



\* Program tentative as on 2<sup>nd</sup> Dec, 2010

## MASSMERIZE 2010

Beyond the Obvious

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14<sup>th</sup> December, FICCI Federation House, New Delhi

1000 Hrs	<b>Registration</b>
1030 - 1100 Hrs	<b>Inaugural Session</b>
	<b>Welcome Address:</b> Mr. Kurush Grant, Co-chair, FICCI FMCG Committee & Executive Director, FMCG, ITC
	<b>Opening Remarks:</b> Dr Amit Mitra, Secretary General, FICCI
	<b>Chairman's Address:</b> Mr. Shantanu Khosla, Chairman, FICCI FMCG Committee & MD, P&G
	<b>Special address:</b> Mr. Rajan Bharti Mittal, President, FICCI
	<b>Inaugural address:</b> *Shri Jyotiraditya Scindia, Hon'ble minister of state for Commerce and Industry
	<b>Release of Knowledge Paper</b>
	<b>Concluding Remarks:</b> Mr. Saugata Gupta, Co-chair, FICCI FMCG Committee & CEO, Marico
1100 - 1115 Hrs	<b>Networking Tea Break</b>
1115 - 1135 Hrs	<b>Presentation on the Knowledge Paper: FMCG sector- Evolving for the future</b> Mr. Raghav Gupta, President, Technopak Advisors
1135 – 1200 Hrs	<b>Keynote session on 10 big current trends in the FMCG sector highlighting the concerns of all partners/stakeholders</b> Ms. Rama Bijapurkar, Thought leader on marketing strategy and consumer related issues in India
1200 - 1315 Hrs	<b>Business Session I</b>
	<b>'Stay Ahead of the Ordinary': The Success Mantra</b> Chair: Mr. Saugata Gupta, CEO, Marico Ltd
	<b>Celebrity brand endorsements, connecting with the consumers responsibly</b> *Mr. Senthil Kumar, Executive creative director, JWT India
	<b>Brand Valuation in India – Value creation in the mind and the balance sheet</b> Mr. Unni Krishnan, MD, Brand Finance India
	<b>Striking gold - Making money at the Top of the Pyramid</b> Mr. Anil Chopra, CEO, Lakme Lever*
	<b>Creating brand loyalty amongst the rural consumers: The real challenge!</b> Mr. Raghu Vishwanath – CEO, Vertebrand
	<b>Exploring alternate avenues of visibility &amp; distribution : 'Pharmacies'</b> Mr. Rahul Chadha, CEO, Religare Wellness Ltd.
1315 – 1415 Hrs	<b>Networking Lunch</b>



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1415 – 1455 Hrs	<p style="text-align: center;"><b>Session II</b> (Panel Discussion)</p> <p style="text-align: center;"><b>FMCG sector: Building consumer trust</b></p> <p>Chair: Mr. Shantanu Khosla, Managing Director, P&amp;G</p> <p>Mr. Shantanu Khosla, MD, P&amp;G India          Mr. Kannan Gopalakrishnan, CEO, Technopak Advisors          Mr. Dalip Jolly, MD, Fena Pvt Ltd.          Mr. Kurush N Grant, Executive Director, FMCG, ITC          Mr. Harry Lagad, Executive Director, Gati Ltd.          *Mr. Mukul Deoras, MD, Colgate Palmolive</p>
1455 – 1555 Hrs	<p style="text-align: center;"><b>Business Session III</b></p> <p style="text-align: center;"><b>FMCG Sector: From NOW to WOW!</b></p> <p>Chair: *Shri P.D Sudhakar, Special secretary, Ministry of Corporate Affairs          Co-chair: Mr. Kurush Grant, Executive Director- FMCG, ITC</p> <p><b>Creating a green product</b>          Mr. Rene Co, Senior External Relations Manager, P&amp;G</p> <p><b>Practicing sustainability : opportunities &amp; challenges</b>          Mr. Sudipta Das, Partner &amp; leader ,climate change and sustainability services, Ernst &amp; Young</p> <p><b>Building a business model with Inclusiveness</b>          Ms. Sangeeta Talwar, MD &amp; CEO, NDDB</p> <p><b>Inclusiveness on Economic Growth : The Multiplier effect</b>          Mr. Pradeep Lokhande, Head, Rural relations</p>
1555 – 1620 Hrs	<p style="text-align: center;"><b>Session IV</b></p> <p style="text-align: center;"><b>Exclusive session on 10 key cutting edge technologies for the FMCG sector</b>          Representative Accenture</p>
1620 – 1630 Hrs	<p style="text-align: center;"><b>Networking Tea Break</b></p>
1630 – 1715 Hrs	<p style="text-align: center;"><b>Session V</b> (Panel Discussion)</p> <p style="text-align: center;"><b>Online Networking – How can it help build a brand?</b></p> <p>Chair: Mr. Prem Kamath, Executive Vice President &amp; General Manager Channel [v], STAR India Pvt. Ltd.          Mr. Hari V Krishnan, Country Manager, LinkedIn India          Mr. Mahesh Murthy, CEO, Pinstorm          Mr. S. Sivakumar, Chief Executive- Agribusiness, ITC Ltd*          Mr. Rajesh Lalwani, Founder and Principal, Blogworks          Ms. Kirthiga Reddy, Head of online operations, Facebook India*          Google representative          Mr. Neville Taraporewalla, Director-Advertiser &amp; Publisher solutions group, Microsoft Corporation*</p>
1715 – 1730 Hrs	<p style="text-align: center;"><b>Networking High Tea</b></p>

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