



Marketing Conclave by Brandwiser- 23rd and 24th July, 2021

Brandwiser, the marketing learning centre of NMIMS, Indore conducted a 2-day Marketing Conclave on 23rd and 24th July. The conclave had industry experts from all over India. They had an interaction and share their views on various marketing strategies, how their companies and industries had been affected due to COVID- 19, the changes on the way marketing is done due to pandemic and the ever-increasing relevance of social media.

On the first day, 23rd July, the panellists had a discussion on the topic 'Consumer Behaviour- Pre and Post COVID changes.'

The panel included :

Mr. Subhransu Rout, Head of Consumer Insights and Intelligence, Airtel

Mr. Rakesh Agarwal, Director- Business Development, Sodexo

Mr. Shahbaaz Mohammad, Marketing Manager, Marico and

Mr. Vishnu Govind, Founder of Ad Valorem.

The panellists on the second day, had a discussion on the topic 'Digital Marketing and social media- How they are changing the game in today's world.'

The panel included Ms. Nikita Das, Cluster Director of Marketing , Hyatt Hotels Corporation

Ms. Parul Kaul, Head of Marketing Communication, Dineout,

Ms. Vanshika Mehta, Brand and Communications Strategist and Consultant and

Mr. Devan Bhalla, Brand Builder & Marketer, TEDx Speaker.

The conclave received participation from 130+ students from all over India. The conclave turned out to be a huge success where students received exceptional knowledge, great insights and a chance to interact and share their thoughts with industry leaders from reputed companies.

