

MASSMERIZE 2010

Beyond the Obvious

Dynamic · sustainable · Inclusive

14th December, FICCI Federation House, New Delhi

1000 Hrs	Registration
1030 - 1100 Hrs	Inaugural Session
	Welcome Address: Mr. Kurush Grant, Co-chair, FICCI FMCG Committee & Executive Director, FMCG, ITC
	Opening Remarks: Dr Amit Mitra, Secretary General, FICCI
	Chairman's Address: Mr. Shantanu Khosla, Chairman, FICCI FMCG Committee & MD, P&G
	Special address: Mr. Rajan Bharti Mittal, President, FICCI
	Inaugural address: *Shri Jyotiraditya Scindia, Hon'ble minister of state for Commerce and Industry
	Release of Knowledge Paper
	Concluding Remarks: Mr. Saugata Gupta, Co-chair, FICCI FMCG Committee & CEO, Marico
1100 - 1115 Hrs	Networking Tea Break
1115 - 1135 Hrs	Presentation on the Knowledge Paper: FMCG sector- Evolving for the future Representative, Technopak Advisors
1135 – 1200 Hrs	Keynote session on 10 big current trends in the FMCG sector highlighting the concerns of all partners/stakeholders Ms. Rama Bijapurkar, Thought leader on marketing strategy and consumer related issues in India
1200 - 1305 Hrs	Business Session I 'Stay Ahead of the Ordinary': The Success mantra Chair: Mr. Saugata Gupta, CEO, Marico Ltd
1200 – 1220 Hrs	Celebrity brand endorsements, connecting with the consumers responsibly A celebrity
1220 – 1235 Hrs	Brand Valuation in India – Value creation in the mind and the balance sheet Mr. Raghu Vishwanath – CEO of Vertebrand/Mr. Unni Krishnan, MD of Brand Finance India
1235 – 1250 Hrs	Striking gold - Making money at the Top of the Pyramid
1250 – 1305 Hrs	Exploring alternate avenues of visibility & distribution : 'Pharmacies' Mr. Rahul Chadha, CEO, Religare Wellness Ltd.
1305 – 1405 Hrs	Networking Lunch

1405 – 1445 Hrs	<p style="text-align: center;">Session II</p> <p style="text-align: center;">Panel Discussion</p> <p style="text-align: center;">FMCG sector: Building consumer trust</p> <p>Chair: *Shri Rakesh Kacker, Addntl Secretary, Ministry of Consumer Affairs</p> <p>Panelists:</p> <p style="padding-left: 20px;">Shri Rakesh Kacker, Addntl Secretary, Ministry of Consumer Affairs</p> <p style="padding-left: 20px;">Mr. Shantanu Khosla, MD, P&G India</p> <p style="padding-left: 20px;">Mr. Raghav Gupta, President, Technopak</p> <p style="padding-left: 20px;">*Mr. Dalip Jolly, MD, Fena Pvt Ltd.</p> <p style="padding-left: 20px;">Mr. Kurush N Grant, Executive Director, FMCG, ITC</p> <p style="padding-left: 20px;">*Mr. Mukul Deoras, MD, Colgate Palmolive</p>
1445 – 1545 Hrs	<p style="text-align: center;">Business Session III</p> <p style="text-align: center;">FMCG Sector: From NOW to WOW!</p> <p>Chair: *Shri P.D Sudhakar, Special secretary, Ministry of Corporate Affairs</p> <p>Co-chair: Mr. Kurush Grant, Executive Director- FMCG, ITC</p>
1445 – 1500 Hrs	<p>Creating a green product</p> <p>Mr. Rene Co, Senior External Relations Manager, P&G</p>
1500 – 1515 Hrs	<p>Practicing sustainability : opportunities & challenges</p> <p>Mr. Sudipta Das, Partner & leader ,climate change and sustainability services, Ernst & Young</p>
1515 – 1530 Hrs	<p>Building a business model with Inclusiveness</p> <p>Ms. Sangeeta Talwar, MD & CEO, NDDB</p>
1530 – 1545 Hrs	<p>Inclusiveness on Economic Growth : The Multiplier effect</p> <p>Mr. Pradeep lokhande, Rural relations</p>
1545 – 1615 Hrs	<p style="text-align: center;">Session IV</p> <p style="text-align: center;">Exclusive session on 10 key cutting edge technologies for the FMCG sector</p> <p style="text-align: center;">Representative Accenture*</p>
1615 – 1625 Hrs	<p style="text-align: center;">Networking Tea Break</p>
1625 – 1705 Hrs	<p style="text-align: center;">Session V</p> <p style="text-align: center;">Online Networking – How can it help build a brand?</p> <p>One of the top challenges for consumer goods companies is reaching the ever-fickle consumer in the so-called digital age. Emerging technologies, including "social networking" sites, play a critical role in shaping consumer trends and purchasing habits and must be considered in marketing strategy. This session will offer perspective from the inside</p> <p>Chair: Mr. Prem Kamath, Executive Vice President & General Manager Channel [v], STAR India Pvt. Ltd.</p> <p>Mr. Hari V Krishnan, Country Manager, LinkedIn India</p> <p>Mr. Mahesh Murthy, CEO, Pinstorm</p> <p>Mr. S. Sivakumar, Chief Executive- Agribusiness, ITC Ltd*</p> <p>Mr. Rajesh Lalwani, Founder and Principal, Blogworks</p> <p>Ms. Kirthiga Reddy, Head of online operations, Facebook India</p>
1705 – 1715 Hrs	<p style="text-align: center;">Networking High Tea</p>