

# 1<sup>st</sup> FICCI BRAND SUMMIT 2010

“Challenges before an Integrated India:  
Bridging the Rural-Urban Divide”

August 5, Hotel Taj Palace, New Delhi

**FICCI**

Federation of Indian Chambers  
of Commerce and Industry

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PROFIT

India with a population of around 1.17 billion, expected to reach 1.53 billion by 2030, offers a huge market opportunity. Robust economic growth, rapid urbanisation and rising income levels are resulting in more disposable income with individuals, changing attitudes towards consumption, rising aspiration levels, growing brand consciousness. Meeting the needs of Integrated India's diverse and vast population would continue to be a huge challenge for us.

What are those challenges, how can business strategize to address them? The convention would delve into this with eminent figures from the field of politics, advertising, marketing and corporate world engaging into brain storming discussions.

#### Valedictory Address by



**Mr. Arun Jaitley**

Leader of Opposition,  
Rajya Sabha

#### Inauguration by



**Mr. Kamal Nath**

Hon'ble Union Minister of Road  
Transport and Highways (invited)

#### Summit Chairman



**Mr Suhel Seth**

Chairman, FICCI Advertising & Marketing Committee  
and Managing Partner, Counselage

### SPEAKERS



**Mr. Analjit Singh**

Chairman & MD, Max India Ltd.



**Mr. H.M. Nerurkar**

Managing Director, Tata Steel Ltd.



**Mr. Sam Balsara**

Chairman & MD, Madison Communication Pvt. Ltd.



**Mr. Vikram Sakhuja**

CEO-South Asia, Groupm



**Mr. Piyush Mathur**

President India, The Nielsen Company



**Mr. Uday Shankar**

CEO, Star India



**Mr. T.V Ramachandaran**

(Resident Director-Regulatory Affairs and  
Govt. Relations, Vodafone Essar Ltd.)



**Mr. Anil Sardana**

Managing Director, Tata Teleservices Ltd.



**Mr. Piyush Pandey**

Executive Chairman, Ogilvy India

## PROGRAMME SESSIONS

- ❖ "How will brands ever address the widening economic disparities of these two Indias?"
- ❖ "Would the aspirations of a disparate India ever be met through brands?"
- ❖ "How will marketing transform as India grows younger?"

### Moderators of Sessions



**Ms. Anjana Menon**  
Executive Editor, NDTV Profit



**Ms. Shruti Verma Singh**  
Consulting Editor and Anchor, NDTV

## Summit Attractions

- ❖ Opportunity to listen to case studies and insights from some of India's most creative minds and marketing practitioners.
- ❖ Unique confluence of leaders from the field of politics, advertising, industry and media.
- ❖ Networking opportunities with the best in the Industry.

## Who should attend?

- ❖ CEOs and MDs.
- ❖ Marketing professionals in the field of branding, sales, packaging, product design & development.
- ❖ Professionals from Advertising, Media, Public Relations, Digital & Interactive and Direct Marketing agencies.
- ❖ Professionals from Media Houses and Market Research organisations.
- ❖ Brand and Marketing Consultants.

## Registration

**Delegate Fees**  
**Rs. 3,500 per delegate**

## Delegate Details

Name:

Organization: .....

Designation: .....

Ph. /Mob.: .....

Email: .....

## Payment Details

Our DD / Cheque No.....for Rs.....drawn on.....in  
favour of "FICCI" payable at New Delhi is enclosed herewith

**Refund policy:** No refund requests would be entertained by FICCI once participation fee(s) has been received.  
Change in nominations could be made.

**Opportunities for sponsorship available**  
**(Please contact FICCI for details)**

### Contact

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**Advertising and Marketing Division**

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**Venue:**  
**Hotel Taj Palace,**  
**Sardar Patel Marg,**  
**Diplomatic Enclave,**  
**New Delhi**