



## Agenda Day 1

8:00 am	10:00 am	<b>Registration</b>
10:00 am	11:10 am	<b>Inaugural Session</b> President's Address – Pravin Shekar Keynote Address – Deepika Warriar, Pepsico
11:10 am	12:00 pm	<b>Tea Break</b>
12:00 pm	1:20 pm	<b>Celebrating Indian Researchers</b> <i>Breaking News!</i> – Shobha Prasad, Drishti Strategic Research <i>Discovering a Nation within a Nation</i> – Priyanka Bhargav & Juhi Singh, Myntra <i>Indian TV Industry</i> – Bipin Mundhwa, Rucha Deshmukh, BARC
1:20 pm	2:40 pm	<b>Lunch Break</b>
2:40 pm	3:25 pm	<b>Brave New World – The Pitch</b> 19 pitches of 2 minutes each by young researchers Voting on the pitches
3:25 pm	4:45 pm	<b>Cutting Edge</b> <i>Rocking the Cradle</i> – Anjali Dubey, Debjyoti Sen Sharma, Pooja Agarwal, Kantar IMRB <i>Magica</i> – Abhilasha Vehal, Jai Shah, Lekha Bajpai, Remilda Dsouza, Kantar IMRB <i>The Division Bell</i> – Akansha Shah, Javed Hazarika, Sanmit Sengupta, Kantar IMRB <i>FAIR Approach</i> – Manoj Kulkarni, Priyanka Kapoor, Nielsen & Kushank Poddar, Muktabh Srivastava, Karna AI
4:45 pm	5:30 pm	<b>Coffee Break</b>
5:30 pm	6:00 pm	<b>Dr Lalit Kanodia Laureate Award for Technology Excellence in Market Research</b>
6:30 pm onwards		<b>MR Rocks (Live music put together by Market Researchers)</b> <b>Cocktails</b> <b>Dinner</b>



## Agenda Day 2

9:30 am	10:40 am	<b>Business Impact</b> <i>Fast and Furious</i> – Evenet Singh, Kantar IMRB, Vinay Mishra, Pepsico <i>You are on Priority</i> – Vikramendra Balyan, Axis Bank Vikram Budhreja, Kantar IMRB <i>Unhappy Customers</i> – Aditi Gairola, Nitesh Bajaj, Ceat
10:40 am	11:20 am	<b>Tea Break</b>
11:20 am	12:20 pm	<b>ESOMAR International Landscape</b> (Wo)Man vs Machine – Samantha Bond, SKIM Importance of Trust in Post Truth Era – Sally Wu, BBC Global
12:20 pm	1:30 pm	<b>Lunch Break</b>
1:30 pm	2:00 pm	<b>Brave New World – The Finale</b> 5 detailed presentations of 5 minutes each from the selected young researchers
2:00 pm	3:15 pm	<b>Marketing Speak</b> Sanjay Tripathi – Co founder and CEO Agilio Gaurav Tikoo – CMO Transsion
3:15 pm	4:00 pm	<b>Coffee Break</b>
4:00 pm	4:30 pm	<b>Top trends in Market Research – Manish Makhijani, Unilever</b>
4:30 pm	5:00 pm	<b>Awards ceremony</b> <b>Closing Remarks</b>