



IIM
AMRITSAR

ਭਾਰਤੀਆ ਪ੍ਰਬੰਧ ਸੰਸਥਾ ਅਮ੍ਰਿਤਸਰ
भारतीय प्रबंध संस्थान अमृतसर
INDIAN INSTITUTE OF
MANAGEMENT AMRITSAR



PARIPREKSHYA'21

5th Annual Finance & Marketing Conclave

30th & 31st October 2021





IIM Amritsar

Established in 2015, the Indian Institute of Management Amritsar is one of the fastest-growing IIMs. The institute has been increasing its batch strength every year. The increase in the batch size by seven times from its inception year shows the immense confidence and potential of the institute's growth. Thriving on its diversity, IIM Amritsar is home to students from twenty-four states of the country, making it a place where collaboration holds a key perspective in the learning process.

IIM Amritsar offers Master of Business Administration, Ph.D., and Certificate Programs in Data Analytics and Advanced Data Analytics. In addition to these, IIM Amritsar has also launched a full-time two-year residential Post-Doctoral program, MBA in Human Resources Management, MBA in Business Analytics, and a non-residential Executive MBA Program from the year 2021. These programs have been designed to provide world-class management education to meet the requirements of enterprises across sectors by producing highly insightful management professionals. The institute is committed to impart strong educational foundations and values in the hearts, thoughts, and actions of future managers. Owing to its indefatigable allegiance to providing exemplary education, IIM Amritsar has established itself as the vanguard of quality education and learning in a short time.

Besides getting to learn from qualified faculties and industry leaders, the students here learn by involving themselves in activities of various clubs and committees. The tireless efforts of our students have resulted in them winning many corporate and B-school competitions and ultimately bagging promising career opportunities. In a true sense, IIM Amritsar is a playground for dreams to nurture, personalities to flourish, and careers to change the world. Each year the institute strives to engage with the corporate world to give the budding managers a glimpse of the nature of tasks they are about to undertake. This engagement takes the form of workshops, conclaves, and guest lectures. The institute conducts three conclaves each year, focusing on emerging topics in the domains of HR, Finance, Marketing, Strategy, and Operations. It will be inaugurating two more events this academic year which will be a Conclave in IT and Analytics Domain and a Leadership Summit.





PARIPREKSHYA

Pariprekshya aims to provide a dais where the veterans from the industry will interact and reflect with the budding managers on the recent trends and developments in the domain of Finance and Marketing. The Conclave aims to provide the student fraternity at IIM Amritsar with a holistic view of how a cohesive and competitive market responds dynamically to varying conditions.

The first day of the panel discussion of the Conclave would focus on a critical aspect in the domain of Finance - "Rebuilding and Expanding M&A deals in the post-pandemic world". This theme will explore how the post-pandemic world has influenced the decisions of M&A for organizations and how strategically important these decisions have proved to be for them.

The second day of the panel discussion of the Conclave would focus on a critical aspect in the domain of Marketing - "Omnichannel Presence - Driving Businesses Towards Success". This theme aims to explain how omnichannel is the way for organizations to improve their customer engagement and how mastering it can provide a flawless customer experience across all channels.

Timeline of Events

30th & 31st October 2021

5.30 P.M. - 5.32 P.M.	Welcome Speech
5.33 P.M. - 5.39 P.M.	Opening remarks by Director, IIM Amritsar
5.40 P.M. - 6.00 P.M.	Keynote Speaker Address
6.01 P.M. - 7.00 P.M.	Panel Discussion
7.01 P.M. - 7.30 P.M.	Q & A Session
7.31 P.M. - 7.36 P.M.	Closing Remarks by Director, IIM Amritsar
7.37 P.M. - 7.40 P.M.	Summary & Vote of Thanks





PARIPREKSHYA

Finance Theme

Date : 30th October 2021

REBUILDING AND EXPANDING M&A DEALS IN THE POST-PANDEMIC WORLD

High valuations with a favourable deal financing environment during and after the pandemic have seen a wave of consolidation and new capabilities. Fiercer competition, broader regulatory scrutiny, and other considerations have made deals more complex. M&A teams are reevaluating M&A's link to strategy. While on the other side, divestiture volume declined as many companies divested their non-core businesses to refocus on strategic priorities.

Suggested points for discussion :

1. Discuss the Pre Covid M&A Scenario and the impact on the number of deals when the pandemic hit. What was the reaction of the M&A industry for the containment of the impact of the pandemic?
2. The changes in the industry were initiated and accelerated by the pandemic in terms of the new internal and external drivers of M&A strategies. What are the changes in the due diligence process alongside the impact on communication in M&A?
3. How have the M&A deals become more complex, and what are the creative ways M&A teams have explored to minimize the risk on them?
4. How the M&A teams are working on bridging the valuation gap after higher uncertainties of the future events?
5. What is the future of M&A deals (shifting towards capability driven deals), and what challenges do they face in the coming future?



PARIPREKSHYA

Finance Theme

Date : 30th October 2021

REBUILDING AND EXPANDING M&A DEALS IN THE POST-PANDEMIC WORLD

Keynote Speaker



Mrs. Praveena Kala

Ex Banker, Independent Director with Companies, Strategic Advisor with Salesforce



Mr. Sambasivan G

Chief Financial Officer,
Tata Sky Ltd



Mr. Nitin Parekh

Chief Financial Officer,
Cadila Healthcare Limited



Mr. Venkatraman G S

Senior Vice President &
Chief Financial Officer,
Subex



Mr. Raghupati Mishra

Group Chief Financial Officer,
Liberty House Group India



Mr. Vikas Raihan

Chief Financial Officer,
LocoNav





PARIPREKSHYA

Marketing Theme

Date : 31st October 2021

OMNICHANNEL PRESENCE: DRIVING BUSINESS TOWARDS SUCCESS

We know how rapidly the internet's penetration increases; customers can now interact with brands at various touch-points during their decision journey. At each point of interaction, the customers expect the same engagement from the brand's side. Before the covid 19 outbreak, the customer's buying behavior was seen to be a mix of online and offline modes. However, the pandemic caused a massive change in this behavior, and the customers were shifting from offline to online channels. This change can be attributed to the convenience and the safety that is associated with the channel.

Brands are now rapidly trying to shift online, but mastering the mix of online and offline channels is vital. The omnichannel marketing strategy helps brands to provide a flawless customer experience across all channels. It also allows brands to build long-term relations with the customers and easily track and analyze their purchase patterns.

Suggested points for discussion :

1. What time is the perfect time for a particular business to adopt an omnichannel strategy?
2. What factors should be considered before deciding the adoption of the omnichannel strategy?
3. Does the omnichannel presence affect all the businesses equally?
4. How can excellence be achieved using an omnichannel strategy?
5. What does the future hold for brands that have gone omnichannel vs those who still haven't adopted the strategy?



PARIPREKSHYA

Marketing Theme

Date : 31st October 2021

OMNICHANNEL PRESENCE: DRIVING BUSINESS TOWARDS SUCCESS

Keynote Speaker



Mr. Parveen Kumar Gupta
Chairman, Utkarsh Small Finance
Bank Ltd and Former MD, SBI



Mr. Ritesh Ghosal
Start-Up Adventurer &
Ex Chief Marketing Officer



Mrs. Deepali Naair
Chief Marketing Officer
IBM India & South Asia



Ruchika Gupta
Chief Marketing Officer
Luminous Power
Technologies



Mr. Deb Gooha
Chief Marketing Officer
MPay Global Payments



Mr. Amit Shah
Chief Marketing Officer
Zycus



Mr. Alok Saraogi
SVP and Head of Marketing
TVS Automobile Solutions
Pvt Ltd



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