

3RD June 2026 – Sheraton New Delhi Hotel

PR Beyond Vanity: Trust, Growth & Speed

AGENDA

10.00 am	REGISTRATION	
10:30 am	Opening Address	Bijoya Ghosh, Founder & CEO, Adgully Network
11:00 am - 11:30 am	Panel Discussion Beyond the Press Release: Building Always-On Newsrooms	<ul style="list-style-type: none"> • <i>Session Chair:</i> Uday Pratap Singh - Senior Editor, NewsX • Aanchal Jain – Director, Corporate Affairs, Mars India (Mars Petcare) • Aarooshy Srivastava – Lead, Public Relations, CashKaro • Balaji Krishnaswami – Head, Policy Communications, Amazon India • Heena Gambhir – Anchor & News Editor, Times Now • Natasha Wadhwa – Head, Strategic Communications & Brand, Shell India • Nikhil Kumar – Brand Marketing Manager, Trackier • Runa Ahlawat – Head, Corporate Communications & CSR, JSW MG Motor India
11:30 pm - 12:00 pm	Keynote Address	<ul style="list-style-type: none"> • Smt. Meenakshi Lekhi, Former Minister of State for External Affairs and Culture, Government of India
12:00 pm - 12:30 pm	Panel Discussion Beyond the Press Release: Building Always-On Newsrooms	<ul style="list-style-type: none"> • <i>Session Chair:</i> Shilpi Shukla - Independent Communications Consultant • Abhilasha Gupta – Global Head, Corporate Communications & Public Affairs, Tech Mahindra • Ajey Maharaj – Senior Vice President & Group Head – Corporate Communications & PR, Fortis Healthcare • Anuj Dayal – Principal Executive Director, Corporate Communications, Delhi Metro Rail Corporation • Manika Mittal – Communication Specialist, Cisco • Vandana Chopra – Partner & Head, Brand & Communications, KPMG in India
12:30 pm - 1:00 pm	Keynote Address	<ul style="list-style-type: none"> • Darshan Shah, Co-founder & CEO, NewsReach
1:00 pm - 2:00pm	LUNCH	
2:00 pm - 2:30 pm	Panel Discussion: Crisis Drills for the AI Age: Deepfakes, Misinformation, and a Shrinking Response Window	<ul style="list-style-type: none"> • <i>Session Chair:</i> Parminder Sahni - Managing Director, Dominant PR • Anup Sharma – Co-founder, Quivora Advisory • Himank Tripathi – AI & Communications Expert, Writer • Pranav Kumar – Founder & CEO, Alkimyx Global • Prateek Sharma – Lead, Corporate Communications, Canara HSBC Life Insurance • Rahul Gupta – Head, Corporate Communications & PR, Shiprocket • Surabhi Srivastava – Employer Branding Lead, EY India
2:30 pm - 2:45 pm	Keynote Address	<ul style="list-style-type: none"> • Anand Narasimhan - Managing Editor, Special Projects & Senior Anchor, Network18
2:45 pm - 3:15 pm	Panel Discussion: Measurement 2.0: Share of Voice → Share of Influence → Share of Trust – What Boards Actually Want	<ul style="list-style-type: none"> • <i>Session Chair:</i> Deeptie Sethi, CEO, PRCAL • Abhinav Gupta – Associate General Manager, The Times of India • Bhavya Suri – Director, Corporate Affairs, Pearson Plc • Kaveri Singh – Manager, Corporate Communications, Adidas India • Madhurima Bhatia – Head of PR & Partnerships, Ipsos India & APEC • Mridula Bhatt – Content Marketing Manager, Apptrove • Rituparna Sengupta – Director, Communication & Outreach, Wadhvani AI
3:15 pm - 3:45 pm	Panel Discussion: Regional Bharat, National Brands: The Power of Vernacular Storytelling	<ul style="list-style-type: none"> • <i>Session Chair:</i> Shishir Sinha - Associate Editor, The Hindu BusinessLine • Aashima Malik – Senior Vice President, Consumer & Tech, Ruder Finn • Jaideep Manchanda – SVP Marketing, Innovatiview India Limited • Md Rizvi Sajjad – Founder & Chairman, OneXtel Communication Media • Monica Dubey – Head, Corporate Communication, Bajaj General Insurance • Rajiv Ranjay Sarkar – SVP, PR & Marketing, Religare Enterprises Limited

		<ul style="list-style-type: none"> • Tehseen Zaidi – Communications Specialist, IT & Digital, Syngenta Group • Vikas Nain – Marketing Head, iNvent
3:45 pm - 4:00 pm	Fireside Chat: Brands with the X Factor: Decoding the Forces Driving Modern Brand Success	<ul style="list-style-type: none"> • <i>Session Chair:</i> Prabha Narayanswami, Research Director, Ipsos • Basant Rathore, Senior Vice President Strategy, Brand & Business Development, Jagran Prakashan Ltd.
4:00 pm - 4:45 pm	Panel Discussion: The Bharat Story: Realities, Risks and Rise	<ul style="list-style-type: none"> • <i>Session Chair:</i> Yashika Sagar - Senior Account Director, Fuzion PR • Akanksha Jain – Assistant Vice President, PR & Communications, Swiggy • Alifiya Nalwala – Group Head, Corporate Communication & PR, PhysicsWallah (PW) • Deepika M. Jagasia – Head, Corporate Communications, Blue Dart • Gunjan Batra – PR & Communications Lead (Senior GM), Usha International
4:45 pm - 5:15 pm	Panel Discussion: Podcasts, Personal Branding and Power: How Agencies Can Guide the New CEO Voice	<ul style="list-style-type: none"> • <i>Session Chair:</i> Abhi Mahapatra, Founder & CEO, AMPERA • Aman Dhall – Founder, CommsCredible • Nikky Gupta – Founder & CEO, Teamwork Communications Group • Sunanda Rao Erdem – CEO & Founder, Seraphim Communications LLP