TV & Digital

4.05 PM – 4.25 PM

Iconic Brands as Builders of Culture & Community

Shubhranshu Singh, Global Head - Marketing, Royal Enfield

4.30 PM – 5.00 PM:

CMOs of the 2020s: Experience, Brand, Consumer & More Rolled In To One

Ajay Kakar, Chief Marketing Officer, Aditya Birla Capital

Amit Doshi, Chief Marketing Officer, Lenovo India

Moderator: **Noor Fathima Warsia**, Group Editorial Director, BW Businessworld

5.00 - 7.00 PM BW Marketing World Top 50 Marketers Awards

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