

## IFCCI MARCOM COMMITTEE FY2019-20

### Minutes of the Meeting, (Launch Meeting, Q2)

Date: Thursday, 12<sup>th</sup> September 2019

Venue: Schneider Electric India, Gurgaon

#### Participants Present :

<b>Chairman:</b> Seema Siddiqui	GM-Corporate Communication	Schneider Electric (CH)
<b>Vice- Chairman:</b> Suvodeep Das	Vice President – Sales & Marketing	Sodexo (VC)
<b>Guest Speaker:</b> Tarang Goyal	Head of Advanced Data Solutions	Google, India
Payal S. Kanwar	Director General	IFCCI
Rishika Roy	Head of Committees & Events (North)	IFCCI
<b>Spoc:</b> Ishita Jain	Communications Manager	IFCCI
Sunita Kumari	Assistant- Communications	IFCCI
Sanaya Sharma	Assistant- Admin	IFCCI
Roasie Vriq	Marketing Head	Sotheby's Luxury
Tanushree Bhatia	Marketing & Communications - South Asia	Bollore
Juhi khan	VP- Sales & Operations	Aargus Global Logistics
Swati Sahai	Head -Corporate Affairs & Policy Advocacy-India	HCL Technologies Ltd.
Shefali Safra	Director - Corporate Affairs & Regulatory	Danone
Kim Collaco	Associate Director, Enterprise Strategy	Corporate Catalyst
Shradha Batra Mithal	Director	Resettle

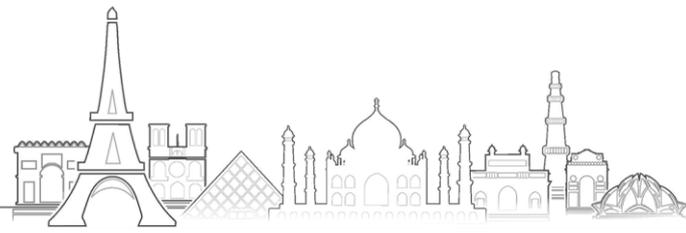
IFCCI launched the MarCom Committee on 12<sup>th</sup> September 2019 at Schneider Electric India's corporate office with Marketing and Communications heads of leading Indo-French companies in India.

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The meeting commenced with an open address and introduction to IFCCI Committees by Ms. Payal S. Kanwar [Director General, Indo-French Chamber of Commerce & Industry] followed by a brief introduction of the Committee Chairs. The Committee's Chairman, Ms. Seema Siddiqui outlined the scope of the Marcom committee for FY 2019-20 with a broad vision on the core agenda for the FY.

The committee welcomed a special guest speaker from Google India, Mr. Tarang Goyal who shared his insights on “*Data Driven Marketing*”.

### **Points of Discussion:**

1. Scope for MarCom committee:
  - Platform for knowledge-sharing
  - Marketing Challenges and solutions
  - Best practices
  - Content creation
  
2. Potential themes of discussions for the upcoming sessions:
  - a) Measurement and metrics
  - b) Communication in the time of change
  - c) Internal communication
  - d) Crisis Communication
  
3. Overview on “Data-Driven Marketing” by Google India:
  - a) Consumer behaviour trends based on Google's global reports
  - b) Mapping Cost effective channels via Google Marketing Platform
  - c) Case studies on
    - Understanding the customer
    - Predicting marketing outcomes (for better sales-force)
    - Personalized customer experience
  
4. Q & A session
  - a) Discussions on marketing challenges in different sectors, digital marketing, social media marketing etc.
  
5. Members to send potential themes of discussion to IFCCI team.

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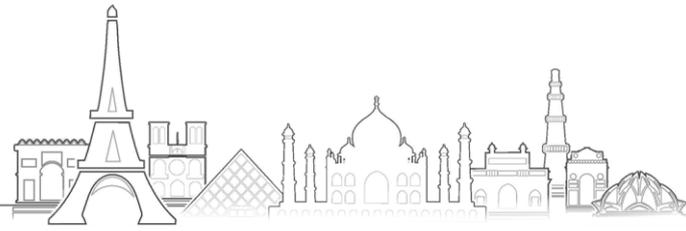
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**IFCCI**  
**CCI FRANCE-INDE**  
INDO-FRENCH CHAMBER OF COMMERCE



6. Tentative committee calls/webex/events laid out:

Per month	Concall or webex
2 <sup>nd</sup> week of Nov 2019	Roundtable in Mumbai
November – December 2019	Release of a Handbook

**Chairman**

Seema Siddiqui

**Vice-Chairman**

Suvodeep Das

**Advisor**

Mohit Dhingra

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