

IMAGEXX Summit 2025
Agenda

9:30 AM Onwards	Registration	
10:30 - 11:00 AM	Opening Address	<ul style="list-style-type: none"> • Bijoya Ghosh, Founder & CEO, Adgully Network
11:00 - 11:30 AM	Keynote Address: Use of AI in the news media. Will it take away jobs?	<ul style="list-style-type: none"> • Zakka Jacob, Managing Editor, CNN-News18
11:30 - 12:15 PM	Panel Discussion: Crisis Communication in the Digital Era: Strategies for Protecting Reputation in a Changing Media Scene.	<ul style="list-style-type: none"> • Session Chair: Anup Sharma, Strategic Communications Consultant • Akanksha Jain, AVP-PR and Communications, Swiggy • Amrit Anand, Head - Corporate Communications, Zupee • Nikhil Bharadwaj, Vice President & Head – Corporate Communications, Bajaj Allianz General Insurance • Prasadha Menon, Regional Head of Brand and Product Communications, Asia Pacific, Airbnb • Runa Ahlawat, Head Communications, JSW MG Motor India
12:20 - 12:45 PM	Fireside Chat: The Strategic Interplay of PR & Advocacy in an Era of Disinformation	<ul style="list-style-type: none"> • Session Chair: Madhurima Bhatia, Head of PR & Partnerships, India & APEC, Ipsos • Balaji Krishnaswami, Head Policy Comms India, Amazon • Puneet Anand, AVP & Vertical Head – Corporate Affairs, Corporate Communication & Social, Hyundai Motor India • Senjam Raj Sekhar, Head- Global Communications, MPL
1:00 - 2:00 PM	Lunch	
2:00 - 2:15 PM	Report Launch: Bharat Landscape - Beyond Tier 2	
2:15 - 2:35 PM	Fireside Chat: Future of PR in India: Going Beyond Tier 2 Cities	<ul style="list-style-type: none"> • Session Chair: Mukesh Kharbanda, Managing Director, Fuzion PR Pvt Ltd • Gunjan Batra, Head Corporate Communications & PR, Usha International • Himank Tripathi, CCO, Baazi Games • Janet Arole, AVP Corporate Communications, Aditya Birla Fashion and Retail Limited
2:35 - 3:15 PM	Panel Discussion: Reputation in the Digital Age: Managing Brand Perception in a Hyperconnected India	<ul style="list-style-type: none"> • Session Chair: Lovina Gujral, COO, Candour Communications • Abhilasha Gupta, Global Head - Corporate Communications & Public Affairs, Tech Mahindra • Anindita Mookerjee Sinha, Head GCC Client Communication, Ernst & Young • Apeksha Mishra, Vice President-Corporate Communications, Policybazaar.com • Geetaj Channana, Head, Corporate Strategy, vivo India • Jyotsna Dash Nanda, AVP Corporate Communications, DS GROUP • Mehak Arora, Lead (Consumer) - PR & Communications, ASUS India
3:20 - 4:05 PM	Panel Discussion: From Metrics to Meaning: The New Age of Data-Driven Communication	<ul style="list-style-type: none"> • Session Chair: Mamta Dhingra, Global PR Consultant & Podcaster, Lateral Sutraa • Abhishek Bose, Head - Corporate Communications, Hindustan Power • Ahana Ganguly, Associate Vice President- Brand Marketing & Corporate Communication, Times Network • Manika Mittal, Group Head - Communication and Public Relations, Balancehero India • Mitali Darbari Prakash, Business Director & Partner, The Mavericks • Poornima Gulati, Associate Director, Public Relations & Corporate Communications, NoBroker.com • Prachi Sharma, Head- Creative and Communication, CARS24 • Rachit Mishra, Head - Brand Marketing & Communication, CJ Darcl Logistics
4:10 - 4:20 PM	Keynote Address: E-commerce, Quick	<ul style="list-style-type: none"> • Nischay Madnani, Founder & CEO, Shryoan Cosmetics

	Commerce & Sales, Market Trends	
4:25 - 4:45 PM	Fireside Chat: Building Trust at Scale: Strategic Communications in High-Stakes Environments	<ul style="list-style-type: none"> ● Session Chair: Aanchal Jain, Director - Corporate Affairs, Mars India International (Mars Petcare) ● Anuj Dayal, Principal Executive Director/ Corporate Communications, Delhi Metro Rail Corporation ● Shubho Sengupta, Digital Marketer
4:50 - 5:15 PM	Fireside Chat: Reputation Reloaded: Building Trust & Brand Value in an Era of Hyper-Transparency	<ul style="list-style-type: none"> ● Session Chair: Nandini Chatterjee, Chief Corporate Brand and Communications, Shree Cement ● Amit Nanchahal, Head - Corporate Communications India and South Asia, PepsiCo India ● Samir Kapur, Director, Adfactors PR