

Marketing Conference 2025

AAMBY VALLEY CITY

Conference Sessions schedule

Date: 16 Dec 2024

Session: FN

Session No.	Program	Speaker	Duration (Mins)	Time (Hours)
0	Registration by Participants	-	30	08:30 - 09:00
1	Inaugural Session	-	60	09:00 - 10:00
a	BEL theme song, invocation & lamp lighting	-	15	09:00 - 09:15
b	Welcome address	DM	05	09:15 - 09:20
c	Inaugural address	CMD	05	09:20 - 09:25
d	Key note address by Chief Guest	Lt. Gen Rahul R Singh, VSM, DCOAS (CD&S)	30	09:30 - 10:00
	Group photo	-	30	10:00 - 10:30
	High Tea	-	30	10:30 - 11:00
2	External expert session-I	Mr. Rajesh Srivastava	90	11:10 - 12:40
	Lunch	-	40	12:50 - 13:30

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3	Presentation / Talk	CMD	20	13:40 - 14:00
4	Setting the Context: MarC 25	D (M)	40	14:00 - 14:40
5	Panel discussion on "Navigating the Radar business segment"	Panel	30	14:40 - 15:10
6	Presentation on "Customer perception of Product support of BEL"	GM (PS/CO)	20	15:25- 15:45
	Drone photography	-	45	15:50 - 16:35
	Tea Break	-	15	16:35 - 16:50
7	Team presentation on "Structured approach to create Market Intelligence in BEL"	Team	30	16:50- 17:20
8	Chat with CMD & Directors	-	30	17:45 - 18:15
	Games & Talent show	-	45	19:15 - 20:00
	Musical Program & Dinner	-	120	20:00 - 22:00

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1	Team presentation on “Methodology to undertake effective business development activities in BEL”	Team	30	08:30-09:00
2	External Expert session-II	Mr. Manoj Chugh	90	09:15-10:45
	Group Photo		15	10:45-11:00
	Tea Break		15	11:00-11:15
3	Debate on “BEL is adequately geared up to achieve growth in export business”	Team	30	11:20-11:50
4	Concluding Session			
a	Recognition of winners / key contributors		10	12:10-12:20
b	Feedback by CMD/Directors /participants		15	12:20-12:35
c	Vote of thanks / acknowledgements		10	12:35-12:45
Lunch followed by departure				

Thank you

