DIGIXX Summit & Awards 2026
AGENDA

Date: 17th April, 2026
Venue: Delhi
Theme : Driving India's Digital Future: Harnessing New Power Centers

10:30	**Opening Address:**	Bijoya Ghosh
10:45	**Opening Keynote -**	• Narayan Devanathan President & Chief Strategy Officer, South Asia, dentsu-
11:00 - 11:20 AM	**Keynote Address:**The New Era of Search Powering Brand Connections	• Satya Raghavan, Director Marketing, Google
11:30 - 12:00 PM	**Panel discussion:** Neuro Contextual Advertising: Making Ads Feel Human **Talk Points:** 1. What's one growth lever that stopped working once you scaled—and why? 2. 2. Where does AI save real money in your week, and where is it still theatre? 3. 3. How are you building first-party data without burning trust? 4. 4. Hardest call: growth target vs brand safety/privacy. 5. 5. When data says go but instinct says no—who arbitrates	Session Chair: Mukesh Tripathi,Vice President - Media,Efficacy • Samir Sethi,Head Of Brand Marketing,POLICYBAZAAR • Neelanjan Chakraborty, Head - Digital Marketing, Omega Seiki Mobility • Dimpy Yadav, Head - Data Strategy & Consulting - OpenX INSWA, WPP media • Hiren shah, Founder & Managing,Director,VERTOZ • Sushaant Chopra, Hybrid Adtech Private Limited -Senior Director - North & South • Nitin G, Media Head, Mars Pet nutrition
12:00 - 12:15 PM	**Keynote Address:** How AI is reshaping advertising, from targeting and creative optimisation to performance measurement, while ensuring we don't lose the human edge	• Kargo APAC Cam Dinnie APAC Director, Strategy

12:15 - 12:30 PM	**Keynote:** Unlock Growth With AI: Unifying Intelligence, Not Just Data	• Siddharth Gupta,Director & Co-Founder,F (Formerly NotifyVisitors)
12:30 - 1:00 PM	**Award set 1**	
1:00 - 2:00 PM	**Lunch**	
2:00 - 2:15	**Keynote:** Launching a Women-Centric Insurance Policy Powered by Real-Time Consumer Intelligence with consumr.ai	• Poonam Aggarwal,Associate Director,ProfitWheel
2:15 - 2:25	**Award set 2**	
2:30 - 3:00 PM	**Panel discussion:** Navigating the Intersection of Location Intelligence and Performance DOOH **Talk Points:** 1. Is India building a brand-led martech future — or a platform-led one? 2. Does the future collapse the boundary between marketing tech and advertising tech? 3. How will DPDP rules rewire data strategy, attribution and personalisation? 4. Are we heading toward a Google–Meta–Amazon–platform-dominated martech reality? 5. Where do independent Indian martech players fit?	**Session chair:** Aradhika Mehta CMO wTVision • Sumeet Singh, Group Chief Marketing Officer, Info Edge India • Akhil Nair, Founder & CEO ,BigTrunk Communication • Sonali Tripathi, CMO, Groupe SEB India • Manan kapur ,Sr Partner,Yaap. • Minal kasturia national head,sakal
03:00 - 3:30 PM	**Panel discussion:** The experience economy: Why CX is the new growth engine	**Session chair:** Kushal Sanghvi Director, Komerz • Vitika sharma banerjee,Co-Founder, Future Fit LLP • Amandeep Singh KocharEVP – Experience Strategy & Martech HeadHavas CX India • Shray Arora, Co-Founder & CEO,Helium • Himanshu Pandey, Founder & CEO,Segumento

		• Sujaya Jacob, Head of Marketing, Trimex Foods Private Limited
3:30 - 4:00 PM	**Panel discussion**: CTV, streaming and connected TV: The next media battleground	**Session chair** :Nabajit Nath, Sales Director, India, Kargo • Abhishek Mehta, Digital Marketing Lead, Dabur • Girish Kumar, Brand Marketing Lead - Smartphones & Ecosystem, Motorola • Ashutosh Chaudharie, GM Marketing and Modern Trade,VI John Group • Sajit Gopal,Head of Media,Dominos • Utkarsh Mehta,AVP - Paid Media & Partnerships,Social Beat • Girish Menon, Associate Director Programmatic, - Amplifi, Dentsu • Shilpi Kapoor,Head of Marketing,BharatPe
4::00- 4:25 PM	**Fireside Chat -** Made in India : Make for Bharat	**Session chair** :Kushal Sanghvi Director, Komerz • Rithish Kumar,Co-Founder, Pee • Saurabh Munjal,Co-Founder & CEO,Archian Foods Private Limited (Lahori Zeera)
4:30 - 4:45 PM	**Award set 3**	

4:50- 5:20 PM	**Panel discussion:** Next Phase of Creator Economy : Indian Languages and their Impact	Session Chair - Ritika Sidhwani Lead - Growth & Partnerships Fuzion PR ● Harpreeth Suri - Influencer at momwearsprada ● Prachi Kaushik ,Head - PR and integrated communications, Greater India,Signify ● Jasleen Kohli, DGM Digital Marketing Dabur ● Anasua Mitra PR and Corporate Communications Lead, Lava ● Rumi Ambastha, Head of Marketing,Puresta
5:25 - 6:00PM	**Panel Discussion:** The New Age Consumer Journey: Where CTV Meets Content and Commerce	**Session chair**: Lawrence Suchitha Vice President - Growth & Strategy Teamlogy ● Pooja Baid, CMO, Versuni ● Santosh P. Kumar,Chief Operating Officer,INNOCEAN India ● Ribhu Mishra (Vice President - Revenue, India, MiQ) ● Ramsai Panchapakesan,President-Investments & Partnership, Havas Media India ● K Ganapathy, CMO, LT Foods
6:00 - 6:30PM	**Awards**	