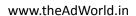


INKSPELL INSIGHT IGNITION – NOVEMBER EDITION

30 NOV 2023 | RADISSON BLU, INTERNATIONAL AIRPORT, MUMBAI









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1030 – 1100 Hrs	REGISTRATION
1100 – 1105 Hrs	INTRODUCTION
	SPECIAL ADDRESS I
1105 – 1120 Hrs	TOPIC: Empowering Content Leaders: The Road Ahead
1103 – 1120 113	SPEAKER: Vishesh Sharma CMO Bajaj Financial Securities Ltd
1120 – 1135 Hrs	ANNOUNCEMENT OF AWARDS
	KEYNOTE ADDRESS
	TOPIC: Beyond Direct Response: The Imperative of Brand Building in Modern Marketing
1135 – 1155 Hrs	SPEAKER: Yogin Vora Digital Marketing Expert Ex- ZEE5
1155 – 1210 Hrs	ANNOUNCEMENT OF AWARDS
1210 - 1220 Hrs	TEA BREAK



	PANEL DISCUSSION
	TOPIC: Content Personalization: Tailoring Experiences through Data Insights
	SPEAKERS:
	Moderator: Rituraj Bidwai Head of Digital Ashwin Sheth Group
	Sunder Venketraman Head of Content, Creator and Monetisation Ecosystem Josh App
1220 – 1310 Hrs	Sharmila Sandeep Head - Marketing Saint-Gobain India Pvt Ltd- Gyproc Business
	Shonali Shetty Head Growth Marketing Godrej Capital
	Saugata Bagchi Global Head - Digital & Content Tata Communications
	Taskeen Nadkar AVP- Product and Strategy Jio Media Ltd

1310 – 1320 Hrs Q&A + AUDIENCE INTERACTION 1320 - 1345 Hrs ANNOUNCEMENT OF AWARDS NETWORKING LUNCH 1445 - 1535 Hrs PANEL DISCUSSION TOPIC: Data-Driven Creativity: The Intersection of Art and Algorithms SPEAKERS: Moderator: Ankoor Dasguupta CMO Shisham Digital Prasad Pimple EVP & Head – Digital Business Unit Kotak Life Samir Vora CMO VerSe Innovation Jahid Ahmed Sr VP and Head of Digital Acquisition/Website/Content & Social Media Marketing HDFC Bank Geetanjali Sachwani VP and Head of Marketing Franklin Templeton India Sapna Desai Head - Marketing and Ecommerce Manipal Cigna Health Insurance
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Q&A + AUDIENCE INTERACTION
1535 – 1545 Hrs
1545 – 1600 Hrs ANNOUNCEMENT OF AWARDS



1600 – 1630 Hrs	FIRESIDE CHAT TOPIC: Navigating the complexity: Insights from marketers on Unified Measurement and Optimisation SPEAKER: Zahara Kanchwalla Co-Founder & CEO Rite KnowledgeLabs Raja Chakraborty CMO Continental Coffee
1630 – 1645 Hrs	TEA BREAK
1645 – 1700 Hrs	ANNOUNCEMENT OF AWARDS
1700 – 1720 Hrs	SPECIAL ADDRESS II TOPIC: Authenticity in the Digital Age: Building Trust through Storytelling SPEAKER: TBA
1720 – 1730 Hrs	ANNOUNCEMENT OF AWARDS