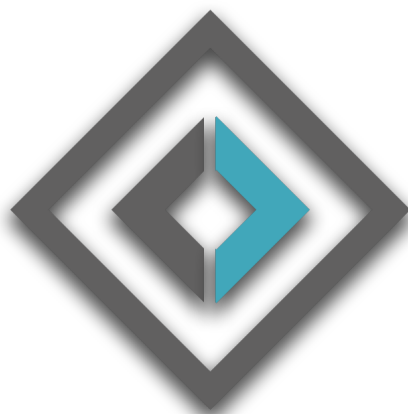


# **SPEAKER PROFILE**



## **PARIPREKSHYA'23**

The 7<sup>th</sup> Annual Finance & Marketing Conclave

4 November 2023

## **MARKETING PANEL**

### **Theme:**

**Demystifying the Digital Maze:  
From Media Attribution to Customer Journey**



KEYNOTE SPEAKER :

Dr Jai Shankar Kumar

Vice President - (Sales & Marketing), MP Birla Cement



SPEAKER :

Mr Manu Kumar

Head Of Marketing & Corporate Communication,  
Hero Electric



SPEAKER :

Ms Sumeet Singh

Group Chief Marketing Officer, Info Edge India Ltd



SPEAKER :

Mr Harkawal Singh

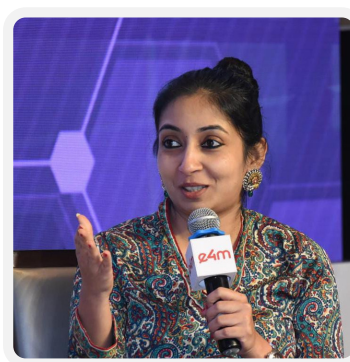
Head Marketing Services & Excellence, Dabur India



SPEAKER :

Mr Nilendu Mitra

Vice President of Marketing & Strategy, Ajmal Perfumes India



SPEAKER :

Ms Samyukta Ganesh Iyer

VP & Head of Marketing,  
Kaya Limited

MARKETING PANEL

PARIPREKSHYA '23





**Dr Jai Shankar Kumar,  
Vice President -  
(Sales & Marketing),  
MP Birla Cement**

**Keynote Speaker**

Dr Jai Shankar Kumar is currently the Vice President - Sales and Marketing at MP Birla Cement, bringing to the table a wealth of knowledge and extensive experience within the cement industry. With a career that spans over a quarter of a century, Dr Kumar is a seasoned marketing expert, holding a prestigious MBA in Marketing from IIM Calcutta. His academic credentials are further underscored by the completion of a Ph.D. from Magadh University in 2008, with his research focusing on 'Globalization – Management of Economic Future.'

Dr Kumar's professional journey has been marked by significant contributions to some of India's most prestigious organizations. His noteworthy roles include that of a Sales and Marketing Professional at ACC Ltd. (Holcim). Furthermore, he has held pivotal positions at other renowned companies, such as Ambuja Cements Limited, Shree Cement Limited, JK Lakshmi Cement, and Ultratech Cement Limited.

Beyond his corporate roles, Dr Kumar has proven to be a valuable member of the Board of Consultations for several well-respected organizations, including CRISIL, Infollion Research, Insight Alpha, Advantus Global, B & K Securities, RAIN Group, HDFC Securities, Motilal Oswal, Lynk – Hongkong, and Third Bridge India. His extensive professional background and impressive educational qualifications solidify his reputation as an esteemed and accomplished figure in the realm of sales and marketing.





## **Mr Manu Kumar, Head Of Marketing & Corporate Communication, Hero Electric**

### **Speaker**

Mr Manu boasts an impressive track record spanning over 29 years, with expertise in Integrated Marketing Communication, Brand Management, Direct Marketing, Public Relations, E-Commerce, and Digital Media. His experience spans both sides of the spectrum, having worked in Marketing Communication agencies and with corporate clients. He has successfully crafted comprehensive brand and communication strategies and executed integrated marketing campaigns for renowned brands across diverse industries, including E-commerce, Hospitality, IT & Telecom, Oil & Gas, FMCG, Automobile, BFSI, NGOs, Education, and Entertainment.

Currently, he holds the position of Head of Marketing and Corporate Communications at Hero Electric Vehicles. His previous roles include serving as the Head of Marketing for India and South Asia at UTStarcom India, where he spearheaded marketing initiatives. He also played a pivotal role at Bharti Airtel Ltd., where he led Brand Communications for the Enterprise Services Business Unit. Furthermore, he contributed his expertise to Chevron Texaco as a Brand Manager for Lubricants. During his tenure at Result McCann/Solutions Integrated Marketing Services, he worked on prominent brands such as Coke, Shell, Motorola, Channel V, MTV, Intel, Microsoft, Standard Chartered Bank, Gillette, Oxfam, Save the Children, Sony, ESPN, Yamaha, among others, devising and executing comprehensive 360-degree marketing programs.

Outside the professional realm, Mr Manu enjoys various hobbies, including sports, photography, and reading. He is also a dedicated wildlife enthusiast.





**Ms Sumeet Singh,  
Group Chief Marketing  
Officer,  
Info Edge India Ltd**

**Speaker**

Ms Sumeet Singh is a highly accomplished and dynamic marketing professional with an impressive 23-year track record. She currently holds the esteemed position of Chief Marketing Officer at Info Edge, a prominent player in India's consumer internet industry. Info Edge is the parent company behind leading online platforms in the domains of job search, real estate, education, and matchmaking.

Ms Singh's remarkable leadership and strategic acumen have been instrumental in propelling these businesses to the forefront of their respective sectors. She is also celebrated for her role in crafting iconic advertising campaigns for these renowned brands.

Prior to her role at Info Edge, Ms Sumeet Singh made significant contributions as the Founder Executive Director of The Indus Entrepreneurs in Delhi. Furthermore, she served as the Executive Director of the Indian Venture Capital Association in previous appointments. Additionally, she has been actively involved in government IT advisory councils.

A management graduate from Pune University, Ms Sumeet Singh embarked on her professional journey as a management trainee with NIIT. In her leisure time, she indulges in her passions for cooking, gardening, and reading.





**Mr Harkawal Singh,  
Head Marketing Services &  
Excellence,  
Dabur India**

**Speaker**

Mr Harkawal Singh is an accomplished Business Leader with 22 years of experience in Sales and Marketing within the FMCG industry. He's a seasoned professional, skilled at managing Profit and Loss, and possesses a deep passion for consumer insights and strategic business transformations. His expertise includes strategic planning, research, media planning (both traditional and digital), new product development, and brand architecture. Mr Singh has excelled in Sales, gaining a strong understanding of Distribution and Pricing in diverse channels. He has a strong track record of nurturing brands to leadership positions, achieving P&L, market share, and equity goals through consumer-focused marketing strategies. He's an adept team leader who collaborates across departments to achieve strategic business goals.

In his most recent role, he was the Marketing Head for Oral Care at Dabur and currently serves as the Head of Marketing Services & Excellence at Dabur India. He played a pivotal role in making Dabur Red the largest Ayurvedic toothpaste brand in India and elevating Dabur to the second-largest player in Dentifrice/Oral Care. He emphasizes the importance of building connections with people and consumers for business and brand development.

Before his tenure at Dabur, he gained valuable experience at UB Group and Airtel, where he was responsible for creating and nurturing brands with innovative campaigns and delivering sustainable power brands and profit and loss statements.

Mr Singh holds a PGDBM from FORE School of Management, Delhi, and completed his schooling at Yadvindra Public School, Mohali, and La Martiniere College, Lucknow.





**Mr Nilendu Mitra,  
Vice President of Marketing &  
Strategy,  
Ajmal Perfumes India**

**Speaker**

Mr Nilendu Mitra is the Vice President of Marketing & Strategy at Ajmal & Sons, NHA Division, and the Head of Strategy within the CEO's office at AJMAL Group. Within the Ajmal Group, he serves as the visionary leader for the company's growth aspirations and holds the pivotal role of shaping and executing strategic initiatives aimed at fostering sustainable growth, enhancing profitability, and ensuring a competitive edge.

With a rich and diverse professional journey spanning over 20 years, Mr Mitra has accumulated a wealth of experience across various industry sectors. His educational background includes an MS from Mercy University in New York City, New York, and an MMS from Mumbai University. He has successfully overseen renowned consumer brands in a spectrum of industry verticals, encompassing Beauty, Lifestyle, Jewellery, FMCD, and Services.

His impressive career has seen him contribute to esteemed organizations such as DHL, the UB Group, Accor Group, Videocon, Nakshatra Diamond Jewellery, TBZ, and he also holds the distinction of being a founding member of i-Mint, a pioneering Coalition Loyalty and Consumer Rewards Program in India. Mr Mitra's passion lies in the field of marketing, and he possesses an unwavering enthusiasm for all aspects of consumer marketing. Notably, he has lent his expertise to diverse markets, including the USA, France, and the UK.





## **Ms Samyukta Ganesh Iyer, VP & Head of Marketing, Kaya Limited**

### **Speaker**

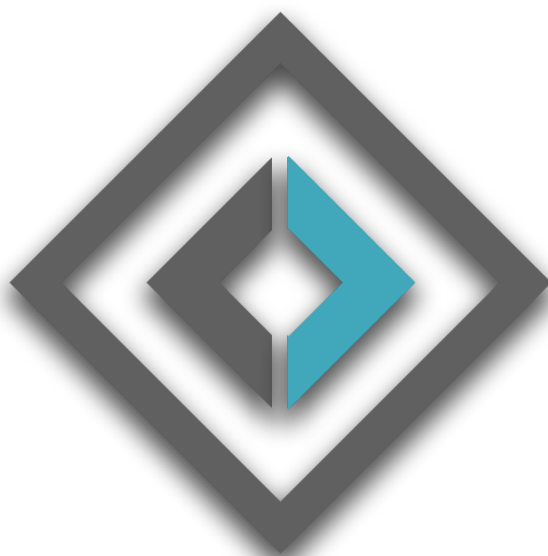
Ms Samyukta Iyer is an acclaimed marketer with a decade and a half of impactful experiences in brand building, new product launches, growth hacking strategies in the realm of offline and online worlds. She has spearheaded iconic brands : Kaya and Baskin Robbins in the capacity of Head of Marketing, leading the brands to new heights of success via visionary brand crafting strategic initiatives. In her previous avatars, Ms Samyukta has crafted global brands : Vaseline, Lakme, Frooti, Appy, Digene, Asian Paints.

Honored by Business World, Impact and Ad Gully as 40 Under 40 top marketers in India. Conferred honorariums by Social Samosa "SuperWoman" and by DMA Asia "BrandMaster", Ms Samyukta is also the only marketer in the world to have won the title of Young Lions at the prestigious Cannes Festival of Creativity 3 years in a row!

Ms Samyukta is a well known speaker and panelist at all the prestigious advertising, media and marketing forums. She has also essayed the role of juror across the largest of awards for E4M, Social Samosa, Ad Gully, Effies, Emvies etc. to name a few.

A multifaceted personality, Ms Samyukta has authored her own work of literary fiction that is going to be published this year. She is also a culinary aficionado and a food blogger and a trained classical singer.





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