

# THE GROWCO SUMMIT 2011

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

March 22, 2011 | Hotel Radisson | New Delhi

## AGENDA

08:45 am	Tea and Registration
09:15 am	<p><b>Welcome address</b></p> <p><i>Anuradha Das Mathur, Director-9.9 Media and Publisher-Inc. India</i></p>
09:30 am	<p><b>Keynote Address: Embracing the New Decade: New Opportunities. New Horizons. New Growth Models</b></p> <p><i>Speaker:</i> <i>Dr Pramath Raj Sinha, CEO and MD, 9.9 Media</i></p>
10:30 am	<p><b>Masterclass Marketing: Seek, build, sustain: The new 'mantra' to build sustainable customer relationships using new media</b></p> <p>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?</p> <p><i>Speaker:</i> <i>Srikant Sastri, Country Chair, VivaKi India</i></p>
11:30 am	Tea break
12:00 pm	<p><b>Masterclass Strategy: Turn your constraints into opportunities</b></p> <p>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.</p> <p><i>Speaker(s):</i> <i>Sanjeev Bikhchandani, Founder and Executive Vice Chairman – Info Edge</i> <i>Ashutosh Garg, Founder and CEO, Guardian Lifecare</i></p>
01:00 pm	Lunch
02:00 pm	<p><b>Masterclass Finance: The last surge to the finish line</b></p> <p>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?</p> <p><i>Speaker(s):</i> <i>Alok Mittal, Managing Director, Canaan India</i> <i>Sunil Srivastav, General Manager, State Bank of India</i></p>
03:00 pm	<p><b>Special session: Management of Accelerated Growth : Adizes Insights</b></p> <p><i>Speaker:</i> <i>Harsh Chopra, Country Manager and Founding Partner, Adizes Institute India</i></p>

03:30 pm

Tea break

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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):*

*Sanjeev Aggarwal, Managing Director, Helion Advisors*

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04:45 pm

**Closing remarks**

*Dr. Pramath Raj Sinha, Founder and Managing Director – 9.9 Media*

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05:00 pm

**Networking and close**

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