



ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY
GREATER NOIDA
VYAPAAR TODAY
THE MARKETINAR- 2020
THE FUTURE OF MARKETING: CHALLENGES & OPPORTUNITIES

“It is not the strongest of the species that survives, not the most intelligent that survives. It is the one that is the most adaptable to change.”
- Charles Darwin

Army Institute of Management & Technology organized **Vyapaar Today- The Marketinar 2020** on the topic **“THE FUTURE OF MARKETING: CHALLENGES & OPPORTUNITIES”** on **28th November, Saturday**.

2020 has been a roller coaster ride for human- social, cultural, economic, and personal. The pandemic has caused unprecedented upheaval in the corporate world. The sentiments of consumers too have changed, there has been a reduction in discretionary spending, customers are intensifying their digital behaviour, and prima facie it is the marketer who is helping the organization to overcome the challenging consumer behaviour. Keeping the same in mind and to understand the future of marketing the one-day seminar on “The Future of Marketing: Challenges & Opportunities” was held at AIMT, Greater Noida.

The virtual seminar began with shloka recitation followed by welcome address by Cmdr. Dr. Vivek Chawla, Director, AIMT. The introductory address was presented by **Brig. Navin Goyal (BGS, HQ Delhi Area)**, on behalf of COS, Maj Gen Alok Kacker, he emphasized that the brands need to ensure to have customer satisfaction in place and improve customer satisfaction if it is lacking. He concluded by quoting that Marketers are resilient and they will continue to blaze a new path forward in these unprecedented times.

Inaugural Session: The Future of Marketing - challenges & opportunities?

Taking the session forward the Chief Guest address was delivered by, **Mr. R S Kalsi, (Executive Board Member, Maruti Suzuki India Ltd.)** wherein he expressed that there will be increasing complexity in consumer purchasing decisions. In his address, he highlighted that nowadays consumers use all kinds of media to make shopping decisions from YouTube to Facebook and how it is becoming increasingly harder for the marketers to put the people that buy certain products into a box than it used to be. He concluded by stressing on the role of digital transformation.

Mr. Sumeet Narang, (President, Bajaj Auto Ltd.), in his thematic address, emphasized on the inclusion of big data, social media and flexible manufacturing. He also highlighted that this trend is reaching a growing number of industries. He further highlighted the importance of the personalization in product design and communications.

Our next keynote speaker, **Mr. Rishi Sahai (Managing Director Cogence Advisors)** in his address, emphasized that knowing your customers and how they may change is key to sustain in the marketplace.

The Guest of Honor address was given by **Mr. N Dilip Venkataraman, (Founder and CEO Video Tap)** wherein he aptly highlighted that when survival is at stake, it is easier to get companywide buy-in for revising marketing strategies and reallocating investments. Managers can defy old mindsets and creatively search for superior solutions.

Dr. Chhabi Sinha Chavan, (Associate Professor MITCOM, MIT AD University) in his thematic address, emphasized that during these times brands need to be especially considerate about what and how they are communicating to customers, partners and stakeholders.

Retd. (Col.) Rajendra Pandey (Registrar, AIMT) proposed the vote of thanks.

Session I: Emerging Tools & Techniques to the Art of Marketing

The conclave proceeded with the first technical with an address by Session chair, **Mr. Sameer Seth) (Director-Dolby Laboratories)** who shed light on the various business opportunities in terms of emerging trends and technologies for understanding their influence on consumer behaviour.

The first speaker for the session was **Mr. Tarush Singhal, Designation (Director-Strategy & Planning, Spiral Content Solutions Pvt. Ltd. (Scatter)**, who shared his views on the role of Innovation and purpose of brand building and connecting consumer's expectation from brands today.

The last speaker of the session, **Mr. Harish Sharma, (VP Sales, PinkVilla Media Pvt. Ltd.)** provided valuable insights on how the corona virus crisis is impacting digital transformation. He further pointed out how digital transformation is having a wide-ranging impact on the business environment, creating both opportunities and challenges.

The first Technical session was concluded with a Q&A round and vote of thanks by Dr. Pallavi (Co-Convenor of Marketinar 2020).

Session II: The New Generation Consumer: Behaviour Reshaping & Business Models

The second session of the captivating seminar started with the address by Session Chair **Mr. Mr. Nimish Gupta, Designation (Advisor-Business Advisory Services Ernst & Young LLP)**. He emphasized on exploring the correlates of this changed consumer behaviour with other variables such as learning from crisis, changing needs, personality, new market segment and age to develop new models of consumer behaviour.

The first speaker of the session was **Mr. Praveen Kumar, (Founder Adprex)**, he talked about how have consumer mindsets and behaviors changed throughout the pandemic. He further pointed out that continuous tracking of consumer sentiment and underlying factors that influence their behaviour will be instrumental in helping businesses take proactive measures to navigate this crisis.

The second speaker of the session was **Mr. Asim Khalil Khan, Director E-Commerce Saudi Ceramics Co.)** who emphasized on the role & importance of word-of-mouth marketing and its impact on businesses. He highlighted that the happier customers the companies have, the more positive is the word of mouth and the more automatic is client acquisition.

The session was summed up with a Q&A round and vote of thanks by Dr. M Y Khan (Co-Convenor of Marketinar 2020).

VALEDICTORY SESSION

The Marketinar concluded with the valedictory session.

The Guest of Honor, **Mr. Dinesh Chandra, (Founder, Igiftjoy.com)** highlighted the significance of remarkable customer experience and how critical it is to the sustained growth of any business. He further added that a positive customer experience promotes loyalty, helps to retain customers, and encourages brand advocacy.

Chief guest of the session, **Mr. Sanjay Mehrotra, (Senior VP-Business Excellence Prism Jhonson Ltd.)** pointed out the significance of understanding the customer journey. He further emphasized on learning what customers experience from the moment they begin considering a purchase, and then working to make the journey toward buying a product or service and to make it simple, clear, and efficient as possible.

The conclave concluded with the vote of thanks proposed by Ms. Arshiya Ismail (Convenor of Marketinar 2020 & CTPO, AIMT). The Marketinar 2020 was full of learning and all the sessions were very interactive.

As John F. Kennedy once said: *“Change is the law of life. And those who look only to the past or present are certain to miss the future.”*

Few glimpses of the Marketinar 2020 are as follows



Army Institute of Management & Technology Greater Noida



Vyapaar Today The Marketinar 2020

The Future of Marketing: Challenges & Opportunities

NOVEMBER 28TH, 2020

09:45 AM - 02:10 PM

Eminent Speakers



Mr. R S Kalsi
Executive Board Member
Maruti Suzuki India Ltd.



Mr. Sanjay Mehrotra
Sr. VP - Business Excellence
Prism Jhonson Limited



Mr. Rishi Sahai
Managing Director
Cogence Advisors



Mr. N Dilip Venkataraman
Founder & CEO
VideoTap



Dr. Chhabi Sinha Chavan
Associate Prof.
MITCOM, MIT ADT University



Mr. Sameer Seth
Director - Marketing
Dolby Laboratories



Mr. Sumeet Narang
President
Bajaj Auto Ltd.



Mr. Dinesh Chandra
Founder
igiftjoy.com



Mr. Nimish Gupta
Advisor - Business Advisory
Services
Ernst & Young LLP



Ms. Madhumita Singh
Sr. General Manager - IT
Go Airlines India Ltd.



Mr. Asim Khalil Khan
Director - E-Commerce
Saudi Ceramics Co.



Mr. Praveen Kumar
Founder
Adprex



Mr. Tarush Singhal
Director - Strategy & Planning
Spiral Content Solutions Pvt.
Ltd. (Scatter)



Cmde. (Dr.) Vivek Chawla
Conclave Chair
Director
AIMT



Ms. Arshiya Ismail
Conclave Convenor
CTPO
AIMT

ORGANISERS:





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Greater Noida



INAUGURAL SESSION



Mr. R S Kalsi
Executive Board Member
Maruti Suzuki India Ltd.

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INAUGURAL SESSION



Mr. Sumeet Narang
President - Probiking
Bajaj Auto Ltd.





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SECOND TECHNICAL SESSION



Mr. Asim Khalil Khan

Director- E-commerce
Saudi Ceramics Co.

