

IDMA Marketing and Sales
Conference 2019

Growing Brands to Level Next

Friday, 8th March, 2019 from 9.30 a.m. to 5.30 p.m.
Sunville Banquets, Worli, Mumbai

Time	Topics	Speakers
09:30 - 10:00	Registration & Tea/Coffee	
INAUGURAL SESSION		
10:00 – 10:10	Welcome Address & Opening Remarks	Daara B Patel Secretary – General, IDMA
10:10 - 10:55	Growing Business is Building Brands	Sudarshan Jain
10:55 – 11:00	Vote of Thanks	Vinay Pinto Chairman, Marketing Committee, IDMA
11:00 – 11:15	Tea / Coffee Break	
11:15 - 12:00	Small to mid-size tail brands: Critical path for better decisions relating to growth.	Research Organization
12:00 - 12:45	Geographical expansion as a lever of business growth – Alternate models and comparison	Abhay Lonkar
12:45 – 13:00	Q & A	
13:00 - 14:00	Lunch break	
14:00 -14:45	Brand modifications, line extensions, new SKUs & improvements as new growth levers	Sanjay Bhatia
14:45 -15:30	Using digital to build a better customer engagement strategy	Salil Kallianpur
15:30 – 15:45	Tea / Coffee Break	
15:45-16:30	Writing high quality Brand Plans	Shrihari Shidhaye
16:30 - 17:15	Fuel for growth – Financing options for growth	PE firm
17:15 - 17:30	Closing Remarks	