



PARIPREKSHYA' 19

The Finance and Marketing Conclave

Saturday, 12th October 2019



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IIM

AMRITSAR

भारतीय प्रबंध संस्थान अमृतसर

Indian Institute of Management Amritsar

Indian Institute of Management Amritsar cordially invites you to its third annual Finance and Marketing conclave – Pariprekshya'19, to be held on Saturday, October 12, 2019.

IIM Amritsar

Established in 2015, Indian Institute of Management Amritsar is one of the fastest growing IIMs. Doubling its batch strength in the very second year of its inception, this institute has been showing immense confidence and potential for growth. Thriving on diversity front, IIM Amritsar is a home to students from twenty-one states of the country, making it a place where collaboration holds a key perspective in the learning process.

IIM Amritsar, at present, offers a Post Graduate Program in Management. This program has been designed to provide world-class management education so as to meet the requirements of enterprises across sectors by producing highly insightful management professionals. 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 span of time.



PARIPREKSHYA'19

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Pariprekshya'19

Praiprekshya'19 aims to provide a dais where the veterans from industry will interact and reflect with the budding managers on the recent trends and developments in the domains of Finance and Marketing. This year's panel discussions are centred around the changing nature of business landscape in both – Financial and Marketing spheres due to new and disruptive technologies. The conclave aims to provide the student fraternity at IIM Amritsar a holistic view of how these fields are undergoing transformation from the perspective of both businesses and customers, thus creating a generation of managers who will be equipped with a deep understanding that will help them navigate the dynamic business scenario of today. While the Finance panel would discuss on "Changing Landscape of BFSI sector", the discussion for the Marketing Panel would be focused on "Marketing in the age of Voice Search and Virtual Assistants". The idea is to analyse these challenges and develop a greater sense of understanding about the rapidly changing business scenario and the technological disruptions that are going to change the nature of our work.

Theme

Panel #1: Changing Landscape of the BFSI Sector

The Banking, Financial Services, and Insurance (BFSI) sector has seen a great deal of improvement in the efficiency, delivery and speed with which banking activities and other financial and insurance services being offered. The overriding reason for this positive change was the adoption of Financial Technology (FinTech). FinTech is the amalgamation of conventional banking and financial instruments with the power of technology. From 'start-ups' to established institutions, all the key players are harnessing this technological edge along the financial services' value chain to provide agile, efficient and differentiated experiences to the end-user. This movement has the potential to fundamentally transform the financial-landscape where consumers will get to choose from a larger set of options at competitive prices. Mobile Wallets, UPIs, Online Trading platforms are but a few of the most illustrious examples of FinTech application. Further, FinTech is undergoing phenomenal changes with the application of block-chain technology and Artificial Intelligence. The panel discussion will focus on how the face of banking and financial services is changing, the untapped opportunities that lay waiting, and also how FinTech would help in dealing with challenges of financial inclusion. The discussion would also touch upon the major challenges both regulatory and operational associated with FinTech.

Theme

Panel #2: Marketing in the age of Voice Search and Virtual Assistants

Brands today owe their success to their ability to signal quality and win buyers' loyalty. Unlike radio and television that revolutionized advertising and digital marketing that opened a plethora of opportunities for marketers, voice search and virtual assistant would not just be an improvement but rather a disruption in marketing. Brand marketing will shift from marketing directly to the consumer towards marketing on these AI-based platforms (Alexa, Siri) and indicating the "target customer" through various signals including ratings, branding, price, past buyers, and more. Brands will need to get their products on these AI-platforms to get them in front of their customers along with targeting customers directly through traditional advertising. Given this context, the panel discussion will revolve around how companies need to realign themselves, to ensure visibility of the brand, whether superior marketing strategy will still matter? If so, what is likely to be different in the new age marketing? And how will these technologies change the business landscape? The discussion would also touch upon the role of these search assistants in data analytics and market research with the panellists sharing their experiences on the topic.

PANEL #1: Changing Landscape of the BFSI Sector



Mr. Harshavardhan Raghunath
(Partner/Senior Advisor, Bain & Co.)



Mr. Kapish Jain
(Chief Financial Officer, PNB Housing Finance Limited)



Mr. Jaykumar Shah
(Chief Financial Officer, TATA Capital)



Mr. Rohit Patoria
(Head Planning and Control – Pymnt Biz, HDFC Bank)



Mr. Sudipto Roy
(Founder and Director, Finlabs India Private Limited)



Mr. Rakesh Singhania
(Chief Financial Officer, Wells Fargo India)



Mr. Ashutosh Bishnoi
(MD & CEO, Mahindra Asset Management Co. Pvt. Ltd)

PANEL #2: Marketing in the age of Voice Search and Virtual Assistants



Mr. Amit Tyagi
(Chief Marketing Officer, Sonata Software Limited)



Mr. Balaji Vaidyanathan
(Marketing Director - CEEMEA, Franklin Templeton)



Mr. Prasenjit Roy
(Senior Executive VP and Chief Marketing Officer, NTT Com - Netmagic)



Ms. Archana Sinha
(Senior Director Corporate Marketing, Salesforce)



Mr. Sudharsan R
(Head of Marketing Operations, Dell EMC)



Mr. Sameer Seth
(Director Marketing, Dolby Laboratories)

Schedule

10:00 - 10:02

Welcome speech

10:02 - 10:05

Lighting of the Lamp

10:05 - 10:10

Welcome speech by Director

10:10 - 10:15

Snapshot of IIM Amritsar

10:15 - 10:25

Prelude to the Panel Discussion

10:25 - 10:30

Inviting guests to the dais

10:30 - 12:15

Panel discussion 1

12:15 - 12:45

Students' interaction (Q&A Session)

12:45 - 13:00

Concluding Remarks & Felicitation

13:00 - 14:30

Lunch

14:30 - 14:40

Prelude to the Panel Discussion

14:40 - 14:45

Inviting guests to the dais

14:45 - 16:30

Panel discussion 2

16:30 - 17:00

Students' interaction (Q&A Session)

17:00 - 17:10

Concluding Remarks & Felicitation

17:10 - 17:15

Vote of Thanks

17:15 - 17:30

Tea

Venue

Hotel Hyatt Regency,
MBM Farms, Grand Trunk Road,
Adjoining Mall of Amritsar, Amritsar, Punjab 143001