



Confederation of Indian Industry

Marketing & Branding: Unveil the secret of Building a Successful Enterprise

August 31, 2018 at Hotel Radisson, Noida

FORE School of Management, New Delhi in association with the Confederation of Indian Industry (CII) has organized the conference on “Marketing & Branding: Unveil the secret of Building a Successful Enterprise” held on Friday, August 31, 2018 at Hotel Radisson, Noida.

More than 170 delegates from industry and academia participated in this summit. FORE was the academic partner for this event.

The Conference focused on issues like Marketing & Branding Strategy for New Age Consumer, New Age Marketing: The Game Changer and Role of Marketer in Meeting Profit and Purpose of Brand.

The inaugural session of the event was graced by Mr. Vinod Sharma, Vice Chairman, CII U.P State Council & Managing Director, Deki Electronics Ltd; Mr. Vijay Rai, Managing Director - Enterprise Business, Saviour US INC; Mr. Amit Mittan, Country Manager, Agroy Group; Mr. Pradeep Kashyap, Founder, MART and Mr. M K Puri, Director, Global Autotech Ltd.



Dr. Jitendra K. Das, Director, FORE School of Management was the Chairman for the Session on “Marketing & Branding Strategy for New Age Consumer” in this summit. The focus areas of this session was “Consumer Centricity and Delight, Understanding Consumer perception to Design Brand Experience, shift of marketing paradigm from “Selling” to “Influencing” and Evolving with Changing Consumer Needs.



Dr. Jitendra K. Das was accompanied by the following prominent panelists:

Mr. Samit Sinha, Managing Partner, Alchemist Brand Consulting Pvt Ltd

Ms. Uma Nidmarty, CEO, Lectrotek Systems

Ms. Vinati Moghe , Head Operational Country Marketing – India Cluster, GEA Process Engineering (India) Pvt. Ltd.