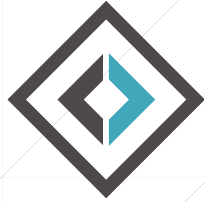




भारतीय प्रबंध संस्थान अमृतसर  
Indian Institute of Management Amritsar



**PARIPREKSHYA'22**  
The Annual Finance & Marketing Conclave

**29<sup>TH</sup> OCTOBER, 2022**



# PARIPREKSHYA 2022

Pariprekshya aims to provide a dias 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 half of the panel discussion of the Conclave would focus on a critical aspect in the finance domain - “ESG Trends in Financial Sector: The Prominence of ESG Today and Beyond”. This theme will explore the ESG trends that have been adopted by the respective organizations and the impact of having this in the future from all perspectives.

The second half of the panel discussion of the Conclave would focus on a critical aspect in the Marketing domain - “Metaverse Marketing: It’s Here To Stay!”. This theme aims to explain how metaverse marketing has become one of the significant trends in 2022 and how it will help target the right audience in the years to come.



# TIMELINE OF THE EVENT

Guests Welcome, Conclave + Finance theme, Keynote Speaker, and Panel introduction	10:00 am to 10:08 am
The lighting of the lamp and inauguration ceremony by the Director and other Dignitaries	10:09 am to 10:14 am
Director's address to the audience	10:15 am to 10:29 am
Keynote Speaker's address to the audience	10:30 am to 10:50 am
Theme Presentation by students of IIM, Amritsar	10:51 am to 11:05 am
Finance Panel Discussion	11:06 am to 12:15 pm
Q&A session	12:16 pm to 12:45 pm
Vote of Thanks	12:46 pm to 12:50 pm
Lunch Break	12:51 pm to 2:15 pm
Guests Welcome, Marketing theme, Keynote Speaker, and Panel Introduction	2:16 pm to 2:21 pm
Keynote Speaker's address to the audience	2:22 pm to 2:42 pm
Theme Presentation by students of IIM, Amritsar	2:43 pm to 2:58 pm
Marketing Panel Discussion	3:00 pm to 4:10 pm
Q&A session	4:11 pm to 4:41 pm
Closing Remarks	4:42 pm to 4:45 pm
Vote of Thanks	4:46 pm to 4:50 pm



# Finance Panel

**Theme: ESG Trends in Financial Sector:  
The Prominence of ESG Today and Beyond**



KEYNOTE SPEAKER

**Mr. Chandru Badrinarayanan**  
Chief Operating Officer,  
Blue Sky Analytics



**Mr. Sheshadri Savalgi**  
Chief Finance Officer,  
General Mills



**Mr. Salin Agarwal**  
Building Finance,  
CRED



**Mr. Gurvinder Singh**  
Chief Financial Officer,  
Mitsubishi Electric India Pvt. Ltd.



**Mr. Ashwini Kumar**  
Chief Risk Officer,  
Tata Cleantech Capital Limited



**Ms. Rachna Jindal**  
Chief Financial Officer,  
Farmley



# Finance Panel

## Theme: ESG Trends in Financial Sector: The Prominence of ESG Today and Beyond

Environmental, Social, and Governance (ESG) is about making a difference in how businesses operate to reach a goal of a sustainable future. The hallmark of sustainable finance is the integration of ESG factors in a financial institution's core, from strategy to investment and credit decisions to risk management all the way to external reporting. The Financial Institutions which perform well on ESG are well-positioned for the future and have better chances of adapting their products and services to a global consumer base that is increasingly pushing for environmental protection, respect for human rights, and corporate transparency. Hence, the significance of ESG in the Financial Sector is on the rise. We believe insights into how corporates incorporate ESG in Financial decision-making would be highly appropriate for a platform like Pariprekshya.



## Discussion Points:

- As part of their sustainable finance plan, several businesses are now considering issuing green bonds to finance the shift. How can financial institutions be informed about the opportunities and risks associated with investing?
- As new ESG regulations and reporting regimes come into force navigating the transition becomes crucial, but greenflation could undermine the best intentions. What are the essential sustainability trends corporates need to keep an eye on?
- When we talk about sustainability in organizations, we often hear 3 terms - ESG Investing, Socially Responsible Investing, and Impact Investing. How do these 3 terms give us different perspectives while looking at Sustainability?
- There has been a sudden inflow of ESG thematic mutual funds in recent years, such as AXIS AMC, ICICI Prudential & Quantum India AMC coming up with their ESG Funds in the Indian market, what is the future potential of these funds?
- According to reports, some companies publicly embrace ESG as a cover for poor business performance. How can an Investor see beyond such claims?
- As there is no standard formula to calculate ESG and each rating agency uses its unique formula, how can we differentiate between two companies ESG performance?
- How do we integrate the new risks into our current enterprise risk frameworks while taking a complete approach to ESG issues?



# Marketing Panel

**Theme: Metaverse Marketing: It's Here To Stay!**



KEYNOTE SPEAKER

**Mr. Atul Raja**

Executive Vice President  
Global Marketing, Wadhvani Foundation



**Dr. Kushal Sanghvi**

Head,  
India & SEA, Citrus Ad



**Mr. Ashish Tiwari**

Chief Marketing Officer,  
Home Credit India



**Ms. Bhuvana Subramanyan**

Marketing Leader



**Mr. Prasun Kumar**

Chief Marketing Officer,  
Just Dial



**Mr. Shyam Sunder Nalluri**

Chief Marketing Officer,  
Coromandel International Ltd.



# Marketing Panel

## Theme: Metaverse Marketing: It's Here To Stay!

The Metaverse is one of the most unimaginable innovations of perpetually advancing technology. It is a unique virtual environment that has taken over the internet in no time. Metaverse marketing is one of the major marketing trends in 2022 and will be here for a long time. Savvy marketers should familiarize themselves with VR marketing to gain a competitive edge when the time comes. It is a network of third dimension virtual worlds focused on the evolution of social connections. Digital marketers need to understand what exactly the metaverse is and what its potential is. An important thing to remember is that millennials and Gen-Zers are the most valuable target audiences for metaverse marketing. The Metaverse is a huge universe in itself; there are many ways to leverage it for your benefit.



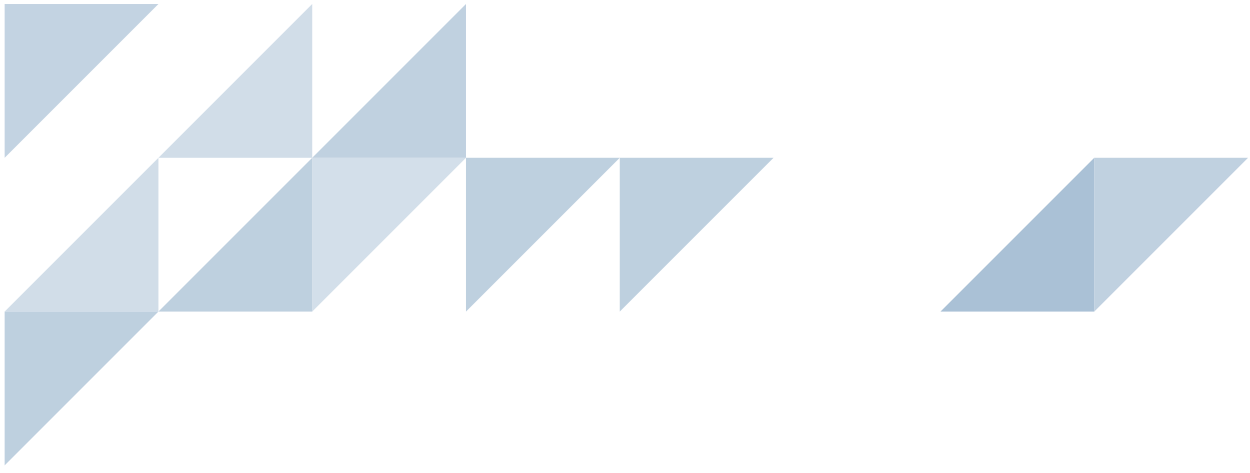




## Discussion Points:

- What is metaverse marketing, and how did it all start?
- What can be the scope of metaverse marketing? Who is the target audience?
- What are the Industries/brands that are taking the lead by being early birds in this trend?
- Various challenges in this new type of marketing.
- Possibility of integration of Metaverse marketing with influencer marketing.
- Will metaverse marketing replace all the other non-digital types of marketing sometime in the future?





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