AGENDA

BW MARKETING WORLD
www.bwmarketingworld.com

1st Edition #BUILTBYBRANDS
BRAND CRAFT CONFERENCE 2026

FOLLOWED BY

1st Edition #BWBrandsOfIndia
POWER BRANDS OF INDIA 2026
Recognising Marketing Power Brands of 2026

#BWMarketing30under30
2ND EDITION
30 UNDER 30
Celebrating Young Turks of Indian Marketing Sector

OCT 28, 2026
RADISSON MG ROAD, SULTANPUR

REGISTER NOW

11:00 AM – 11:25 AM	**Opening Address:** **Dr. Annurag Batra**, Chairman & Editor-in-Chief, BW Businessworld & Founder, exchange4media
11:30 AM – 11:50 AM	**Keynote: Long Live Marketing** **Utsav Malhotra**, COO, Noise
12:00 Noon - 12:40 PM	**AI In Marketing: What's Actually Working Right Now** **Amit Jawar**, Vice President Sales & Marketing, Patanjali **Ajay Kaul**, Former Global Head - Growth Marketing, Didi Global **Abhijit Bhattacharya**, CMO & Sr. VP, DLF Moderator: **Ruhail Amin**, Sr. Editor BW Businessworld & Exchange4media
12.40 PM - 1:00 PM	**The Brand Brain That Runs Modern Marketing. 24*7** **Ram Parkash**, Vice President - Enterprise Sales, Zocket
1:00 PM - 2:00 PM	**Lunch (On Us, Not Your Media Budget)**
02:00 PM - 02:45 PM	**Personalisation or Personal Creep?** **Udit Malhotra**, Head Marketing, JSW MG Motor India **Amandeep Malhari**, Head Marketing, JK Cement **Pawan Jagnik**, Head Marketing-India, Pladis Global (McVities: Godiva :Ulker) Moderator: **Deba Ghoshal**, Founder, Boardwalk & Co, Senior Business Advisor, Bosch Home Comfort India
2:45 PM - 03:15 PM	**Standalone: Beyond the Ad: How AI Is Changing the Craft of Brands** **Niraj Ruparel**, Creative Technology Lead, WPP & WPP Media, India
03:15 PM - 04:30 PM	**2nd Edition of BW Marketing 30U30 Awards Ceremony**
04:30PM - 05:15 PM	**The Not So Always Attention-span Myth** **Archi Gogoi**, CMO, Ai + Smartphone **Zeenah Vilcassim**, Global CMO , Daily Objects **Abhinav Sinha**, CMO, Renault India **Nitin Malhotra**, CMO, Livpure India **Himanshu Khanna**, Group CMO, CKA Birla Group Moderator: **Sujatha V Kumar**, CMO - ex Visa, Coca-Cola and Google
5:15 PM - 06:00 PM	**The Marketing Mix Is Having A Mid-life Crisis** **Shivam Ranjan**, Head Marketing - APAC, Motorola Mobility **Ullas Vijay**, CMO, Duroflex **Binit Kumar**, Head - Marketing, Health Supplements + Hydration , Baby Care, Dabur **Debasree Dasgupta**, CMO, Pernod Ricard **Tushar Malhotra**, Director - Sales & Marketing, Bisleri International **Shruti Kaushik Agrawal**, Group Chief Marketing Officer, DivyaSree Moderator: **Chandan Mukherji**, CEO, Engrowi
06:00 PM - 06:20 PM	**Fireside Chat - Scripts and strategies. The right way of setting narratives in the coming decade** **Aditya Uppal**, Actor | Marketeer | Host
06:20 PM - 06:30 PM	**Closing remarks**
06:30 PM Onwards	**1st Edition of BW Marketing World Power Brands Awards Ceremony**

ASSOCIATE PARTNER
truecaller

STRATEGIC PARTNER
Zocket

AGENCY PARTNER
iAvatarZ DIGITAL

EVENT PARTNERS

joy-travels.com Get Rejuvenated | Opal Events | IWM BUZZ .COM | Realty+ | e4m exchange4media.com | Pitch | [IMPACT]