



1st FICCI BRAND SUMMIT 2010

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

August 5, Hotel Taj Palace, New Delhi

PROGRAMME

08:30 am – 10:00 am	Registration and Tea
10:00 am – 11:00 am	Inaugural Session
10:00 am – 10:20 am	Welcome Address by: Mr. Suhel Seth (Chairman, Advertising & Marketing Committee FICCI and Managing Partner, Couselage India)
10:20 am – 10:30 am	Theme Presentation by: Mr. Piyush Mathur (President, India) The Nielsen Company (Knowledge Partner)
10:30 am – 10:50 am	Question and Answer Session
10:50 am – 11:00 am	Vote of Thanks by: Dr. Amit Mitra (Secretary General, FICCI)

11:00 am – 12:30 pm	<p style="text-align: center;"><u>Plenary Session I</u></p> <p style="text-align: center;">“How will brands ever address the widening economic disparities of these two Indias?”</p> <p>Mr. Analjit Singh (Chairman & MD, Max India Ltd.)</p> <p>Mr. H.M. Nerurakar (Managing Director, Tata Steel Ltd.)</p> <p>Mr. Sam Balsara (Chairman & MD, Madison Communication Pvt. Ltd.)</p> <p>Session Moderator – Ms. Anjana Menon (Executive Editor, NDTV Profit)</p>
12:30 pm – 01:30 pm	Lunch
01:30 pm – 03:00 pm	<p style="text-align: center;"><u>Plenary Session II</u></p> <p style="text-align: center;">“Would the aspirations of a disparate India ever be met through brands?”</p> <p>Mr. Vikram Sakhuja (CEO-South Asia, Groupm)</p> <p>Mr. Suhel Seth Managing Partner, Couselage India</p> <p>Session Moderator – Ms. Shruti Verma Singh (Consulting Editor and Anchor, NDTV)</p>
03:00 pm – 03:30 pm	Tea Break

<p>03:30 pm – 05:00 pm</p>	<p style="text-align: center;"><u>Plenary Session III</u></p> <p>“How will marketing transform as India grows younger?”</p> <p>Mr. Anil Sardana (Managing Director, Tata Teleservices Ltd.)</p> <p>Mr. Piyush Pandey (Executive Chairman, Ogilvy India)</p> <p>Mr. T.V Ramachandaran (Resident Director-Regulatory Affairs and Govt. Relations, Vodafone Essar)</p> <p>Session Moderator – Ms. Shruti Verma Singh (Consulting Editor and Anchor, NDTV)</p>
<p>05:00 pm – 06:00 pm</p>	<p style="text-align: center;"><u>Valedictory Session</u></p> <p>“Why understanding Bharat is important for marketing to India?”</p> <p>Mr. Arun Jaitley (MP and Leader of Opposition, Rajya Sabha)</p>