



VENUE : SALCETTE I & II	WORLD DIGITAL MARKETING CONGRESS (13th February, 2018)
09:00 AM	REGISTRATION AND MORNING REFRESHMENTS
9:50 AM – 10:00 AM	Opening Remarks & Inauguration
10:00 AM - 10:30 AM	Jaspreet Bindra, Senior Vice President – Digital Transformation, Mahindra Ltd. Topic: Digital Transformation and the Marketer's Role
10:30 AM - 11:00 AM	Jagdish Ramaswamy, Chief Digital Officer & Head of Excellence, Hindalco Industries Ltd. Topic: "Marketing in the Digital World" - Managing the Change
11:00 AM - 11:15 AM	REFRESHMENT BREAK
11:15 AM - 11:45 AM	Shilpa Dureja Puri, Director Marketing - Digital, Microsoft India Topic: Digital Transformation of Marketing
11:45 AM - 12:45 PM	PANEL DISCUSSION I: Topic: How to Create a Digital Ecosystem for Performance Driven Campaigns <ul style="list-style-type: none"> • Darshak Bhatt, Director & Co - Founder, Adunit Media Network (India & EU) • Arnab Ganguly, Group Head of Digital and Analytics, Kanmo Retail Group • Sushant Sharma, Head - Digital, Sentio India Pvt. Ltd. • Deepan Siddhu, Associate Director - Digital Strategy, Webenza India Pvt. Ltd. • Kalana Meneripitiya, Manager – Strategy, Capital Alliance • Manish Giri, Business Head, Leadbolt Pty Ltd • Arindam Biswas, Head - Digital Intelligence COE, FedEx
12:45 PM - 01:00 PM	100 Smartest Digital Marketing Leaders (Global Listing)
01:00 PM - 2:00 PM	LUNCH BREAK
2:00 PM - 2:30 PM	To be announced*
2:30 PM - 3:30 PM	PANEL DISCUSSION II: Topic: The Digital Marketing Lifecycle: The New World of One Screen <ul style="list-style-type: none"> • Prasad Shejale, Co-Founder & CEO, Logicserve Digital • Abhishek Verma, Chief Operating Officer, Freemont Digital • Sameer Jain, Director - Digital Strategy & Customer Engagement, Shopclues • Siddhant Tewari, Head – Digital Marketing, ALT Balaji • Pawan Wankhede, CEO, Fuel Digital
3:30 PM - 3:45 PM	REFRESHMENT BREAK



<p>3:45 PM – 4:45 PM</p>	<p>PANEL DISCUSSION III: Topic: Why Digital Marketing is the Future?</p> <ul style="list-style-type: none"> • Shabir Momin, MD & CTO, Zenga TV • Anish Behera, Partner & Chief Integration Officer, Purple People Co. • Dinesh Chandrasekar, Director - Solution Marketing & Innovation Lead, Hitachi Consulting, India • Amit Purohit, VP & Head - Digital Business, Aditya Birla Sunlife Asset Management Company Limited • Ashvin Rao, Co-Founder & CEO, SpeakingLamp Technologies Pvt. Ltd. • Vikash Kumar, General Manager (eCommerce/Digital Marketing), GHCL • Prashant Puri, Co - Founder & CEO, Adlift
<p>4:45 PM – 5:15 PM</p>	<p>100 Smartest Digital Marketing Leaders (India Listing)</p>
<p>5:15 PM Onwards</p>	<p>World Digital Marketing Congress Presents Global Digital Marketing Awards</p>