

**22nd March 2024**  
[Radisson Blu Plaza, Mahipalpur, Gurgaon](#)

## AGENDA

**Theme: New Frontier of Digital Value Amid Transformative Shifts**

9.00am	<b>Registration</b>	
10.00am - 10.30am	<b>Opening Address</b>	<ul style="list-style-type: none"> <li>Bijoya Ghosh, Founder &amp; CEO, Adgully Network</li> </ul>
10.30am - 11.15am	<b>Panel Discussion:</b> Performance Marketing Strategies by The Marketers for Web and Mobile Campaigns	<ul style="list-style-type: none"> <li><b>Session Chair:</b> Jatin Kapoor, Managing Director, Adsflourish</li> <li>Abhishek Chadha, EVP, Interactive Avenues</li> <li>Archana Aggarwal, VP Media, Airtel</li> <li>Rachna Khanna, GM Marketing, Balancehero India</li> <li>Shitiz Dogra, Digital Marketing Leader</li> <li>Urmesh Chandra, Head of Digital Marketing, Policybazaar.com</li> <li>Yashash Agarwal, CEO &amp; Co-Founder, Gamezop</li> </ul>
11.15am - 11.45am	<b>Keynote:</b> International Digital Marketing Trends from Now to Tomorrow	<ul style="list-style-type: none"> <li>Dmitriy Fedoseev, VP of Programmatic, Hybrid</li> </ul>
11.45am - 12.15pm	<b>Keynote:</b> Transforming Media Landscape: Harnessing AI For Optimal Outcomes	<ul style="list-style-type: none"> <li>Nachiket Deole, Head of Sales, DoubleVerify</li> </ul>
12.15pm - 1.00pm	<b>Panel Discussion:</b> The Measurement Maze: Navigating Metrics and Proving ROI in a Multi-Channel World	<ul style="list-style-type: none"> <li><b>Session Chair:</b> Vishal Singh, Country Head - India, Xapads Media</li> <li>Akhil Nair, Founder &amp; CEO, Big Trunk Communications</li> <li>Amit Gujral, Chief Marketing Officer, JK Tyre</li> <li>Ashish Tiwari, Chief Marketing Officer, Homecredit</li> <li>Govind Sharma, CMO - Marcom Head, KEI Industries</li> <li>Sahiba Sachdev, VP, Media Planning &amp; Buying, Interactive Avenues</li> </ul>
1.00pm - 1.30pm	<b>DIGIXX Marketers Awards</b>	
1.30pm - 2.30pm	<b>Lunch</b>	
2.30pm - 3.15pm	<b>Panel Discussion:</b> Martech Magic: Orchestrating A Personalized Customer Journey	<ul style="list-style-type: none"> <li><b>Session Chair:</b> Mansi Bhatia, Chief Business Officer, Shoogloo</li> <li>Ekta Arora, Associate Vice President- Ecommerce, Swiss Beauty</li> <li>Kiran Rathore, Head of Growth, Fable Street</li> <li>Santosh Kumar, COO, INNOCEAN</li> <li>Shayakh Mirza, Vice President - Digital (North) &amp; E-Commerce, PHD</li> </ul>
3.15pm - 4.15pm	<b>Panel Discussion:</b> Unlocking The Power of Martech: Leveraging Cutting-Edge Tools to Drive Marketing Success	<ul style="list-style-type: none"> <li><b>Session Chair:</b> Nitesh Kumar, Vice President- New Media, PivotRoots - A Havas Company</li> <li>Arpit Agarwal, VP - Marketing, ExtraMarks</li> <li>Avinash Choudhary, Head of Marketing, Chaayos</li> <li>Dhananjay Arora, Founder &amp; CEO, Kwebmaker Digital Agency</li> <li>Gandharv Sachdeva, Country Head - India, Hybrid</li> <li>Gopa Menon, Head of Digital, Mindshare South Asia, Group M</li> <li>Mayank Prabhakar, Head of Digital Marketing, Vivo India</li> </ul>
4.15pm - 5.00pm	<b>Panel Discussion:</b> Humanizing The Feed: Crafting Digital PR Strategies with Empathy and Trust	<ul style="list-style-type: none"> <li><b>Session Chair:</b> Dr Tripti Dhote, Assistant prof. Head Corporate Communications, Symbiosis Institute of Digital and Telecom Management</li> <li>Akanksha Jain, Head- Public Relations &amp; Corporate Communications, BharatPe</li> <li>Manu Kumar, Head-Marketing &amp; Corporate Communications, Hero Electric Vehicles</li> <li>Rohit Dubey, Vice President, Reliance Jio</li> <li>Sanjeev Handa, Sr. Vice President, and Head of PR &amp; Communications Maruti Suzuki</li> <li>Nikhil Dey, Executive Director, Adfactors PR</li> </ul>
5:00pm - 5:30pm	<b>Panel Discussion:</b> Harnessing Data Intelligence in Programmatic Marketing	<ul style="list-style-type: none"> <li><b>Session Chair:</b> Jayant Basantani, Senior Sales Director, Mobavenue</li> <li>Ajay Chaurasia, Vice President, RupeeRedee</li> <li>Himanshu Sirohi, Head of Digital Marketing, Apollo 247</li> <li>Raunaq Bhatija, Head of Digital, Tata Communications</li> </ul>
5.30pm – 7.00pm	<b>Networking</b>	
7.00pm onwards	<b>DIGIXX AWARDS</b>	