

**REGIONAL MANAGEMENT CONCLAVE
WINNING IN THE DIGITAL AGE
DIGITAL LEADERSHIP SUMMIT 3.0**

8TH NOVEMBER 2019. TAJ SANTACRUZ, MUMBAI

Conference Date : **November 8, 2019 (Friday)**
Conference Timing : **8.45 am to 5.15 pm**
Conference Venue : **Taj Santacruz, Mumbai**

HIGHLIGHTS

- **Data or bust** : Building power of prediction
- **Digital marketing** : Shaping consumer experience
- **Special session** : Winning in the Digital Age
- **Creating digital businesses** : Disrupting industries
- **Going phygital** : Competing in the age of convergence

TARGET AUDIENCE

Heads of Marketing, Technology, Digital, Innovation, Business, Sales, Operation, Finance, HR and Chief Executive officer, Chief Information Officer, Chief Financial Officer of medium and large size company in every sector of the economy - both public and private sector.

About 200 - 250 delegates are expected to attend this conference.

BOMBAY MANAGEMENT ASSOCIATION(BMA) since its establishment in 1954 has pioneered efforts to help enhance managerial effectiveness and improve the standards of Business Management in India. It is widely regarded as one of the best management associations in India resulting in over 1.60 lakh managers trained with BMA. All India Management Association (AIMA) has awarded BMA as 'Best Local Management Award' several times since its inception.

The membership of BMA comprises of Corporates, SMEs, MSMEs, Entrepreneurs, Individuals, and Management Institutes. Workshops, Seminars, conferences and trainings are organized on various Management Subjects by BMA. These subjects address the needs of industries such as Manufacturing, Finance, Human Development, Information Technology, Public Sector, Private Companies and other industries in the economy.

ALL INDIA MANAGEMENT ASSOCIATION (AIMA) is the apex body for management in India over 37000 members and close to 6000 corporate /institutional members through 68 Local Management Associations affiliated to it. AIMA was formed over 60 years ago and is a non-lobbying, not for profit organisation, working closely with industry, Government, academia and students, to further the cause of the management profession in India. AIMA makes a salutary contribution to management learning and practice in the country by offering various services in the areas of testing, distance education, skill development & training, events & conferences, research, publications, executive education and management development programmes.

The association is represented on a number of policy making bodies of the Government of India and national associations including All India Council for Technical Education, which is the apex regulatory body for professional education in the country under the Ministry of Human Resource Development; National Board of Accreditation; Association of Indian Management Schools, Hyderabad; National Productivity Council, New Delhi. AIMA also brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions. AIMA is a member of the Asian Association of Management Organisations and works closely with several international institutions like University of California – Berkeley, USA; The World Bank; St Gallen Foundation, Switzerland; The Imperial College, UK; Horasis: The Global Visions Community, Switzerland etc., in organising international conferences and management development programmes.

CONCLAVE AGENDA – DLS 3.0

0845 hrs onwards	Registration and Networking Tea/Coffee
0915 hrs - 1015 hrs	Inaugural Session- Lighting of Lamp
Welcome	Ms Chhaya Sehgal, President, Bombay Management Association
Introduction of the Guest of Honour	Ms Prashanthi Reddy, DLS Chair, Bombay Management Association. President- Technology Strategic Initiatives, YES Bank
Keynote Address	Mr. Pramod Bhasin - Chairman, Clix Capital Services & Founder of Genpact
Concluding Remarks	Prof R S S Mani, Vice President, Bombay Management Association
1015 hrs - 1030 hrs	Networking Tea
1030 hrs - 1145 hrs Plenary Session 1	<p>Data or bust: Building power of prediction</p> <p><i>Digitization of production and consumption has put data at the centre of business decision making. Connected devices and people are generating enormous amounts of intelligence about products and their usage, which is allowing organizations to make more informed judgements instead of relying on the experience of their leaders. The companies with more and better data can understand the customers more deeply, innovate fast and even predict future market events. In this digital age, a business that falls behind in data extraction and analytics is likely to disappear from the scene. Also, ensuring data security and privacy is essential to growth and longevity of a business.</i></p> <ul style="list-style-type: none"> • <i>How does data help make better business decisions?</i> • <i>How can organizations acquire more data on their operations and customers?</i> • <i>How can companies use data for market prediction and innovation while protecting privacy?</i>
Chairperson	Dr Murtaza Khorakiwala – Immediate Past President, BMA. Managing Director, Wockhardt Ltd
Speakers	Mr. Abhishek Sharma, Chief Digital Officer, L&T Financial Services Mr. Rakesh Barik, Service Area Leader, Technology Consulting, Deloitte Touche Tohmatsu India LLP Mr. Mohit Kapoor, Business Director & Head Group Alliance Reliance Jio
1145 hrs - 1300 hrs Plenary Session 2	<p>Digital marketing: Shaping consumer experience</p> <p><i>Digitization has changed marketing by opening more communication channels and giving marketers deep insights into customer behaviour. Today, enterprises can go beyond persuasion and aim at personalization. Technology has empowered marketers to shape not just consumers' expectations but also their experience of a brand. However, in a hyper competitive environment, businesses need to excel in using technology to find, incent and engage customers. Digital marketers also need to navigate the minefield of privacy and regulation to monetize consumer data and bring innovations to the market.</i></p> <ul style="list-style-type: none"> • <i>How can organizations use digital channels for more effective marketing?</i> • <i>How can marketers use consumer data to improve their brand experience?</i> • <i>How can marketers alleviate consumers' privacy concerns?</i>
Chairperson	R Radhakrishnan – Executive Director, Information Systems (Functional), Hindustan Petroleum Corp. Ltd.
Speakers	Mr. Mithun Sundar, Chief Marketing and Revenue Officer, Myntra Mr Gurumukh Uttamchandani, Executive Director, Syska Group
1300 hrs - 1400 hrs Special Plenary Session	<p>Winning in the Digital Age</p> <p><i>The future of Indian economy is digital. More than half a billion Indians are already connected to the Internet and more people are coming online because of falling prices of devices and access. After a slow start, India's digital economy is nearing the critical mass needed for rapid transformation. Indians are the second-largest users of Apps in the world and the largest users of social media. Digital consumption and online transactions are growing in popularity and every enterprise is expected to have online presence.</i></p> <p><i>According to McKinsey, Indian economy has the potential to grow by nearly half a trillion dollars by 2025 because of digitization alone. In this scenario, the digitizers of today will be the leaders of tomorrow. They are less likely to be destroyed by disruptions in their industries and more likely to win in a hyper-innovative environment.</i></p>
Introduction of the Session & Speakers	Ms Rekha Sethi, Director General, All India Management Association
Speakers	Mr. Sanjay Kirloskar, President, All India Management Association & Chairman and Managing Director, Kirloskar Brothers Limited Mr D Shivakumar, Past President, All India Management Association & Group Executive President, Aditya Birla Management Corporation Limited

CONCLAVE AGENDA – DLS 3.0 – POST LUNCH SESSIONS

1400 hrs - 1445 hrs	Lunch
1445 hrs - 1600 hrs Plenary Session 3	<p>Creating digital businesses: Disrupting industries</p> <p><i>Merely digitizing a business is not enough to survive disruption. It takes creation of a digital business to redefine the product, delivery, value and consumer. While the conventional companies are digitizing to become more efficient, young entrepreneurs are recreating familiar businesses in digital forms and overwhelming the established players. The digital natives are disrupting supply chain and value creation and are taking away the market by offering unprecedented convenience, economy and speed to consumers. The legacy businesses need to imbibe the spirit of new generation to have a future.</i></p> <ul style="list-style-type: none"> • <i>How are digital businesses disrupting established industry ecosystems?</i> • <i>How can enterprises go beyond digitization and become digital enterprises?</i> • <i>How can legacy organizations compete with new digital competitors?</i>
Chairperson	Dr. Ganesh Natarajan, Chairman, 5F World, Global Talent Track & Founder, CAIA-Center for AI and Advanced Analytics
Speakers	<p>Mr. Arjun Chatterjee, CEO and Director, Runtime Solutions Pvt.Ltd.</p> <p>Mr Harshit Vyas, Chief Business Officer - India, Oyo Rooms</p> <p>Mr Vidyadhar Anand Prabhudesai Co- Founder & Board Member, Leadcap Ventures</p>
1600 hrs – 1710hrs Panel Discussion	<p>Going phygital: Competing in the age of convergence</p> <p><i>Customers are getting used to the convenience of anytime, anywhere purchase. Whether a business sells physical products or knowledge services, it risks losing sales and customers by restricting its presence to only the physical or only the online world. Moreover, customers expect a business to solve their problem in entirety and not just provide bits and pieces of the overall solution. The digital economy demands delivery of integrated solutions through every possible channel. Businesses must straddle the physical and the virtual worlds to do well in the digital age.</i></p> <ul style="list-style-type: none"> • <i>How can organizations build a competitive presence in both the physical and the digital markets?</i> • <i>How can organizations integrate their online and offline channels to reinforce each other's sales?</i> • <i>How can conventional businesses use online and offline partners to deliver complete solutions to customers?</i>
Panel Moderator	Mr. Shailesh Haribhakti – Former President, BMA. Chairman, DH Consultants Pvt. Ltd & Chairman, Blue Star Ltd.
Panellist	<p>Mr Devendra Chawla, Managing Director & Chief Executive Officer, Spencers Retail Limited</p> <p>Mr. Sonny George, Chief General Manager (DT&E-com) Strategy & Digital Banking, SBI</p> <p>Mr Anup Purohit, Chief Information Officer, YES Bank</p>
1710hrs – 1715 hrs	<p>Vote of Thanks</p> <p>Dr. Kavita Laghate, Honorary Secretary, Bombay Management Association</p>
1715 hrs	Conclave Concludes
Note – Organisers reserves the right to amend the agenda	

NOTABLE SPEAKERS



Mr. Sanjay Kirloskar
President, AIMA
Chairman and Managing Director,
Kirloskar Brothers Limited



Ms Chhaya Sehgal
President, Bombay Management
Association



Mr. Pramod Bhasin
Chairman, Clix Capital Services
& Founder of Genpact



Ms. Rekha Sethi,
Director General, All India Management
Association



Dr Murtaza Khorakiwala
Immediate Past President, BMA
Managing Director, Wockhardt Ltd



Mr. D Shivakumar
Past President, AIMA
Group Executive President, Aditya Birla
Management Corporation Limited



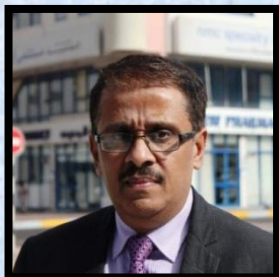
Dr. Ganesh Natarajan
Chairman, 5F World, Global TalentTrack&
Founder, CAIA-Center for AI and
Advanced Analytics



Mr. Shailesh Haribhakti
Former President, BMA
Chairman, DH Consultants Pvt. Ltd
Chairman, Blue Star Ltd.



Mr. R Radhakrishnan
Executive Director,
Information Systems (Functional), HPCL



Mr. Sonny George
Chief General Manager (DT&E-com)
Strategy & Digital Banking, SBI



Mr. Abhishek Sharma
Chief Digital Officer
L&T Financial Services



Mr. Anup Purohit
Chief Information Officer,
YES Bank



Mr. Harshit Vyas
Chief Business Officer – India
Oyo Rooms



Mr. Vidyadhar Anand Prabhu Desai
Co- Founder & Board Member Leadcap
Ventures



Mr. Mithun Sundar
Chief Marketing and Revenue Officer,
Myntra



Mr. Devendra Chawla
Managing Director & Chief Executive
Officer, Spencers Retail Limited



Mr. Arjun Chatterjee
CEO & Director
Runtime Solutions Pvt. Ltd.



Mr. Rakesh Barik,
Service Area Leader,
Technology Consulting,
Deloitte Touche Tohmatsu India LLP



Mr. Gurumukh Uttamchandani
Executive Director,
Syska Group



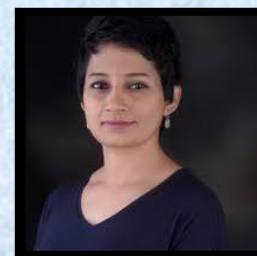
Mr. Mohit Kapoor
Business Leader & Head Group Alliance
Reliance Jio



Prof. R S S Mani
Vice President
Bombay Management Association



Dr. Kavita Laghate
Honorary Secretary
Bombay Management Association



Ms. Prashanthi Reddy
DLS Chair, BMA, President Technology
Strategic Initiative, Yes Bank

PARTNERSHIP OPPORTUNITIES

The Digital Leadership Summit offers a fantastic opportunity for companies that offer products, services & solutions related to digital transformation, acceleration to showcase and interact with the Heads of various Business and Entities of medium and large companies that are aspiring to ride the digital wave. This is a unique conference that targets decision makers and covers business / technology.

Category of Sponsorship	Platinum	Gold	Silver
Sponsorship Fee. GST * 18% etc. in INR	5 Lakhs	3 Lakhs	2 Lakhs
Logo on Backdrop @ Conference	Yes	Yes	Yes
Complimentary Delegates	08	04	03
Video Display of the Co.	05 Minutes	03 Minutes	NIL
Standeers at prominent places	02	02	02
Logo on the Brochure	Yes	Yes	Yes
Branding Co. materials to delegates	Yes	Yes	Yes
Coverage in BMA Update	Yes	Yes	Yes
Coverage in BMA Website	Yes	Yes	Yes
Access to database of registered delegates	Yes	Yes	Yes
Branding Co. materials on a separate desk	Yes	Yes	Nil

Category of Sponsorship	Knowledge	Lunch -2 Sponsors
Sponsorship Fee. GST * 18% etc. in INR	5 Lakhs	2.5 Lakhs
Logo on Backdrop @ conference	Yes	Yes
Complimentary Delegates	8	04
Video Display of the Co.	05 Minutes	03 Minutes
Standeers at prominent places	02	02
Logo on the Brochure	Yes	Yes
Branding Co. materials to delegates	Yes	Yes
Access to database of registered delegates	Yes	Yes
Coverage in BMA Update	Yes	Yes
Coverage in BMA Website	Yes	Yes
Branding Co. materials on a separate desk	Yes	NIL

Registration Fees in INR

Cheque/ DD in favor of 'Bombay Management Association'

- 5000 for Non-Members
- 4000 for BMA Members
- 4000 for LMA & Associate Members
- 3500 for Academicians of Member Institutes
- 3000 for Students of Member Institutes
- 4000 for Academicians of Non-Member Institutes
- 3500 for Students of Non-Member Institutes

Discounts

- Bulk Discounts for 10 or more participants
 - Non Academic – 15%
 - Academicians/Students – 10%
- Discount - Either one of the above will be applicable.
- GST @ 18% will be extra.

CONTACT DETAILS

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 Ms. Laxmi Gupta – 7738149513
laxmi.gupta@bma-india.com

Terms & Conditions

- Sponsorship is offered on a first come first serve basis
- There is no exclusivity sponsorship
- All sponsorship amounts have to be paid in full, latest by 10th October
- Cancellation of sponsorship is not accepted
- Venue and dates may change in response to uncontrollable acts like flood, earthquake, elections etc.

Details of Net Banking 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, BurhaniMahal, 59, Nepeansea Road,
Near Priyadarshini Park, Mumbai 400 006
Bank A/c No. : 06370010003480
MICR Code : 400485008
NEFT / IFSC Code : KKBK0000637
SWIFT Code : KKBKINBB

BMA DETAILS

PAN : AAATB0508Q
GSTIN : 27AAATB0508Q1ZO

For payment related process please contact Ms. Deepa Chogle – 9987607643 – deepa@bma-india.com

PLATINUM SPONSOR



GOLD SPONSOR



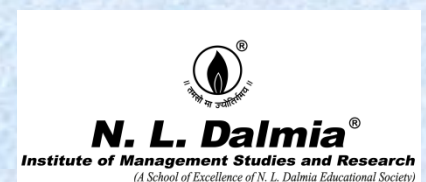
KNOWLEDGE PARTNER



SILVER SPONSOR



INSTITUTIONAL PARTNER



CORPORATE PARTNERS



DIGITAL PARTNER



ASSOCIATE PARTNERS



“BMA Committee for AIMA Regional Conclave”

Dr. Kavita Laghate – Honorary Secretary, BMA
Mr. Debraj Dam
Prof. Kiran Yadav
Mr. Rajesh Sharma
Mr. Chintan Oza

Presented by

Bombay Management Association

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