



AIMA 5th Social & Digital Retreat

**'A Digital World – The Consumer Wins, The Middleman Struggles'
21 – 23 August 2022, Taj Resort & Convention Centre, Panaji, Goa**

Retreat Agenda

Day 1 – Sunday, August 21, 2022

1630 – 1700 hrs ***Registration and Welcome Tea/Coffee***

1700 – 1730 hrs **Welcome and Introduction**

Welcome Remarks **Rekha Sethi**
Director General
All India Management Association

1730 – 1845 hrs **A Digital World – The Consumer Wins, The Middleman Struggles**
Session 1

Speaker **Shiv Shivakumar**
Retreat Chairperson, Group Executive President, Corporate Strategy &
Business Development, Aditya Birla Group

Interaction with Audience

1845 – 2000 hrs **Social Commerce: Tapping the Collective Power**
Session 2

Speaker **Radhika Sridharan**
Partner, Bain & Company

Interaction with Audience

2000 hrs onwards ***Networking over Cocktails & Dinner***

Day 2 – Monday, August 22, 2022

0930 – 1045 hrs **Why Everything will be Mobile First?**
Session 3

Speaker **Rohit Dadwal**
Managing Director - Asia Pacific
MMA Global

Interaction with Audience

1045 – 1200 hrs **Insuretech: Innovations in Digital Insurance**

Session 4

Speaker **Suhail Ghai**
Chief Digital & Information Officer
Max Life Insurance Company Ltd

Interaction with Audience

1200 – 1215 hrs ***Networking Tea/Coffee***

1215 – 1330 hrs **Taming Data: From Analytics to Insight**

Session 5

Speaker **Pankaj Rai**
Group Chief Data and Analytics Officer
Aditya Birla Management Corporation Pvt Ltd

Interaction with Audience

1330 – 1430 hrs ***Lunch***

1430 – 1730 hrs **Workshop on Metaverse by Microsoft**

Session 6

Speaker **Sandeep Alur**
Director, Microsoft Technology Centre
Microsoft

Interaction with Audience

1930 hrs onwards ***Dinner as per convenience***

Day 3 – Tuesday, August 23, 2022

0930 – 1045 hrs **Digital Desi: Going Vernacular**

Session 7

Speaker **Anusha Shetty**
Chairperson and Group CEO
Grey & AutumnGrey

Interaction with Audience

1045 – 1200 hrs

Session 8

Speaker **Speaker from Amazon**

1200 – 1230 hrs **Summing up & Distribution of Participation Certificates**

1230 hrs ***Retreat Concludes with Lunch***
