



MAD **Over** Marketing

22nd August 2025
Hotel Sahara Star Airport, Mumbai

#madx2025

AGENDA

Time

Activity

1:00 PM - 2:00 PM

Registrations with Networking Tea

2:00 PM - 2:15 PM

Welcome Address along with Magazine Reveal

Dr. Anupam Gupta, Founder & Director, **The Founder Media**, a brand of **Bharat Network Group**

2:15 PM - 2:45 PM

Panel Discussion

Tech, Tools & Talent: How Indie Agencies Maximize Efficiency and Innovation

Chaaya Baradhwaaj, Founder & MD, **BCWebWise**
Shiva Bhavani, Founder & CEO, **WING Communications**
Kuntal Chatterjee, CEO, **Mfunl**
Maddie, Founder & CEO, **Glad U Came**
Jitu George, President & Head of Solutions, **Schbang**
Barin Mukherjee, CEO, **Digital F5**

Nikhil Shrikhande, Head Brand- Partnership, **Chatrbox** (Moderator)

2:45 PM - 3:15 PM

Panel Discussion

The Indie Shift: Why Brands Are Moving Beyond Big Networks

Jaikishin Chhaproo, Head Media & Brand PR , **ITC**
Ishika Sharma, Associate Director, Sales, **Blis**
Vineet Chugh, Marketing Head, **QueueBuster**
Nitin Dhingra, CTO, **Indira IVF**
Ninad Pathak, Head of Digital Marketing, **Cello**
Manas Gulati, Founder, **ARM World Wide**
Tejas Chaudhari, Head Performance Marketing, **HUL**

Promita Saha, VP, **Karukrit Advertising** (*Moderator*)

3:15 PM - 3:30 PM

Keynote Session

How Indie Agencies Can Offer More Than Just Campaigns

Sowmya Iyer, Founder & CEO, **Dvio Digital**

3:30 PM - 3:45 PM

Keynote Session

Small Agencies Winning Big Brands with The Power of Specialization

Vikram Jeet Bhayana, Head of Marketing, **Bajaj Allianz General Insurance**

3:45 PM - 4:00 PM

Keynote Session

Today's OOH is smarter and accountable: Are brands embracing the technology, data, and agility that the medium offers?

Junaid Sheikh, Managing Director, **Roshanspace Brandcom Pvt. Ltd.**

4:00 PM - 4:15 PM

Keynote Session

The Power of Niche Agencies

Haresh Nayak, Founder & CEO, **Connect Network**

4:15 PM - 4:30 PM

Closing Note

How Indie Agencies Can Ensure Long-Term Growth & Stability

Shubhranshu Singh, Board Member of the **Effie LIONS foundation**

4:30 PM - 8:00 PM

Introduction to the The Founder Media's MADX Awards 2025 & Felicitation Ceremony

08:00 PM Onwards

Dinner & Cocktail