



6th October 2009, Hotel ITC Grand Central, Parel, Mumbai

Conference Agenda

Time	Session
0900 - 0930 Hrs	Registration & Tea / Coffee
0930 - 1000 Hrs	<p>Opening Session</p> <p>Welcome Address: Dr. Bhaskar Das, Executive President, The Times of India Group</p> <p>Keynote Address: Ms. Chandra Iyengar, Addl. Chief Secretary Home Department (Former Public Health and Family Welfare), Government of Maharashtra</p> <p>Vote of Thanks: Mr. Pranesh Misra, Chairman & Managing Director, Brandsapces Worldwide</p>
1000 - 1100 Hrs	<p>CEO Spot Light on Health Marketing Opportunities, Issues and Challenges in India</p> <p>From the CEO's perspective, what is the size and nature of the health marketing space? What are the challenges that companies face in exploiting this opportunities? What are the dominant issues relating to corporate & social responsibility while playing in the health arena?</p> <p>Confirmed Panelists: Ms. Vinita Bali, Managing Director, Britannia Industries Mr. Saugata Gupta, Chief Executive Officer- Consumer Products Business, Marico Industries Mr. Vishal Bali, Chief Executive Officer, Wockhardt Hospitals Group Dr. Ajay Thakker, Chairman and Chief Executive Officer, Jupiter Hospital</p> <p>Session Moderator: Mr. Peter Wennstrom, Health Marketing Expert</p>
1100 – 1130Hrs	Tea / Coffee
1130 – 1300 Hrs	<p>Session II: Global Best Practices on Health Marketing</p> <p>Today as we live in the borderless world, successful business practices from other parts of the globe serve as the best case study. Health marketing in India is new, however it is far more evolved in the west. This session aims to understand the best practices in health marketing from global companies</p> <p>Confirmed Panelists: Mr. Shrijeet Mishra, Executive Director, Foods, Hindustan Unilever Limited Mr. Mikko Laavainen, Commercial Director, Ingredients division, Raisio Group Mr. Sudarshan Jain, Director, Healthcare Business, Piramal Healthcare Limited Mr. A. Vaidheesh, Managing Director, Johnson and Johnson Medical India</p> <p>Session Moderator: Mr. Muralidharan Nair, Partner- Health Sciences Advisory Practice, Ernst and Young</p>
1300 – 1400 Hrs	Networking Lunch
1400 – 1515 Hrs	<p>Session III: Understanding Consumers: Segmenting the health seekers</p> <p>Today the perception of health to a consumer has changed tremendously. There is constant shift from curative to preventive health care. What are the effective ways to segment the consumers so that we are</p>

	<p>able to effectively target our brands to the right group?</p> <p>Confirmed Panelists: Mr. Sam Waterfall, Senior Brand Strategist, Health Focus International Dr. J. S. Pai, Executive Director, Protein Foods and Nutrition Development Association of India Ms. Rinita Singh, Managing Director, Quantum Group</p> <p>Session Moderator: Mr. Pranesh Misra, Chairman & Managing Director, Brandsapes Worldwide</p>
1515 – 1530 Hrs	Tea/Coffee
1530 –1645 Hrs	<p>Session IV: Differentiating the 4 P's of Health marketing</p> <p>How to sharpen the marketing mix for health related brands? An understanding of how strategies could be differentiated for health brands as compared to other consumer goods and services, through case study examples that would be shared by panelists. The session also highlights discussion on challenges and opportunities faced while distributing health related products and services, innovation in delivery mechanism to exploit the changing attitudes and motivations of consumers towards health and wellness.</p> <p>Confirmed Panelists: Mr. Neal Cavalier-Smith, Healthy Marketing Team Mr. Tapan Ray, Director General, Organization of Pharmaceuticals Producers of India Mr. Kinjal Medh, Chief Operating Officer, Cogito Consulting Dr. Abhijit Desai, Cosmetic Dermatologist & Managing Director, Evolve Med Spa</p> <p>Session Moderator: Ms. Sukanya Kripalu, Strategic Marketing Consultant</p>
1645 Hrs	Valedictory Remarks