



# Virtual Summit on Branding and Marketing

20<sup>th</sup> - 21<sup>st</sup> January 2022

Registration link: <https://brandandmarketingsummit.assochamindia.live>

ASSOCHAM is organizing its annual Summit (Virtual) on Branding and Marketing under the **Chairmanship** of **Mr. Thomas Varghese**, Business Head- Textiles, Aditya Birla Group & **Co-chairmanship** of **Dr. Sandeep Goyal**, Managing Director, Rediffusion. The theme for the annual summit has been decided as **Digitization of Marketing and Sustainability in Marketing**. The summit will see eminent experts and renowned industry leaders sharing their important views during **Masterclasses, Special Sessions, and Panel Discussions** for two days as per the schedule given below:

**Day-1 20<sup>th</sup> January 2022 2.00 pm – 5.00pm**

- Inaugural Session
- Masterclass on Driving customer loyalty through technology (AI/ML, VR/AR, etc.) w.r.t. digital marketing
- Panel Discussion on Role of technology for building brands vs Performance Marketing
- Special Session on Neuroscience in Digital world

**Day-2 21<sup>st</sup> January 2022 2.00pm – 4.30pm**

- Marketing of Sustainable Products
- Masterclass on Role of EV's in sustainability
- Panel Discussion on How sustainable products can be profitable to Industry

In view of the above, may I request **you to kindly block your diary for the above program and would also like to invite your esteemed organization to partner us at this flagship summit.**

**For brochure containing the speakers' details, partnership categories & deliverables**, please click the link: [Brochure for Branding & Marketing.pdf](#)

**For Delegate Registration (Free)**, please click the link: <https://brandandmarketingsummit.assochamindia.live>

Looking forward to receiving a line of confirmation from you.

With kind regards,

Avinash Sharma  
Director

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