

MOBEXX SUMMIT & AWARDS(DELHI)

Agenda

Date: 21st January 2026

Venue: Holiday Inn, Aerocity, New Delhi

Theme: Reimagining Mobile Marketing: Data, Devices & Disruption Driving the Next Wave of AdTech

9 AM Onwards	Registration	
10:00 -10:30 AM	Opening Address	<ul style="list-style-type: none">● Bijoya Ghosh, Founder & CEO, Adgully Network
10:30 - 11:30 AM	Leaders 2.0	
11:40 - 12:20 PM	Panel Discussion: Cross Media Measurement: Unifying Reach and ROI Across Screens	<p>Session Chair: Shubho Sengupta, Digital Marketing Advisor</p> <ul style="list-style-type: none">● Akshansh Yadav, CEO, ITV Digital● Nimish Agrawal, Director-Digital Business Unit & CMO, Niva Bupa Health Insurance● Prasun Kumar, Chief Marketing Officer, Magicbricks● Sachin Vashishtha, CMO, Paisabazaar● Sumeet Singh, Group Chief Marketing Officer, Info Edge India

12:30 - 1:00 PM	Fireside Chat: Brand Safety and Brand Suitability On Wall Garden Or Social Platform	<p>Session Chair: Amit Rathi, MD, Channel Factory</p> <ul style="list-style-type: none"> ● Nitin Guleria, Media Head, Mars ● Rahul Marwaha, Managing Partner, WPP Media ● Santosh P. Kumar, Chief Operating Officer, INNOCEAN India
1:00- 1:20 PM	Mobexx Awards	
1:30 - 2:30 PM	Lunch	
2:30 - 3:15 PM	Panel Discussion: Maximizing ROI in Mobile Marketing: Leveraging AdTech Platforms for Omnichannel Success	<ul style="list-style-type: none"> ● Session Chair: Manas Gulati, Co- founder & CEO, ARM Worldwide ● Bhairavi Rangarajan, Head - Brand and Marketing, Kohler ● Rumi Ambastha, Vice President- Marketing, Mila Beauté ● Ravi Tripathi, Global Head Strategy and Partnerships, Truecaller Ads

3:20 - 3:50 PM	<p>Panel Discussion: In-App Advertising-Best Practices for Effective In-App Ads</p>	<ul style="list-style-type: none"> ● Session Chair: Anchal Siwag, Director of Customer Success, Trackier ● Gaurav Nijhawan, Head of Marketing, MMTC-PAMP ● Neha Sawant, VP and Head of Marketing, ZebPay ● Prakhar Jaiswal, Head Media, Yum Brand ● Rohit Bishnu Khatua, Chief Marketing Advisor, Independent Marketing Consultant ● Vini Soni, Head Of Brand Marketing Magicbricks
4:00 - 4:15 PM	<p>Fireside Chat: Line of Contextual Targeting: Using Deterministic + Probabilistic Data for Precise Targeting</p>	<ul style="list-style-type: none"> ● Session Chair: Naresh Gupta, Managing Partner, Bang in the Middle ● K. Ganapathy Subramaniam, CMO, LT Foods
4:15 - 4:45 PM	<p>Panel Discussion: Line of Contextual Targeting: Using Deterministic + Probabilistic Data for Precise Targeting</p>	<ul style="list-style-type: none"> ● Session Chair: Naresh Gupta, Managing Partner, Bang in the Middle - 3.40 ● Gandharv Sachdeva, Country Head - India, Hybrid ● Girish Kumar, Head of Brand Marketing, Motorola Mobility ● Kanika Anand, General Manager Media Marketing, Airtel ● Neha Khullar, Head Of Marketing, Kenstar ● Roopali Sharma, President - North & East, Havas Media India

4:45 - 5:00 PM	Keynote Address: Designing Ads People Don't Want to Skip using Creative Science™	<ul style="list-style-type: none"> ● Nabajit Nath, Sales Director, India, Kargo
5:00 - 5:30 PM	Panel Discussion: Future of CTV & Mobile Marketing-Emerging Trends – 5G , AI-Driven Targeting, and Privacy-Compliant CTV Advertising	<ul style="list-style-type: none"> ● Session Chair: Sachi Gurudanti, Product Director, MiQ ● Abbishek Chadha, EVP – North & East, Interactive Avenues ● Abhishek Ranjan, Digital Head (Spiceco), DS Group ● Chirag Jagwani, Head - eCommerce, Fixderma India ● Sajit Gopal, Head of Media, Dominos
5:40 - 6:15 PM	Panel Discussion: Precision Media: Optimizing Reach and Brand Safety in a Fragmented Landscape	<p>Session Chair: Eiti Singhal, Independent Marketing Consultant, Angel Investor and Wellness Leader</p> <ul style="list-style-type: none"> ● Nisha Khatri, HOM, Libas ● Sai Tota, D2C Revenue Head, Salty ● Rahul Chhetry, Sr. Vice President - Media, dentsu India
6:15-7:00 PM	MOBEXX AWARDS	