



Presents



YOUTH
MARKETING
FORUM & AWARDS



13th February, 2017 | Taj Lands End, Mumbai

VENUE :: KONKAN

9:00 AM REGISTRATION

9:45AM– 10:00AM WELCOME ADDRESS

CHAIRMAN: Subrato Roy, GM – Marketing, **Blue Dart Express Ltd**

10:00AM – 10:30AM

Ajay Rawal, General Manager - Marketing, **JK Ansell (A Raymond JV with Ansell)**

Topic: Digitization – Youth and Business

10:30AM– 11:00AM Panel Discussion I

Topic: Mobile Brand Engagement – Creating an Emotional attachment to your brand

SESSION CHAIRMAN : Shikha Oberoi Bajpai, Co-Founder, **Indi.com**

- Divyansh Bajpai, Co-Founder, **Indi.com**
- Hemal Majithia, Founder and Chief OktoMind, **OktoBuzz**
- Vishal Agarwal, CEO, **LocoBuzz Solutions Pvt. Ltd**
- T P Pratap, Co Founder & Director, **Qwiksilver Solutions** AND Chief Marketing Officer - **Woohoo**

11:00AM – 11:15AM TEA BREAK

11:15AM – 11:45AM Panel Discussion II

Topic: Empowering youth while remaining true to your brand

SESSION CHAIRMAN : Snehil Gautam, Head of Marketing, **Housing.com**

- Anupama Shetty, Co-Founder & Managing Director, **EAD Cosmos Media & Communications Pvt. Ltd.**
- Jitendranath Patri, Chief Marketing Officer, **Central (A division of Future Lifestyle Fashion Ltd)**
- Varsha Patra, CEO and Co-Founder, **Homegrown Media**
- Ritesh Bhatnagar, Head of Marketing & Growth, **WOO (Doubleyou Technologies)**



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11:45AM-12:15PM Panel Discussion III

Topic: Youth Revolution: Youth trends and influences that shaped youth behaviour

SESSION CHAIRMAN : Veetika Deoras, COO - Digital Vertical & Vice President - Brand Marketing and Corporate Communication, **Tata Capital Limited**

- Gaurav Yadav, General Manager (Marketplace) – West, **Stayzilla.com**
- Rashi Menda, CEO, **Zapyle**
- Neha Shah Majithia, Co-founder & Chief OktoMind, **OktoBuzz**
- Divya Dixit, Director Content Marketing, **LeEco India**
- Sushant Kumar, Founder, **PickdUp**

12:15PM – 12:45PM

Saurabh Doshi, Head Media Partnerships, **Facebook India**

Topic: “A Facebook case study on movie marketing and authentic engagement”

12:45 PM – 01:45 PM LUNCH BREAK

01:45PM – 02:15PM

Rupa Roy, Head Marketing (India and SAARC), **Intel Security**

Topic: “Online youth engagement whilst maintaining viewing safety”

02:15 PM – 03:00 PM

YOUTH MARKETING AWARDS MOST PREFERRED YOUTH BRANDS SOCIAL MEDIA AWARDS

Closing Remarks and Vote of Thanks