



Association of Business
Communicators of India

Highlighting Corporate Communications for Brand Building

Brand Building relates to Reputation Management and Corporate Communication is a tool to be on the path of Success. Get a power tips from the Successful Entrepreneurs and Professionals, how to make effective use of these tools to strive for excellence and build a Brand.

• COMFEST- 17 •

VENUE:

**CRYSTAL ROOM, HOTEL TAJ MAHAL PALACE & TOWER,
APOLLO BUNDER ROAD, MUMBAI**

DATE:

FRIDAY, 22ND DECEMBER, 2017

TIME:

**09.00 AM TO 02.00 PM
FOLLOWED BY LUNCH**

INVESTMENT:

**FOR MEMBER - RS. 8,000/-
NON-MEMBERS RS. 10,000/-
INCLUDING THE 57TH ANNUAL AWARDS**

• CONTACT •

MR. KIRIT VARMA ON +91 98207 17858



SPEAKERS



MR. PRASAD AJGAONKAR

CEO – iRealities Technology Pvt. Ltd.

Imagination rules! - Two words that best describe Mr Prasad Ajgaonkar. His work, whether it is in developing eLearning content, in B2B communication or in animation films, reflects a highly innovative mind; a man who can reach into the fathomless depths of the mind to create impactful business solutions. Mr Ajgaonkar has helped many businesses make the crucial transition to the digital economy. He has established himself as an expert in brand strategy and as the man who can deliver compelling digital user experiences. His client list includes business leaders like L&T, Adani, Asian Paints, HDFC, Future Generali, Infosys, HPCL, Mahindra, Pepsico, Airtel, to name but a few.

When he is not working with corporate giants, he is taking giant strides in animation.

His work in the award winning animation movie 'Chaar Sahibzaade' earned its place in history on many counts: it was the first stereoscopic 3D animated movie on Sikh history; it was also one of the first Indian animation movies that crossed INR 75 crore in box office earnings. His other animation works include the TV series 'Antariksh' and 'Raavan'. With such a glittering track record, Mr Ajgaonkar would no doubt possess a wealth of experience and insights on the art and science of communication. Good reason to look forward to the moment when Mr Ajgaonkar takes the mic at Comfest 2017.

MS. MONIKA KALIA

General Manager, Union Bank of India

Ms. Kalia is presently, General Manager of Union Bank of India. Besides a Fellow Member of the Institute of Company Secretaries of India, she is also a B.Com (H) and Certified Associate of Indian Institute of Bankers (CAIIB).

Ms. Kalia joined Union Bank of India in 2008 as Assistant General Manager looking after functions of Company Secretary and Board Secretary. She was promoted as Deputy General Manager in the year 2011. She has worked extensively in the area of Corporate Governance and during her tenure the Bank was awarded certificate for excellence in corporate governance for three consecutive years in a row by The Institute of Company Secretaries of India in association with the Ministry of Corporate Affairs. Her assignment as General Manager included heading the Personal Banking and Operations Department and the Corporate Communications Department of the Bank. It's worth to mention that she has successfully spearheaded the demonetization phase in Union Bank of India. She has also held the position of Chief Grievances Officer of the Bank.

Her present assignments include heading Retail Banking and Marketing, Wealth Management and Corporate Communications Department. Besides, this she is also the Managing Trustee of Union Bank Social Foundation Trust.



MR. ARVIND AGRAWAL

CEO - AICL Communications Ltd.

Arvind Agrawal is India's foremost practitioner of Stakeholder-Centric Communication. He founded AICL Communications Limited (AICL) in 2007 to institutionalise his consultancy practice, and as its CEO, has been pushing the frontiers of Corporate reporting in India since. His flair for communication and in-depth understanding of business dynamics, along with his relentless pursuit for the best practices globally, have proven beneficial for Organisations looking at building long-term alliances with their stakeholders.

His contributions to the industry over the years have been recognised by the local and global bodies including ABCI, LACP, ICAI, ARC, KYOORIUS, British Council and Designomics. In 2016, the India SME forum featured AICL in its list of India's small giants. Prior to founding AICL, Arvind worked as CFO of a Steel Fabrication Company after starting his career as a freelance journalist with the Statesman. A Commerce Graduate from St. Xavier's College, Kolkata, Arvind is also a qualified Chartered Accountant and Company Secretary. He enjoys sharing his entrepreneurial journey with students and regularly speaks at industry and professional conferences.



MS. PAYAL SHAH KARWA

Content Maven-Founder, The Word Jockey

Ms. Payal Shah Karwa knows how to get the word across through the digital glut of information that is the Internet. Her pioneering content agency 'The Word Jockey' produces work that has both – punch and panache. As she has often demonstrated, communication on the Internet requires a different algorithm and attitude compared to traditional media. TWJ has an ever-increasing number of clients, that include top brands like Tata, Godrej, Mahindra, LinkedIn, Future Group, to name but a few. Her work reflects an accurate understanding of the ethos of Web users across the world and how best to deliver a corporate message to this group. Payal is also a published author and prolific contributor to magazines and blogs. She is often invited to speak at important forums like Content Marketing Summit by World Marketing Congress, TMF&A, Social Media Week, Times Lit Fest, etc.



ACC Limited	Adani Enterprises Ltd	AGS Transact Technologies Ltd	AOJ Media Pvt Ltd	Apollo Tyres Limited
Bank of Baroda	Bank of India	Bharat Petroleum Corporation Ltd.	Bharati Airtel Limited	Biological E. Limited
Bombay Stock Exc. Brokers Forum	Brandswitch	Canara Bank	Clariant	Coromandel International Ltd.
Dainik Bhaskar Group	University Of Mysore	Doit Advertising	Export - Import Bank of India	GlaxoSmith Kline Pharmaceuticals Ltd.
Glenmark Pharmaceuticals Limited	GVK Power and Infrastructure Ltd.	HDFC Ltd	HERO Motocorp Ltd.	Huntsman
IDBI Bank				IL&FS Financial Services Limited (IFIN)
Indian Oil Corporation Ltd.				Indian Overseas Bank
IPE Global Ltd.				Larsen & Toubro Limited
L&T Metro Rail, (Hydrabad) Ltd				Life Insurance Corporation Of India
Mahindra & Mahindra Limited	Marshmallow (Creative Division of Metieta Advertising Pvt. Ltd.)	Maxposure Media Group (I) Pvt Ltd.	Nabard	NDDB Dairy Services
Novartis Healthcare Pvt. Ltd.	Nuclear Power Corporation of India Ltd.	ONGC	Organisation of Pharmaceutical Producers of India (OPPI)	PR Addictability Media Services Pvt Ltd
PWC India	Reserve Bank Of India	Saint-Gobain	Securens Systems Pvt. Ltd.	Spenta Multi Media Pvt. Ltd.
Synechron Technologies	Tata Power Company Ltd.	Tata Power Delhi Distribution Ltd.	Tata Sky Ltd.	TESCO Bangaluru
Thane Municipal Corporation	The Good Edge	The Sanmar Group	Thermax Limited	Thyssenkrupp Industrial Solution (I) Pvt. Ltd
UAE Exchange & Financial Services Pvt Ltd	Union Bank of India	Western Railway	Wockhardt Limited	

Contact Details:

Association of Business Communicators of India, C/o. Creative Line, 20, Blaze Business Centre, Level 1, Birla Mansion, Next to Commerce House, Nagindas Master Road, Fort, Mumbai - 400 001
Contact Person: Mr. Kirit Varma, Mob. No.: + 91 98207 17858 • Email: admin@gabci.in • Website: www.abci.in

