

DATAMATIXX Summit 2025

Agenda

Date: 13th August

Venue: Novotel Mumbai International Airport

Theme: Redefining Data-Driven Future: Where Privacy, AI, Creativity, and Programmatic Power Converge		
9.00 AM onwards	Registrations	
10.30 - 10.50 AM	Opening Address	Bijoya Ghosh, Founder & CEO, Adgully Network
10.55 - 11.25 AM	Panel Discussion: Reaching the Right Audience: Rethinking Media Efficiency and Brand Suitability	Session Chair: Amit Rathi, Managing Director India, Channel Factory - Aditya Sharma, Head Media & Digital, Piramal Consumer Healthcare - Ajay Rawal, Vice-President, Soframycin (Encube Ethicals) - Kavita Acharekar, SVP, Zenith India - Somnath Mukherjee, Head- Programmatic & Affiliate Alliances, Reliance Vibrant - Tejas Chaudhari, Head, Performance Marketing, Unilever eCommerce, Unilever - Toranj Mehta, VP Marketing, DE BEERS INDIA
11.30 - 11.45 AM	Keynote Address: Scaling Success: Yahoo DSP for Multi-Screen	Ace Tham, Partner Demand, Yahoo
11.50 - 12.10 PM	Fireside Chat: Beyond the Bid: Where Identity Meets Intelligence	Session Chair: Vishal Shrivastava, Head of Business Strategy, AnyMind Group - Anand Chakravarthy, Chief Growth Officer, Omnicom Media Group India - Jahid Ahmed, Senior Vice President and Head of Digital Acquisition, Website, Social Media and Content Marketing, HDFC Bank
12.15 - 12.30 PM	Keynote Address: Driving Cost-Efficient Festive Conversions Beyond Search and Social	- Harpreet Singh, Country Manager, Taboola - Vibhu Anand, Director - Advertiser Account Management, Taboola
12.30 - 12.45 PM	DATAMATIXX Awards	
12.45 - 1.15 PM	Panel Discussion: CTV - Redefining Engagement, Measurement & ROI in the Streaming Era	Session Chair: Mihir Mehta, Managing Partner, 0101.Today - Chinmay Chandratre, Sr. VP - Media, FCB/SIX India - Himanshu Khandelwal, AVP Digital Business, Axis Mutual Fund - Reethika Nair, Head- Omnichannel Marketing, Dr Reddys Laboratories - Sameer Mehta, Chief Marketing Officer, 5paisa
1.30 - 2.30 PM	Lunch	

2.30 - 2.50 PM	Fireside Chat: The New ROI: Relevance, Outcomes, Impact	• Session Chair: Vivek Malhotra, Group CMO and COO Strategy, India Today Group • Puneeth Bekal, EVP and Chief Marketing Officer, HDFC securities
2.55 - 3.25 PM	Panel Discussion: Innovative Approaches to User Acquisition and Retention	• Session Chair: Raj Swaminathan, Senior Director- Revenues and New Initiatives, Globale Media • Abhishek Shetty, Marketing Head, Swiggy Instamart & Pvt Brands • Amit Bhandare, Head of Marketing and Corporate Communications, YES SECURITIES • Dheeraj Nagdeo, Head of Digital & Growth Marketing, Protean eGov Technologies Limited • Nishant Pradhan, Chief AI Officer, Mirae Asset Investment Managers (India) • Riaan Rodrigues, SVP and Head, D2C, Tata AI Gd • Varun Mundra, Head - Media & Innovations, Motilal Oswal Financial Services
3.30 - 3.45 PM	Keynote Address: Driving Business Impact: The Omnichannel Blueprint for Creative & Attention Success	• Brahmanand Pandey, Senior Sales Director- West & South, Teads
3.50 - 4.05 PM	Keynote Address: AI the Future is Now	• Benedict Hayes, Co-founder, Ethinos
4.10 - 4.25 PM	Keynote Address: Unlocking Programmatic Power	• Alvin Tan, Commercial Director - APAC, FreeWheel
4.30 PM onwards	DATAMATIXX Awards	