



**SRI SATHYA SAI INSTITUTE OF
HIGHER LEARNING**
(Deemed to be University)
ANANTAPUR CAMPUS



DEPARTMENT OF MANAGEMENT AND COMMERCE

**Invites you to a
One Day Workshop
on**

THE FUTURE OF MARKETING

Trends, Technology, and Transformation



Amudha Ranganathan

Executive Director, CavinKare Group of
Institutions
Director, E-Commerce, CavinKare



Shruthi Bopaiah

Executive Vice President and Head
Customer Obsession, Axis Bank



Ganta Dilip Kumar

Circle Chief Executive Office,
Indus Towers Limited



Sai Venkatraman

Vice President of Sales
CavinKare



Maheima Kapur

Independent Consultant
Digital Transformation



Kasturi Cotha

Hon. Secretary
NHRD Bangalore Chapter



Event Coordinator--

Dr. Akanksha Aggarwal
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18th March 2025



Multimedia Learning Centre,
College Building-3,
Sri Sathya Sai Institute of Higher
Learning, Anantapur Campus



[Joining Link](#)





THE FUTURE OF MARKETING

Trends, Technology, and Transformation



Time	Session
10:00 AM - 10:02 AM	Vedam Chanting
10:02 AM - 10:05 AM	Lighting of Lamp
10:05 AM - 10:10 AM	Setting the Stage Dr. Akanksha Aggarwal, Event Coordinator
10:10 AM - 10:20 AM	Welcome Address Prof. Rani P L, Director, Anantapur Campus, SSSIHL
10:20 AM - 10:35 AM	Inaugural Address Mr. CN Kshetragna, Professor of Practice
10:35 AM - 11:15 AM	The E-Commerce Revolution: Lessons from Building Brands in a Digital Economy Guest of Honor: Ms. Amudha Ranganathan Executive Director, CK Group & Director, E-Commerce, CavinKare
11:15 AM - 12:00 PM	Customer Obsession: The New Age Marketing Mantra Ms. Shruthi Bopaiah EVP and Head - Customer Obsession, Axis Bank
Lunch Break (12:00 pm - 1:00pm)	
1:00 PM - 1:40 PM	Driving Profitability & Market Leadership in Competitive Industries Mr. Ganta Dilip Kumar Circle Chief Executive Officer, Indus Towers Limited
1:40 PM - 2:20 PM	Sales-Driven Marketing: Aligning Strategies for Market Success Mr. Sai Venkatraman Vice President of Sales, CavinKare
2:20 PM - 3:00 PM	Digital Transformation in Marketing: Navigating Change and Driving Innovation Ms. Maheima Kapur Independent Consultant, Digital Transformation (Marketing & Product)
3:00 PM - 3:40 PM	Employer Branding: The Secret to Marketing Success Ms. Kasturi Cotha HR Thought Leader, Hon. Secretary, NHRD Bangalore Chapter
3:40 PM - 3:50 PM	Vote of Thanks & Felicitation
4:00 PM	Mangala Aarati