



Siddharth Bhardwaj, CMO & National Sales Head, UFO Moviez joins the battery of speakers at the World Marketing Summit

December 10, Mumbai: Kotler Impact has unveiled the final roster of speakers for the World Marketing Summit 2018 (WMS18), happening on **December 14 at New Delhi**, where the world's most prominent marketers and leaders will come together to discuss the role of marketing in an interconnected world and work towards creating a better world through marketing.

With the theme Industry 4.0 - Transformative Marketing, Disruptive Innovation and Blockchain in Interconnected World, where the eminent speaker panel will cover all aspects of marketing with innovative strategies and best practices on how to build a better world through marketing. It aims to initiate global movements through marketing strategies that change human behavior leading to a positive impact on society and living for future generations.

The summit's extensive speaker line-up includes UFO Moviez's CMO & National Sales Head - Siddharth Bhardwaj. Other speakers are **Amitabh Kant**, CEO, NITI Aayog - the man behind the incredible Make in India movement. The conference will also feature Indian marketing maverick **Swami Ramdev**, Founder, Patanjali Ayurveda Limited. Other speakers include **B.S. Nagesh**, Chairman and Non-Executive Director, Shoppers Stop, **Mansoor Ahmed**, Senior Vice President, Volvo Group, Singapore, **Gautam Mahajan**, Chairman, Customer Value Foundation, **Anurag Batra**, Chairman & Editor in Chief, BW Businessworld Media, **Matthew Davies**, MD, FedEx. The summit will also see marketing guru **Walter Vieira**, President, Marketing Advisory Services Group. Other speakers include **Sachin Jain**, MD, Forevermark (De Beers), **Mohanned K. Al-Anni**, Chairman and CEO, D3 Consultants & Gulf University, Bahrain, **Vineet Singh Hukmani**, MD & CEO, 94.3 Radio One, **Vinay Singhal**, Co-Founder & CEO, WittyFeed, **Prof. Rashmi Jain**, Marketing Head, N. L. Dalmia Institute of Management Studies & Research Mumbai, **Amit Tiwari**, Vice President Marketing, Havells India, **Saurabh Verma**, CMO, Inox Leisure Limited, **Dr Fahim Kibria**, CMO, Kotler Impact, **Siddharth Bhardwaj**, CMO & National Sales Head, UFO Moviez, **Prof. Pramod Pathak**, IIT Dhanbad.

"It is a great privilege for UFO Moviez to partner with first edition of World Marketing Summit in India. The theme chosen by WMS towards discussion at the summit has contemporary relevance and futuristic importance. Hence, we feel that the forum with the line-up of such industry experts and eminent personalities would help us to address and solve many of the alarming issues currently the marketing segment is undergoing. I am also sure that, this platform would be an enabler towards achieving a common goal in building and establishing a better world for the marketing fraternity. UFO being countries largest digital cinema distribution network, we extend all our support to WMS." **said Siddharth Bhardwaj, CMO & National Sales Head, UFO Moviez.**

"This is the first year India will be hosting the World Marketing Summit. I am sure that this summit will be very insightful in discussing the real world problems prevalent in the country and provide notable strategies that will help solve those through marketing. The conference offers real and concrete discussions among the top playing organizations in marketing." said Chirag Bagaria, Business Head, Proton Communications, the agency on record for the summit.



The summit will also see top-performing organizations and distinguished individuals battling it out for the esteemed Kotler Awards. The event will see CEOs, CMOs, Managing Directors, Directors–Marketing, entrepreneurs, senior management of top MNCs in attendance. The convention is expected to be attended by around 400+ business executives and participants from India and the neighboring countries.

About WMS: The World Marketing Summit (WMS), founded and convened in 2011 by Philip Kotler, is an independent global organization, headquartered in Toronto, Canada, committed to "Creating a Better World through Marketing" and thereby alleviating poverty. WMS aims to improve the state of the world by engaging the global leaders and entrepreneurs to create a poverty-free world. Organizations and individuals interested in attending the World Marketing Summit 2018 can visit the event's website, bit.ly/wmsindia.

About UFO Moviez India Limited: UFO Moviez is a pioneer that has led the country in the digitization of cinema through its innovative satellite technology. India's largest digital cinema network today, UFO Moviez also is the largest in-cinema advertising platform. UFO has created a pan India, high impact in-cinema advertising platform with long-term advertising rights to 3,800+ screens, with an aggregate seating capacity of approximately 1.71 million viewers per show and a reach of 1,350 cities and towns across India.

UFO Moviez with its vast network reaches a large portion of the urban audience, which comprises of the younger TG 15-35yr old individuals, which are the core TG segment for most brands. The audience in the cinema screens are highly receptive to media and give undivided attention to the content being showcased. Cinema impacts social and cultural transition in society and UFO Moviez; has been an enabler to this transition. Cinema positively drives brand love, brand consideration and brand differentiation. Hence, it is undoubtedly one of the most preferred mediums of delivering impactful advertising campaigns by Creative Directors, CEOs, Media Buying Agencies, Brand Managers and Influencers.

The company, that made First Day First Show phenomena possible has been leading innovations in the industry ever since. Apart from the UFO Moviez platform, the company has also introduced a unique mobile van cinema viewing platform called Caravan Talkies wherein sundown non-ticketed shows are aired. When consumers can't come to cinema screens, UFO takes the cinema screen to the consumers. It empowers brands to engage with the rural audience most of which reside in media dark areas. A rural centric, free of charge, movie viewing platform, Caravan Talkies has 114 vans and has conducted rural activations and screenings in 7000+ villages across India.

A listed entity on BSE and NSE; UFO operates India's largest satellite-based, digital cinema distribution network using its UFO-M4 platform, as well as India's largest D-Cinema network. www.ufomoviez.com

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