

Agenda

Time	Topic	Panelists
9.00 AM onwards	Registrations	
10.30 - 11.00 AM	Opening Address	<ul style="list-style-type: none"> ● Bijoya Ghosh, Founder & CEO, Adgully Network
11.15 - 11.45 AM	Panel Discussion: Martech Convergence: Aligning Marketing Strategy with Digital Transformation	<ul style="list-style-type: none"> ● Session Chair: Prashant Mathur, Vice President, CXM, dentsu India ● Ashish Tiwari, Chief Marketing Officer, Home Credit ● Sachin Vashishtha, Chief Marketing Officer, Paisabazaar ● Tarun Khanna, President & Head, Digital Sales, Strategy & Marketing, Reliance General Insurance
11.45 - 12.05 PM	Fireside Chat: Measuring ROI in Digital Marketing: Challenges, Opportunities, and Best Practices	<ul style="list-style-type: none"> ● Session Chair: Lawrence Suchitha, Vice President - Growth & Strategy - India, Teamology Softech and Media Services ● Harkawal Singh, VP Marketing, RSPL ● Shireesh Joshi, Founding Leadership Team Member, ONDC
12.10 - 12.20 PM	Research Report unveiling by Adgully & Dentsu Team on Martech Landscape in India	
12.20 - 12.30 PM	Keynote Session: Martech Landscape in India	<ul style="list-style-type: none"> ● Meera Raman, Chief Strategy Officer, CXM, dentsu India
12.30 - 12.45 PM	Fireside Chat: The Code to Tomorrow: Shaping the New Digital DNA	<ul style="list-style-type: none"> ● Session Chair: Rahul Kashyap, Executive Director, PRP Group ● Dr SK Lohia, Former Joint Secretary, Ministry of Housing and Urban Development
1.00 - 2.00 PM	Lunch	
2.00 - 2.30 PM	Fireside Chat: Premium, Safe, and Scalable: The Future of Brand Safety in Contextual Advertising	<ul style="list-style-type: none"> ● Session Chair: Nabajit Nath, Sales Director, India, Kargo ● Girish Menon, Associate Director, dentsu Programmatic, Amplifi ● Neha Khullar, Head of Marketing, Kenstar ● Priyanka Rai Senapati, Associate Business Director, Wavemaker
2.30 - 3.00 PM	Panel Discussion: AI-powered Contextual Advertising: Balancing Privacy, Relevance, and Performance	<ul style="list-style-type: none"> ● Session Chair: Hemant Kshirsagar, Chief Business Officer, Financial Services & FinTech, dentsu India ● Gandharv Sachdeva, Country Head - India, Hybrid ● Himanshu Sirohi, Head of Digital Marketing, Apollo247 ● Manoj Verma, Deputy General Manager, itel ● Nisha Madan Dhanda, Director Brand & Marketing operations, Dataseed Tech ● Nitin Yadav, Lead Digital Marketing & Experience, JSW MG Motor ● Vikram Singh, Digital Marketing Head, ITC Hotels

3.05 - 3.40 PM	Panel Discussion: Beyond Impressions: How Misalignments Impact Engagement and ROI in Video Ads	<ul style="list-style-type: none"> ● Session Chair: Amit Rathi, Managing Director India, Channel Factory ● Abhishek Chadha, EVP – North & East, Interactive Avenues ● Divyesh Gurlani, Sr VP & Business Head - APEX, Publicis Media ● Karan Singh, Enterprise Marketing Manager, HP Inc ● Nitin Guleria, Head of Media - Mobile, Samsung ● Shubham Verma, Media and Measurement Lead, Hygiene, Reckitt
3.45 - 4.15 PM	Panel Discussion: Beyond Impressions: Measuring Engagement and ROI in CTV Advertising	<ul style="list-style-type: none"> ● Session Chair: Naresh Gupta, Managing Partner, Bang in the Middle ● Abhishek Ranjan, Digital Head DS Spiceco, DS Group ● Akhil Nair, Founder & CEO, BigTrunk Communications ● Arun Kumar Raghav, Founder & CEO, BEglobal ● K.Ganapathy Subramaniam, Chief Marketing Officer, LT Foods ● Neha Rao, Marketing - Vice President, Bikaji Foods International
4.20 - 4.50 PM	Networking Break	
4.55 - 5.25 PM	Panel Discussion: Performance Marketing 3.0: Leveraging AI and Data for Performance-Driven Campaigns	<ul style="list-style-type: none"> ● Session Chair: Devang Shah, Chief Business Officer, Consumer, Industrials & Commerce, dentsu India ● Anuj Sriraj, Digital Activation Lead, Reckitt Benckiser India ● Jatin Kapoor, Managing Director, Adsflourish ● Mayank Saxena, Group Head of Marketing, Rupee112 & Bharatloan ● Nishit Mohan, Co-founder, Lyxel & Flamingo ● Robin Samuel, VP - Marketing, IndiaMART InterMESH ● Sushrut Pant, Head-Marketing, Shree Cement
5.30 - 6.00 PM	Panel Discussion: The Power of Regional Languages in Digital Advertising	<ul style="list-style-type: none"> ● Session Chair: Bobby Paul, Senior General Manager - Marketing, ManoramaOnline ● Rumi Ambastha, VP Marketing, Mila Beauté ● Sajit Gopal, Media Head, Dominos ● Swapnil Malpathak, Business Head - Digital, Sakal Media Group ● Veda Bashishtha, Digital Marketing Lead, McNROE (Wild Stone and Secret Temptation) ● Vishal Pathania, Head Digital & D2C, Relaxo Footwear