

THE GROWCO SUMMIT 2011

EMBRACING THE NEW DECADE: NEW OPPORTUNITIES, NEW HORIZONS, NEW GROWTH MODELS

June 30, 2011 | Hotel Oberoi | Bangalore

AGENDA

09:15 am **Tea and Registration**

09:45 am **Welcome address**

Anuradha Das Mathur, Director and Co-founder, 9.9 Media

10:00 am **Keynote Address: Embracing the New Decade: New Opportunities. New Horizons. New Growth Models**

Speaker: Ashok Soota, CMD, Happiest Minds Technologies

11:00 am **Masterclass Marketing: Seek, build, sustain: The new 'mantra' to build sustainable customer relationships using new media**

In a new world characterised by digital marketing, midsize firms face unique challenges, relative to their smaller or larger counterparts, in reaching out to their customers and other partners. What are the strategies that midsize firms should adopt in digital marketing? How can they differentiate themselves successfully?

Speaker(s):
Jessie Paul, Founder, Paul Writer

11:45 am **Tea break**

12:00 pm **Masterclass Strategy: Turn your constraints into opportunities**

CEOs of midsize enterprise constantly grapple with the challenge of limited resources. Thus, they need to be adept at managing their constraints. The session will attempt to share insights on how companies can gain competitive advantage by exploiting the very constraints that others find daunting.

Speaker(s):
Krishnan Ganesh, Founder and Chairman, TutorVista
VR Govindarajan, Co-founder and Director, Perfios

01:00 pm **Lunch**

02:00 pm **Masterclass Finance: The last surge to the finish line**

This session will focus on sharing perspectives on the latest models, frameworks and strategies that entrepreneurs need to be aware of, while engaging with finance providers. As midsize growth enterprises prepare to scale up they are increasingly looking to take advantage of new inorganic ways of growth, including mergers, acquisitions, takeovers and spin-offs. The session will address questions such as: How can growth enterprises show their objectives are aligned with PE/VC firms? What are the means by which capital can be raised? How can CEOs develop strong business cases to obtain financing?

Speaker(s):
Pradeep Tagare, Director, Intel Capital
Gaurav Sahgal, Regional Director, HSBC

03:00 pm **Special Session: The Indian Economic Outlook – A primer for the medium and long term**

Speaker:
Sridhar Narayan, Managing Director and Head of Corporate Sales for Global Markets, HSBC India

03:30 pm **Tea Break**

03:45 pm **Masterclass Leadership: Passing the baton to the next-in-line**

This session will address the critical question that many entrepreneurs encounter: Who is the best person to take the lead when I move on? How do CEOs evaluate their middle management and decide the best person to take their enterprise to the next level of growth? What are the qualities or skills that they need to identify? What balance of 'soft' and 'hard' skills is needed? These questions will be explored in the discussion.

Speaker(s):

Krishna Kumar, Founder & Director, ISEC

Chandrashekhar Hariharan, Executive Chairman, BCIL Zed Habitats

04:45 pm **Closing remarks**

Dr Pramath Raj Sinha, MD and CEO, 9.9 Media

05:00 pm **Networking and close**
