



SIES

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NAAC Accredited

College of
Management
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Annual Marketing Conclave 2019

'Marketing - A Catalyst To Growth'

AGENDA

TIME	SESSION	SPEAKERS
11.45pm – 1pm	Panel discussion on Developing essential skills for a marketer in the VUCA world	<ul style="list-style-type: none">•Dhiraj Mathur (Business Head-SME & LAP, JM Financials)•Ms.Gargi Shah (Co-founder-The Playce)•Mr.Nikhil Prabhakar (Head of Marketing & Products-RupeeCircle)•Mr. Rohan Sharma(Dy.Manager- Deloit)•Mr.Unnikrishnan V (Ugam Solutions)
1pm - 1.45pm	Lunch and Networking	
1.45pm - 3pm	Panel discussion on "Branding Success & failures-Stories from practitioners"	<ul style="list-style-type: none">•Aalhad Wadekar (Category Manager, Gulf Oil)•Ms.Gargi Bhatt (Sr. Brand Manager, Piramal Enterprises)•Mr.Kiran Giradkar (Head of Marketing, Bisleri)•Mr.Vinay Shrivastava (Head of new Business & Digital Strategy, Marico)
3pm - 3.30pm	Tea & Networking	
3.30pm - 4.30pm	Final Round of the AD-MAD Competition	