

31st MRSI Annual Market Research Seminar

TAMING THE CHOPPY WATERS

Event Agenda



The Leela
Sahar Airport Road,
Andheri - Kurla Rd,
Andheri East, Mumbai



9th October 2023
10th October 2023

DAY 1, 9th October 2023

08:45	Registration, coffee and networking - <i>Partners NIQ, Rakuten</i>	
09:45	President's speech	Paru Minocha, President MRSI/ <i>Managing Director (Head-Qualitative and Sustainability Transformation Practice, India), Kantar</i>
	Indian Research & Insights Industry 2023 Update	Prashant Kollerli, Vice President MRSI/ <i>Leader - Consumer Insights : South Asia, NIQ</i>
	<i>Global Survey presents</i> Introduction to "TAMING THE CHOPPY WATERS"	K. Ramakrishnan, <i>Managing Director - South Asia, Worldpanel Division, Kantar</i>
	<i>ITC presents</i> STEERING – Original Research Papers	
11:30	Coffee break	
11:50	STEERING – Original Research Papers	
12:55	Lunch – partner HUL	
13:40	Fireside chat "Taming the choppy waters – Lessons from the world of brands"	Anila Vinayak, <i>General Manager CMI - Beauty and Personal Care, South Asia HUL</i> Chandan Mukherji, <i>Director and Executive Vice President of Strategy, Marketing and Communication at Nestle' India</i> with K. Ramakrishnan <i>Managing Director - South Asia, Worldpanel Division, Kantar</i> Introduced by Ishtpreet Singh, <i>Head Hair Care Business HUL</i>
14:20	<i>Toluna India presents</i> ADVENTURE [Technology] - Original Research Papers	Introduced by Vidya Sen, <i>BASES Lead South Asia NIQ</i>
15:10	Coffee break – partners Amazon , decrypt	
15:30	ADVENTURE [Technology] - Original Research Papers	
16:00	The future of brand building - navigating through choppy waters	S.Subramanyeswar, <i>Group CEO & Chief Strategy Officer – APAC + Global Chair - Strategy, MullenLoweGroup</i> Introduced by Saurin Shah, <i>VP MRSI/ Global VP & Head, CMI & Centre of Excellence Godrej Consumer Products</i>
16.55	The rise of Gen Z - how to innovate and drive consumption	Aditya Kaul, <i>Group Account Director, Kantar</i> Anjana Pillai, <i>Partner and India board member, Quantum Consumer Solutions</i> Ashwini Sirsikar, <i>Group Service Line Leader Ipsos UU and SIA</i> Mukul Gautam, <i>VP & Chief Of Capacity Building, Purple Audacity</i> with Sunder Muthuraman, <i>CEO SL Ventures</i>
17:25	Algorithms for Global Effectiveness - Best Paper ESOMAR Congress 2022	Begonia Fafian, <i>Global Human Insights and Marketing performance VP, The Coca Cola Company</i>
19:00 – 23:00	Gala evening – partner Global Survey. Drinks partner Pernod Ricard India	

DAY 2, 10th October 2023

09:00 Registration, coffee and networking - *partner Cint*

10:00 In conversation with Vinay Singh - Start-up state-of-mind learnings
Vinay Singh, *Co-founder & Partner* Fireside Ventures
Shuvadip Banerjee,
Chief Digital & Marketing Officer ITC Ltd

10:35 *Kantar presents*
MAIDEN VOYAGE - Original Research Papers
Introduced by Dixit Chanana,
Country Director Toluna India

11:30 *Coffee break*

11:50 MAIDEN VOYAGE - Original Research Papers

12:20 Panel "Maiden Voyages – discovering new opportunities for existing consumers and established behaviours"
Shreyas Naidu, *Associate Director* Licious (Delightful Gourmet)
Sonam Gautam, *Executive Creative Director*, The Good Glamm Group
Rohan Talati, *Portfolio partner and Founding team member* Spring Marketing Capital with Anju Joseph,
Partner, India Business Head Quantum Consumer Services
Introduced by Vinay Virmani, *Head Insights*, Dabur India

13:10 *Lunch - partner HUL*

14:00 The Code of Conduct – more important than ever – now and into the future
Judith Passingham, *Chair ESOMAR Professional Standards Cte and Chair of Disciplinary Sub Committee*
Introduced by Dr. Bikramjit Chaudhari, *Global Head - Advanced Analytics & Data Sciences* Datamatics

14:25 *Nestle India presents*
SAILORS - Original Research Papers
Introduced by Shelley Sengupta,
General Manager, Insights Pernod Ricard

15:00 'The Future Is Sound' - A Sonic Branding Presentation by Rajeev Raja, Founder & Soundsmith, BrandMusiq
Introduced by Nitin Kamat, *Treasurer MRSI/ Chief Growth & Partnerships Officer* TAM Media

15:30 Best Paper and Runner-up announcement

Close

16:00 – 17:00 Coffee and networking

Partnered by

ASSOCIATE PARTNER



PREMIUM SESSION PARTNERS



KANTAR



toluna

CHAMPION PARTNERS



Cint



NIQ

Rakuten Insight

ADVOCATE PARTNERS



DATAMATICS



FRIENDS OF RESEARCH



EXHIBITORS



DRINKS PARTNER

