



**THAKUR GLOBAL BUSINESS SCHOOL**

(Approved by AICTE & Govt. of Maharashtra)

ISO21001:2018 Certified

**MARKETING  
CONCLAVE  
2K24**



## MARKETING CONCLAVE 2K24

*"RE-ENVISIONING THE TECH - CENTRIC MARKETING  
REALM TO INNOVATE, ENGAGE & INFLUENCE"*



To Register  
Scan  
QR Code

**21st September 2024, 09:30 AM, Auditorium**

**C-Block, Thakur Educational Campus, Shyamnarayan Thakur Marg, Kandivali  
(East), Mumbai-400101**



# ABOUT US

Thakur Global Business School (TGBS), managed by Zagdu Singh Charitable Trust (ZCT), was established in the year 2020. It is approved by AICTE & Government of Maharashtra. At TGBS, the focus is on holistic learning through enriching academics, industry interaction, innovative teaching methods, experiential learning, global exposure, trainings, self-management, and extracurricular and co-curricular activities. The highlights of TGBS PGDM Programme is its impeccable industry engagement, alumni base and placement opportunities to name a few. With state-of-the-art infrastructure, experienced and innovative teaching faculty, and modern pedagogical techniques, the institute is acquiring a true global status.

## ABOUT THE CONCLAVE

Join us at TGBS Marketing Conclave-2K24 to explore the future of Marketing 'Re-envisioning the Tech-Centric Marketing Realm to Innovate, Engage & Influence'. This extraordinary conclave provides a captivating exploration of innovation and essential perspectives from distinguished corporate leaders whose expertise resides in the same. With a comprehensive approach that synthesizes technology, creativity, and consumer insights, it aims to foster profound engagements and enduring influence in the marketplace. Open to both students and professionals, this event provides a window into cutting-edge trends in marketing strategies.

Don't miss the opportunity to be a part of TGBS Marketing Conclave 2K24, where the future of marketing awaits.

### Panel Sub-Themes:

- Seamless integration of online and offline customer experiences
- Enhancing customer experience through immersive technologies
- Using real-time data for adaptive marketing campaigns
- Innovations in voice-enabled customer interactions and personalized responses
- Developing unique experiences to engage customers on an emotional level

# MARKETING CONC NG AVE 2K24



Mr. Aalhad  
Wadekar

**Panelist**

Category Head -  
Personal Mobility,  
Gulf Oil India



Mr. Ashish  
Moghe

**Panelist**

Country Manager-  
India & South Asia,  
Scully System India Pvt Ltd



Mr. Nilesh  
Vohra

**Key Note Speaker**

CIO Advisory &  
Transformation  
& Head of Enterprise  
Services Advisory Partner,  
Infollin Research Services



Mr. Prasun  
Aachharyya

**Panelist**

VP Head Marketing &  
E-commerce,  
Writer Corporation



Ms. Priya  
Mathias

**Panelist**

Executive Vice President  
& Head Marketing,  
IndoSpace

## Re-Envisioning

*"THE TECH -CENTRIC MARKETING REALM  
TO INNOVATE, ENGAGE & INFLUENCE"*

Moderator: Mr. Apurv Gangar, Transformation, Digital & Technology, General Mills India Center



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## MARKETING CONCLAVE MARKETING CONCLAVE 2K24

Thakur Global Business School

Marketing Conclave 2024

'Re-Envisioning': Tech-Centric Marketing Realm to Innovate, Engage & Influence

Saturday, 21st September 2024, 09:30 a.m.

Timing	Description	Venue
09:30 AM - 10:00 AM	Welcoming the Guests	TGBS Board Room
10:00 AM - 10:20 AM	Inauguration of the Conclave and Lighting of Lamp	TGBS Reception
10:20 AM - 10:40 AM	Welcome Address, TGBS	Auditorium
10:40 AM - 11:00 AM	Introduction and Felicitations of Speakers	Auditorium
11:00 AM - 11:30 AM	Keynote Address and Q&A	Auditorium
11:30 AM - 11:45 AM	Panel Discussion opening by Moderator	Auditorium
11:45 AM - 12:30 PM	Panel Discussion and Q&A	Auditorium
12:30 PM - 12:45 PM	Vote of Thanks	Auditorium