

Economic Value Added by brands to the Top 50 companies of India Inc.- US\$ 67 billion*



BRANDFINANCE® FORUM INDIA 2010

Date: 9th April 2010 | Venue: The Taj Mahal Palace & Tower, Apollo Bunder, Mumbai 1.

Morning Session
(9.30 a.m.)

Keynote Address by
Mr Adi B Godrej -
Chairman, Godrej Group

Prof. Malcolm McDonald -
Chairman, Brand Finance plc

Mr David Haigh -
Chief Executive Officer,
Brand Finance plc

Mr R Gopalakrishnan -
Executive Director, Tata Sons

Book release by
Mr Adi B Godrej,
"Marketing Accountability -
How to measure marketing effectiveness"
(10.00 to 10.10 a.m.)

Handing over of the Awards by
Mr Adi B Godrej,
Prof. Malcolm McDonald,
Mr David Haigh
(10.10 to 10.50 a.m.)

Tata -
"India's only brand among Brand Finance Global 500"
R Gopalakrishnan -
Executive Director, Tata Sons

Tata Tea -
"Brand with maximum social value added"
Ms Sangeeta Talwar -
Executive Director, Tata Tea

Leela Hotels -
"Lifetime Achievement Award for Brand Value Excellence"
Capt. C. P. Krishnan Nair -
Chairman, The Leela Palaces, Hotels and Resorts

Airtel -
"India's most powerful Brand"
Mr Sanjay Kapoor -
CEO, Bharti Airtel

Panel Discussion on
**Brand Value - A Key driver for
Corporate Sustainability**
(10.50 to 11.45 a.m.)
(Panel Moderated by
Ms Anuradha Sengupta, CNBC TV18)

Mr A B Godrej -
Chairman, Godrej Group

Mr R Gopalakrishnan -
Executive Director, Tata Sons

Capt C. P. Krishnan Nair -
Chairman, The Leela Palaces, Hotels and Resorts

Prof. Malcolm McDonald -
Global Chairman, Brand Finance plc

Mr David Haigh -
Chief Executive Officer,
Brand Finance plc

Mr Unni Krishnan -
MD, Brand Finance India

Mid Morning Session
Panel Discussion on
**Economic Value Added by
Brands across sectors**
(12.00 to 1.00 p.m.)
(Panel Moderated by
Ms N Mahalakshmi - Editor,
Outlook Business and Outlook Money)

Mr A Mahendran - MD, Godrej Sara Lee

Mr Ashwini Kakkar - Vice Chairman,
Mercury Travels

Mr Vikram Malhotra - COO, Balaji Telefilms

Mr Sarajit Jha - COO, Tata Coffee

Ms Sangeeta Talwar - Executive Director,
Tata Tea

Ms Jyoti Narang - COO, Taj Hotels

Mr G Hari - COO, TAFE

Mr R Sudhakara Rao - Executive Director,
HPCL

Lunch
(1:00 to 1:30 p.m.)

Speech by Mr David Haigh -
(1.30 to 2.00 p.m.)

(IFRS 3 and Implications)
- The importance of value of Brands and intangible
assets in all stages of M&A process (Before, during
and after) with global examples and best practices
for Indian Inc

Afternoon Session
(2.00 to 3.30 p.m.)

Panel Discussion on
**How brands can be used to influence investors
and as an asset to raise funds**

Mr Mehul Choksi - Chairman, Gitanjali Gems
Mr Suresh Rangarajan - CEO, Artha Money
Mr Imran Jafar - Director, Gaja Capital
Mr Manish Arora - Founder, Three Clothing Company
Mr Tarun Tejpal - Founder, Tehelka
Mr Pritish Nandy - Founder, Pritish Nandy Communications
Mr Padmasingh Isaac - Founder & Chairman, Aachi Masala

Vote of Thanks -
(3.30 to 3.40 p.m.)

For enquiries and enrolment, kindly call us on the below mentioned numbers:

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