



भारतीय प्रबंध संस्थान अमृतसर
Indian Institute of Management Amritsar



PARIPREKSHYA'20

The Annual Finance & Marketing Conclave

3rd & 4th October | 2020





IIM Amritsar

Established in 2015, 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 7 times from its inception year shows the immense confidence and potential of the institute's growth. Thriving on diversity front, IIM Amritsar is a 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, at present, offers Master of Business Administration, Ph.D. and Certificate Programs in Data Analytics and Advanced Data Analytics. These programs have been designed to provide world-class management education so as 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 the 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 span of time.

Besides getting to learn from qualified faculties and industry leaders, the students, here, learn by involving themselves in various club and committee activities. 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 the 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 with the focus on emerging topics in the domains of HR, Finance, Marketing, Strategy and Operations.



Pariprekshya'20

Pariprekshya'20 aims to provide a dais, where industry veterans can 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 transformations 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 in today's dynamic business scenario. In the Finance Panel, theme for discussion is “**Future of Venture Capital Activities**”, focusing mainly on the technological developments and innovations along with the long term outlook of Venture Capital investing in India and worldwide. The theme for Marketing Panel would be concentrating on “**Marketing in New Normal**” where change in marketing strategies and customer communication shall be discussed.



Timeline of Events

Finance Theme

3rd October, 2020

5:30 P.M. - 5:32 P.M.	Welcome Speech
5:32 P.M. - 5:35 P.M.	Opening Remarks by Director, IIM Amritsar
5:35 P.M. - 6:35 P.M.	Panel Discussion
6:35 P.M. - 7:00 P.M.	Q&A Session
7:00 P.M. - 7:10 P.M.	Summary & Vote of Thanks

Marketing Theme

4th October, 2020

5:30 P.M. - 5:32 P.M.	Welcome Speech
5:32 P.M. - 5:35 P.M.	Opening Remarks by Director, IIM Amritsar
5:35 P.M. - 7:00 P.M.	Panel Discussion
7:00 P.M. - 7:30 P.M.	Q&A Session
7:30 P.M. - 7:40 P.M.	Summary & Vote of Thanks



Pariprekshya'20

Finance Theme:

3rd October, 2020

“Future of Venture Capital Activities”

The world of Venture Capital (VC) funding has grown exponentially in the last decade. Constant innovation and technological development in the recent past have presented investors with a number of opportunities all around the world. Although technology and innovation are expected to drive the change in the VC industry in the future, these are not the only factors that would be impacting the industry as we recover from the present pandemic. The effects of the COVID-19 pandemic are visible on the global economy. New industries will come to the forefront, the resilient ones will bounce back and as ever there will be a few which will not be able to sustain the current pandemic. With everything happening around the present health crisis, the future of the VC industry also poses following pertinent questions:

- How are the investors dealing with the extended investment horizons (both with portfolio companies and their limited partners)?
- What is the long-term outlook for Venture Capital Investing in India and around the world?
- Which industries will be the winners and losers in the post-pandemic world from an investor's point of view?
- What will be the role of technology at different stages of funding and managing portfolio companies in their lifecycle?



Pariprekshya'20

Marketing Theme:

4th October, 2020

“Marketing in the New Normal”

The ongoing pandemic has had a significant impact on businesses and their communication with the customers. As marketers, we've had to roll up our sleeves to navigate the rapidly changing landscape and re-adjust our marketing strategies and plans. In the past few months, we have felt as the ground is continually moving under us. On the one hand, we may expect drastic changes in customer behaviour. On the other hand, the emergence of innovative, digital-centric competitors is adding to existing competition, making it more intense.

The time has come to shift the focus away from the crisis and begin to think about recovery. To this end, marketing teams have to quickly see how their prospective customer is going to behave in the new normal and adjust their marketing strategies accordingly. The new normal might call for a shift in investment, resources, and, more importantly, in their existing strategic plans. The marketing playbook has to be rewritten day-by-day, considering digital and social channels as notable replacements to help understand and engage the customers.

Suggested Points for Discussion:

- Expected post-pandemic changes in Consumer Behaviour.
- Role of Analytics to capture these changes.
- Adoption of these changes in new normal when companies will be fighting the battle of survival.
- Change in marketing strategies and tactics to catapult the companies on the growth trajectory.
- Challenges in building a brand in the new normal while sticking to your core values.



Pariprekshya'20

Finance Panel:

3rd October, 2020

“Future of Venture Capital Activities”



Mr. Sanjay Chaturvedi

CFO | Helion Ventures,
The Fundamentum
Partnership



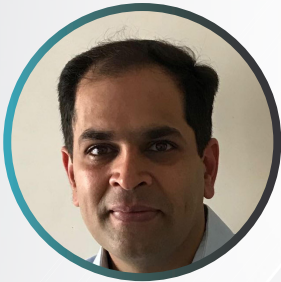
Mr. Amitabh Sinha

Co-Founder & CSO
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Mr. Umesh Kudalkar

Director | Multi-Act
Trade and Investments
Pvt Ltd.



Mr. Mitesh Shah

CFO | BookMyShow,
Co-Founder Inflection
Point Ventures



**Mr. Chinnu
Senthilkumar**

General Partner | Exfinity
Venture Partners LLP



Mr. Ninad Karpe

Partner | 100X.VC



Pariprekshya'20

Marketing Panel:

4th October, 2020

“Marketing in the New Normal”



Mr. Lavdeep Walia
VP, CMO | More Retail Ltd



Mr. Harry Jose
Head of Marketing |
Syngene International
Limited



Mr. Naarayan T V
Head of Marketing |
PayPal, India



Mr. Aishwarya Pratap Singh
Head of Marketing - Snacks,
Noodles & Pasta | ITC Ltd



Mr. Rakesh Misri
Director - Marketing | HPCL



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