



## Event Agenda



The Taj Lands End,  
Bandra West,  
Mumbai



23<sup>rd</sup> September 2024  
24<sup>th</sup> September 2024

## DAY 1, 23<sup>rd</sup> September 2024

**08:45** Registration, coffee and networking

10:00 President's speech  
**Nitin Kamat**  
President MRSI/Chief Growth & Partnerships Officer  
At Tam Media Research Pvt. Ltd.

*Smytten Pulse presents*  
Introduction to "Rise and Shine"  
**Siddhartha Nangia**  
Co-Founder, Smytten & Smytten Pulse

10:45 *Advent Insight Solutions presents*  
RISE TO SCALE – Original Research Papers

**11:20** *Coffee break*

11:40 RISE TO SCALE – Original Research Papers

**12:40** *Lunch*

13:30 Indian Research & Insights  
Industry 2024 Update  
**Saurin Shah**  
Global VP & Head, CMI & Centre of Excellence  
Godrej Consumer Products Ltd.

13:50 From Insight to Foresight  
**Ashwath Swaminathan**  
Chief Growth & Marketing Officer at Swiggy

14:20 *ITC presents*  
RISE TO NEW VISTAS - Original  
Research Papers

**15:10** *Coffee break*

15:30 RISE TO NEW VISTAS - Original Research Papers

16:40 Empowering 1 billion Indians thru  
creative tech interventions  
**Niraj Ruparel**  
Creative Tech Lead  
WPP & GroupM, India

17:25 Rise to consumer centricity  
**Manish Makhijani**  
Independent Consultant  
Positron Advisors

17:40 MRSI Code goes Viral !!!  
**Mitali Chowhan**  
Director General at MRSI

**18:00 – 21:00** *Gala evening –Cocktails and dinner*

## DAY 2, 24<sup>th</sup> September 2024

<b>09:00</b>	<b>Registration, coffee and networking</b>	
10:00	Building a lighthouse brand in India	Tarun Bhagat Chief Marketing Officer, India Beverages PepsiCo
10:25	<i>Nestle presents</i> RISE TO LEAD - Original Research Papers	
<b>11:30</b>	<b>Coffee break</b>	
11:55	AI Panel discussion- Technology to Build Brands, moderated by <b>Shuvadip Banerjee</b> , Chief Digital Marketing Officer at ITC	<b>Karthik Ganesan</b> , Partner at Bain & Company <b>Karthik Nagarajan</b> , CEO at Hogarth India <b>Karan Anand</b> , Senior Vice President- Strategy at Interactive Avenues <b>Saugato Bhowmik</b> , Group Director, CPG-Auto-D2C at Meta India <b>Chandan Mukherji</b> , Director & Executive Vice President, Strategy, Marketing & Communication at Nestlé India <b>Nithya</b> , Beauty Incubator Head at Hindustan Unilever
<b>12:45</b>	<b>Lunch</b>	
13:30	A peak into the future of audience measurement	<b>Shashi Sinha</b> CEO – India IPG Mediabrands
14:05	The Insight Evolution: How Non-Research Companies Are Redefining the Research Industry	<b>Siddhartha Nangia</b> , Co-Founder at Smytten & Smytten Pulse <b>Manish Makhijani</b> , Independent Consultant at Positron Advisors
14:20	<i>Toluna MetrixLab presents</i> RISE TO REROUTE - Original Research Papers	
16:00	Meta’s Perspective on “Attention, Creative & Measurement in the world of AI”	<b>Ruchi Kohli</b> , Head of Mid-Market Business, India at Meta, India <b>Vikram Bansal (Dr)</b> , Marketing Science Director Global Scaling at Meta <b>Saugato Bhowmik</b> , Group Director, CPG-Auto-D2C at Meta India
16:35	Best Paper and Runner-up announcement	
<b>16:45 – 17:30</b>	<b>Coffee and networking</b>	

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