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OCTOBER 12, 2022

#BWBrandMavericks

BWMARKETING
WORLD **BRAND**
MAVERICKS
SUMMIT 2022

9:30 AM ONWARDS

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#BWMarketing40under40



4:00 PM ONWARDS

Venue: The Leela Gurgaon

AGENDA

- 9.45 AM – 10 AM** Opening Address and Setting the Context
Dr Anurag Batra, Chairman & Editor in Chief Bw Businessworld and exchange4media
- 10 AM – 10.45 AM** Keynote + Fireside: Getting brands ready for 2023 (With digital, tech & business realities advancing at lightning speed, how will brands navigate in the coming year?)
Akshay Bector, Chairman, Cremica Foods in Conversation **Dr. Anurag Batra**, Chairman & Editor in Chief, BW Businessworld and exchange4media
- 10.45 AM – 11.30 AM** Panel Discussion: Trends in 2023 (What top trends will float in the media, marketing & advertising ecosystem?)
Prasun Kumar, Chief Marketing Officer, Just Dial
Vikramjeet Bhayana, Head of Marketing, Bajaj Allianz General Insurance
Siddhartha Butalia, Chief Marketing Officer, AirAsia India
Rahul Singh, VP & Head of Marketing SAP Indian Subcontinent
Moderator: **Karthik Nagarajan**, Chief Content Officer, Wavemaker India & Head – Branded Content, GroupM India
- 11.30 AM – 12.15 PM** Special Panel: Creative Masters on Creating Future Masters (What will it take to build the next-gen creative force?)
Bobby Pawar, Chairman & CCO, Havas Group India
Dheeraj Sinha, CEO & CSO, South Asia, Leo Burnett; Chairman, BBH India
Nitin Kumar, Group Creative Head, Magnon Group
Moderator: **Ruhail Amin**, Sr Editor, BW Businessworld
- 12.15 PM – 1 PM** Panel Discussion: Brand purpose & its impact (How will leading brands create an everlasting impact with their strategies in 2023?)
Ameya Padmakar Velankar, Head of Marketing for India & South Asia, Uber
Aabhinna Suresh Khare, Chief Marketing & Digital Officer, Bajaj Capital
Shivam Ranjan, Head of Marketing, Motorola India
Antara Kundu, GM – Marketing, The Body Shop (Asia South)
Manan Shah, Director Marketing – India & South East Asia, Truecaller
Amit Wadhwa, CEO, Dentsu Creative India
Moderator: **Ankur Gattani**, VP- Growth and Marketing Webengage
- 1 PM – 1.30 PM** Keynote Address: The 4X4 perspective: The What & How of being a CMO
Rajesh Ramakrishnan, Managing Director, Perfetti van Melle India
- 1.30 PM – 2:10 PM** Panel Discussion: Scope for startups in 2023 (How are the new-age brands aiming to make the most of the coming year?)
Isha Sharma, Head of Brand and Marketing, Wholsum Foods
Anuja Mishra, Chief Marketing Officer, Mamaearth
Kunal Bhardwaj, Senior Director Of Growth and Marketing, Upstox
Parth Joshi, Chief Marketing Officer, Bharatpe
Gagan Arora, Head of Marketing, Pristyn Care
Moderator: **Ashit Chakravarty**, Executive Vice President- Growth & Strategy, Dentsu Creative India
- 2:10 PM – 2.40 PM** Lunch
- 2.40 PM – 3.30 PM** Panel Discussion: Charting the immersive customer experience (How is the consumer side expected to pan in the coming year and brands' strategies to win them effectively)
Chandan Mukherji, Director & Senior Vice President, Strategy, Marketing & Communication, Nestle' India
Manika Sharma, Head of Marketing, Firefox Bikes
Burhanuddin Pithawala, Head of Growth Marketing & Operations, HealthPlix
Moderator: **Ankit Prasad**, Founder & CEO, Bobble AI
- 3.30 PM – 4 PM** Panel Discussion: The Winning Formula (Learnings from 2022 & the way forward)
Puneeth Bekal, Director- Area Marketing, Mastercard
Ayaaz Khan, Vice President Marketing, Max Life Insurance
Shreya Sachdev, Head of Marketing, PUMA India
Moderator: **Ruhail Amin**, Sr Editor, BW Businessworld
- 04.00 PM – 04.25 PM** Pushing India To The Top & The Role Future Leaders Play
CVL Srinivas, Country Manager, WPP India
- 04.30 PM – 06.00 PM** BW Marketing World 40 under 40 Awards Ceremony

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