

AGENDA FOR DIGITAL DOT RURAL 11TH OF MARCH 2016 VIVANTA BY TAJ, DWARKA, NEW DELHI

Friday / March 11 th	
8.30 – 9.30 AM	Registration
9.30 – 9.35 AM	Welcome address by RMAI President Sanjay Kaul
9.35 – 10.35 AM	<p>Inaugural Session - Bridging Digital Divide</p> <p><u>Key Note Speakers</u></p> <ul style="list-style-type: none"> • S Sivakumar, CEO, ITC (ABD) • Gulzar Azad - Head of Access Programs at Google India - Google • Sandeep Aurora – Director, Marketing and Market Development – Intel South Asia
10.35-11.00 AM	Networking Tea
11.00 – 12.00 PM	<p>Marketing Communications - The Digital Way</p> <p>Key Note Presenters</p> <ul style="list-style-type: none"> • Bansari Vyas – Industry Strategy Leader, Digital Marketing, South Asia at Adobe • Aparna Lal – Head Digital Marketing, Microsoft Corporation India Pvt Ltd • K V Sridhar – Chief Creative Officer – Sapient Nitro India <p>15 mins of Q&A session with the panel Session moderated by Rahul Saigal – President , Geometry Global</p>
12.00 – 01.00 PM	<p>Winning in Rural with the power of digital – Marketer’s Lessons:</p> <ul style="list-style-type: none"> • Prabhakar Tiwari, Chief Marketing Officer at PayU • Sourav Shah – Head of Digital at Mahindra & Mahindra Financial Services • Sankalp Potbhare– Head – Business Strategy and Sales Development at Reckitt & Benckiser <p>15 mins of Q&A session with the panel Session moderated by Prashant Mandke – VP & Head, Anugrah</p>

	Madison
01.00 – 02.00 PM	Lunch
02.00 – 02.30 PM	<p>Attracting Customers to the New Age Haats – e-commerce</p> <ul style="list-style-type: none"> • Amarjit Batra, CEO – OLX India
02.30 – 02.50 PM	<p>The emerging Indian Rural Consumer in the Digital Era</p> <p>Raghuram Devarakonda - Managing Director and Lead, Advanced Customer Strategy, Accenture Strategy, India</p>
02.50 – 03.50 PM	<p>Making the most of the most viewed screen – Mobile</p> <p>Key Note Presenters :-</p> <ul style="list-style-type: none"> • Leveraging Mobile Platform – Sunando Banerjee is National Head, Sales and Solutions at Madhouse India • Engaging Rural Consumers – Girish Chaturvedi – Vice President, Mobility at Netcore Solution • How Brands can Embrace Content –Surya Narayan – Head of Business at Hungama Digital <p>15 mins of Q&A session with the panel</p> <p>Session moderated by Puneet Vidyarthi – Head Rural at JCB India Ltd</p>
03.50 – 04.50 PM	<p>Digital Bharat : Access, Economy, Entrepreneurship and Development -</p> <ul style="list-style-type: none"> • Madan Padakki – Co-founder, Managing Director & Chief Executive Officer – Head Held High Services • Osama Manzar – Founder Digital Empowerment Foundation • K S Bhatia, Founder PUMPKART.com <p>Session moderated by Raj Kumar Jha – National Creative Director, Ogilvy</p>
04.50 onwards	Networking Tea and close of event