

NATIONAL SEMINAR INNOVATION IN MARKETING STRATEGIES Organized by



**Bharatiya Vidya Bhavan's
Usha & Lakshmi Mittal Institute of Management (BULMIM)
Copernicus Lane, Kasturba Gandhi Marg
New Delhi –110001**

A two day National Seminar on Innovations in Marketing Strategies was organized in the Institute on the 30th and 31st July, 2010.

The objective was to make the students aware of the innovations being incorporated by the organizations to market their brands.

Apart from students, various people from Industry/ Corporate and Management Institutes as delegates attended the Seminar. Eminent Speakers from the Industry participated in the Seminar.

The following speakers were invited:

- Mr Kishore Chakraborti, VP Customer Insight *McCann Erickson*
- Mr V P Singh, *Freight Sales Manager, Deccan 360*
- Ms Sonia Kathuria, AVP, *TDI Infrastructure Ltd.*
- Ms Madhumita Guha, *Head of Marketing, Intertek India*
- Mr Pankaj Gupta, Business Head, *Spice Digital Ltd.*
- Mr Pradosh Mani, Head Hr and Personnel., *Luxor India Ltd.*
- Mr Sanjay Rai *Director - Marketing & Customer Management, Max Healthcare*
- Mr Sanjiva Dubey, Asia Pacific Service Delivery Executive, *IBM IGA*
- Mr Seemant Chaudhary, Director, *Citrix*
- Ms Ritu Chabra, ex National Head - Brand at *94.3 MY FM*
- Dr. Amit Paranje, Regional Partner Manager, *Sing Tel Global India Pvt. Ltd*
- Mr Parsun Kumar, Director Brand & Marcom, *MTS, Sistema Shyam TELESERVICES*
- Surinder Pal Bhatia, *DGM Oriental Bank of Commerce*
- Mr Raj Seksaria, *Chairman and Founder, Value Mosaic*