

Programme

**1st World Marketing
Summit (WMS) 2018**

**& Presentation of Kotler Marketing
Excellence (KME) Awards 2018**

14 December 2018

Pride Plaza Hotel, Aerocity, New Delhi, India

**WORLD
MARKETING
SUMMIT**

Better world through marketing

NDIA 2018

**"Industry 4.0 – Transformative
Marketing, Disruptive Innovation
and Blockchain In Interconnected World"**

(+91) 7021091487

(+91) 9326010331

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PLENARY SESSION - I

Opening Address
Welcome Address
Special Address

Opening Session**09:00 - 12:00hrs**

Faisal Ziauddin Partner & Chief Operating Officer for Suslence Research International Institute Pvt Ltd.
Prof. Pramod Pathak, IIT Dhanbad, India
Prof. Philip Kotler (Video Address) & **Amitabh Kant**, IAS, CEO, Niti Aayog

Theme Address
Keynote Address
Invited Address

Dr. Annurag Batra, Chairman & Editor in Chief, BW Business World
Gautam Mahajan, Chairman, Customer Value Foundation
B S Nagesh, Chairman and Non-Executive Director, Shoppers Stop
Prof. Rashmi Jain, Marketing Head, N. L. Dalmia Institute of Management Studies & Research,
Mansoor Ahmed, Senior Vice President, Volvo Group, Singapore

Interaction with audience

PLENARY SESSION - II**12:00 - 14:00 hrs****Cases of Business Strategies with:**

Vineet Singh Hukmani, Managing Director & CEO, 94.3
Radio One
Sachin Jain, Managing Director, Forevermark (De Beers)

Walter Vieira, President, Marketing Advisory Services
Group

Interaction with audience

Lunch**14:00 - 15:00 hrs****PLENARY SESSION - III****Cases of Business Strategies with:****15:10- 16:30 hrs**

Mayur Sethi, COO & Partner, WittyFeed
Atul Parvatiyar, Director Centre for Sales and customer Relationship Excellence,
Texas Tech University
Sweta Patel, Founder of Sillicon Valley Satrup Marketing USA
Avinash Kumar, AVP Marketing & Branding, Patanjali Ayurved Pvt Ltd.

Interaction with audience

Tea Break**16:30- 17:00**

PLENARY SESSION IV

Cases of Business Strategies with:

17:00- 18:30hrs

Amit Tiwari, Vice President Marketing, Havells India

Saurabh Varma, CMO, INOX Leisure Ltd

Milind Pathak, Senior Vice President , Paytm Mall

Siddharth Bhardwaj, CMO & National Sales Head, UFO Moviez

Panel Discussion of the

With Saurabh Varma , Siddharth Bharadwaj and Rajat

Tyagi, Chief Information Officer, PVR Cinemas with

Mr. Anil Prabhakar, CEO, 4 Aay's Consulting (Moderator)

Prof Phillip Kotler (Video Conferencing)

PLENARY SESSION - V

GALA AWARD CEREMONY AND DINNER

20:10- 22:10

Presentation of Kotler Awards - 2018

Dinner

21:45hrs