

Invitation for Participation



October 12, 2017, Hotel Leela, Andheri (E), Mumbai

CONFERENCE HIGHLIGHTS

High Level Plenary Session

Select Success Case Studies

Participation by IT Leaders

Technology Showcase Exhibition Stalls

30+ Legendry speakers

Focus on Business-Technology Alignment

Discussion on Policy for Digital Transformation in India

Presentations by Start-ups

CEO-CDO-CIO Session

New perspective on emarging topics

Focus on Emerging Technologies

Industry stalwarts to dicuss & debate

NOTABLE SPEAKERS

Dr. Ajay Kumar

Additional Secretary, Ministry
of Electronics & Information
Technology



B. Ravi

Institute Chair, Professor of
Mechanical Engineering, &
Heads E-Foundry and BETiC,
IIT Bombay



Anthony Thomas

Group Chief Information
Officer, GE Global



Ramanathan Ramanan

Mission Director, Atal
Innovation Mission, NITI Ayog



Prof. Kavi Arya

Professor, Computer Science &
Engineering Dept.,
IIT Bombay, e-Yantra.org,
Principal Investigator



Ron Victor

Founder & CEO, ioTium



Noshir Kaka

Managing Director,
McKinsey India
(confirmation awaited)



Conference **DATE** : October 12, 2017 (Thursday)
Conference **TIME** : 9.30 am to 5.30 pm
Conference **VENUE**: Hotel Leela, Andheri (E), Mumbai



Target Audience

Business heads, Technology heads, Digital heads, Innovation heads, Marketing heads, Sales heads, Operations heads, Finance heads, HR heads and Chief Executive Officers of medium and large size companies in every sector of the economy – both public and private sector. About 200-250 delegates are expected to attend this conference.

Conference Description

The conference will begin with the plenary session where the Chief Guest and Guest of Honor will speak on the important topic of Digital Leadership. Thereafter, the conference will divide into 2 parallel tracks. One track will focus on 'Business Transformation' and the other track will focus on 'Emerging Technologies'. The final session will be a combined session on the theme of 'Strategies for Business Transformation & Acceleration'.

Each session will comprise of a panel discussion that will be led by a luminary and will have several very senior representatives as panelists. Each session will also have 1 or 2 speakers, who will make a brief presentation. There will also be one person who has been selected among papers submitted for presentation.

Conference Program Outline

9.30 am - 10.15 am
Plenary Session

TRACK 1: Digital Enabled Biz Transformation

10.15 am - 1.00 pm

Leveraging Digital for Bottom of Pyramid

2.00 pm - 4.30 pm

Digital Manufacturing

TRACK 2: Emerging Technologies

10.15 am - 1.00 pm

Applying Machine Learning & Cognition

2.00 pm - 4.30 pm

Applying IoT

4.45 pm - 6.00 pm

**Strategies for Business Transformation
Valedictory Session**

9.30 - 11.00 Plenary Session

9.30 – 9.35	Welcome Address
9.35 – 10.00	Address by Guest of Honor
10.00 – 10.30	Address by Chief Guest
10.30 – 11.00	Panel Discussion

11.30 – 1.00 Leveraging Digital for Bottom of Pyramid (BoP)

11.30 – 11.45	Speaker 1
11.45 – 12.00	Speaker 2 / Paper presentation
12.00 – 1.00	Panel Discussion

While digital adoption is maximum among the affluent class, the maximum impact would come when it is used to serve the lower income population, which will benefit a lot as digital lowers the cost and increased the reach of a wide variety of services – health, education, savings, loans, pension, etc. This session will discuss what has been the achievements and learning so far, and ways to enhance them in terms of impact and reach.

Topics of discussion:

- Leveraging digital for ramping BoP onto basic necessities – health, education, financial inclusion & impact on economy
- Leveraging digital for ramping BoP onto government schemes & programs
- Leveraging digital for ramping BoP onto business & commerce
- Biz Models for aggregating BoP
- Digital schemes launched by GoI for manufacturing growth



2.00 – 3.15 Smart Digital Manufacturing

2.00 – 2.15	Speaker 1
2.15 – 2.30	Speaker 2 / Paper presentation
2.30 – 3.15	Panel Discussion

There are several applications of digital technologies for smart manufacturing.

Topics of discussion:

- Trends in smart manufacturing
- Software enabled manufacturing business
- Monitoring machine utilization
- Minimizing defects using digital monitoring – images, sounds, temperature, etc
- Using digital to offer customization choices to customers
- Platform innovations
- Product innovation using VR
- Use of autonomous vehicles and robots
- Remote controlled skilled manufacturing (eg pharma) / monitoring (eg thermal plant, soft drinks factory)
- Data Analytics & Intelligence
- Smart Manufacturing Framework



11.30 – 1.00 Applying AR, VR, IoT, 3D Printing, BlockChain, Big Data, Machine Learning & Machine Cognition

- 11.30 – 11.45 Speaker 1
 11.45 – 12.00 Speaker 2 / Paper presentation
 12.00 – 1.00 Panel Discussion

Machine learning is an application of AI techniques that enables the computers to learn automatically without explicit programming. This is achieved through Data Analysis that detects patterns in data and automatically builds analytical models iteratively. The system adjusts the model over a period of time with or without human inputs to improve accuracy. Examples include detection of frauds in credit card usage, customer segmentation etc. Machine Cognition is a fairly advanced state of Machine Learning, whereby the computer systems are able to simulate human thought processes. These systems can interpret and understand objects, people, environments, situations, etc.

Topics of discussion:

- Big Data trends
- Evolution of Machine Learning & Machine Cognition
- Applications of Machine Learning
- Applications of Machine Cognition
- Impact of ML & MC on society, jobs, education, careers, innovation, intellectual property, etc.
- Applications of ML & MC in various verticals
- Leveraging emerging digital technologies - AR, VR, 3D, ML, Big Data, AI, API & Blockchain



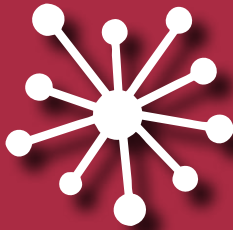
2.00 – 3.15 Applying IoT

- 2.00 – 2.15 Speaker 1
 2.15 – 2.30 Speaker 2 / Paper presentation
 2.30 – 3.15 Panel Discussion

IoT has numerous business applications such as enabling smart homes & buildings, enabling them to auto-respond to changes in weather, sunlight, fires, earthquakes, terrorist attacks, etc. IoT can supply meaningful information to a large number of industries such as manufacturing, insurance, fleet operators, logistics companies, construction companies, zoos, etc.

Topics of discussion:

- IoT Frameworks
- Smart & Safe - Homes & Buildings
- IoT applications in various business verticals
- Building PPP based on IoT
- Impact of IoT on Society



3.15 - 3.45 Tea-Coffee Break

3.45 – 5.30 Strategies for Business Transformation & Acceleration

- 3.45 – 5.00 Strategies for Digital Enabled Business Acceleration
 3.45 – 4.00 Speaker 1
 4.00 – 5.00 Panel Discussion

Panel Discussion Topics:

- Trends in Digital Transformation and Software Enabled Business
- New Digital Business Models, eg, Creating subscription models (pay per use, per day, etc)
- Digital Transformation Accelerators
- Digital interfaces for transformation
- Digital Integrations and Disruptions in New Businesses
- Can digital disrupt luxury products
- Creating an audio and video interface for products (eg talking to car, washing machine)
- Digital Innovations & Culture (adding service to a product, 30 min delivery)
- Digital Enabled Products and Services (eg smartwatch for smartphone)
- Transforming products to facilitate hobbies (eg camera, kitchenware)

5.00 – 5.30 Valedictory Address

5.30 – 5.35 Vote of Thanks

Knowledge Partners



Ministry of Electronics and Information Technology
Government of India



Content Partner



Event Partners



Research Partner



Session Partner



Bombay Management Association Executive Committee 2017-2018

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Nirmala Mehendale, Former President
Suhas R Lohokare, Vice President
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Technical Committee of Digital Leadership Summit 2017

M D Agrawal, Advisor & Director Downstream, Global Oil & Gas practice, TCS
Akash Sulekha, Serial Entrepreneur, Advisor & CEO, Built.io
Anwer Bagdadi, Vice President, Intertec Softwares Pvt Ltd
Sundeep Oberoi, Vice President, TCS
Sanjay Agrawal, Director, Hitachi Data systems india
Debraj Dam, CEO, Advisers India
Ramashish Butada, CEO, Clanergy Communication
Darayus Mehta, Director, VCnow
Mahesh Manikshetty, Director, Big Red PTe, Singapore
Chintan Oza, Senior Principal, Tata Communication
Sunil Chandramani, CEO, Nyka advisory, former Partner, E & Y
Khaarvel Parakh, Head, Techombay
R. Venkateswaran, Persistent Systems
Arun Gupta, former CIO, Cipla

Partnership Opportunities

This Digital Leadership conference offers a fantastic opportunity for companies that offer products, services & solutions related to digital transformation and acceleration to showcase and interact with the

CEOs and CXOs of medium and large companies that are all aspiring to ride the digital wave. This is a unique conference that targets the decision makers and covers the business the business and technology aspects.

Panel Discussion Sponsorship: ₹375,000 + GST

- One panelist member in the chosen panel discussion
- 2 tables & 4 chairs in the exhibition area
- 4 passes with lunch coupons
- Branding on the invite, backdrop, standees, etc.
- Database of all registered delegates

Gold Sponsorship: ₹550,000 lakh + GST

- One panelist member in the chosen panel discussion
- 15 min presentation by CEO
- 2 tables & 4 chairs in the exhibition area
- 6 passes with lunch coupons
- Branding on the invite, backdrop, standees, etc.
- Database of all registered delegates

Product Launch Sponsorship: ₹400,000 + GST

- 20 minute product launch in one of the parallel tracks
- 2 tables & 4 chairs in the exhibition area
- 4 passes with lunch coupons
- Branding on the invite, backdrop, standees, etc.
- Database of all registered delegates

Lunch Sponsorship: ₹100,000 + GST

- 2 passes with lunch coupons
- 3 standees in the conference and pre-function area
- Announcement of lunch sponsorship
- Database of all registered delegates

Exhibition Table

- 1 table & 2 chairs & 2 standees & 2 lunch coupons: ₹50,000 + GST
- 2 tables & 4 chairs & 2 standees & 3 lunch coupons: ₹75,000 + GST

Award Sponsorship: ₹300,000 + GST

- 3 passes with lunch coupons
- 3 standees in the conference and area
- Announcement of Awards sponsorship
- Logo of sponsor on awards
- Database of all registered delegates

Branding Sponsorship: ₹200,000 + GST

- Logo on delegate bag, lanyard, invite, writing pad and speaker / panelist momento
- 2 standees in the conference area

Terms & Conditions:

- Sponsorship is offered on a first come first serve basis
- There is no exclusivity in sponsorship
- All sponsorship amounts have to be paid in full, latest by September 30, 2017
- Cancellation of sponsorship is not accepted
- Venue and dates may change in response to uncontrollable acts like fire, flood, earthquake, elections, elections, etc.

Details of Net Banking Amount to be transferred to Kotak Mahindra Bank

Name of Organisation : Bombay Management Association
Name of Bank : Kotak Mahindra Bank
Branch : Mumbai - Nepean Sea Road
Address : Ground Floor, Burhani Mahal, 59, Nepeansea Road, Near Priyadarshini Park, Mumbai 400 006
Bank A/c No. : 06370010003480
MICR Code : 400485008
NEFT / IFSC Code : KKBK0000637

BMA Details

PAN : AAATB0508Q
GSTIN : 27AAATB0508QIZO

About BMA

Established in 1954, Bombay Management Association (BMA) has pioneered efforts to help enhance managerial effectiveness and improve the standards of Business Management. It is widely regarded as one of the best management associations in India resulting in over 1.25 lakh managers trained with BMA. All India Management Association (AIMA) has awarded BMA as 'Best Local Management Award' seven times since its inception.

The membership of BMA comprises of Corporate, SMEs, Entrepreneurs, Individuals and Management Institutes. Seminars, workshops and trainings are organized on various subjects of management by BMA. These subjects address needs of industries such as Manufacturing, Finance, Human Development, Information Technology, Public Sector, Private companies and other industries in the new economy.

Delegate Fee

Single delegate : ₹7000 + GST
2-4 delegates : ₹6000 + GST per person
5 or more delegates : ₹5000 + GST per person
(Plus free logo branding on BMA website as Conference Partner)

Download registration form at www.bma-india.com

BMA Member Discount : ₹1000 per person
BMA Partner Discount : ₹1000 per person
Early Bird Discount : ₹1000 per person
(up to Sept 30, 2017)



BOMBAY
MANAGEMENT
ASSOCIATION

BOMBAY MANAGEMENT ASSOCIATION

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