

# PREVIEW



29.30.31 October 2015  
BIEC, Bengaluru

Knowledge Partner

FORRESTER®



**TV Mohandas Pai**  
Chairman  
Manipal Global  
Education Services



**Bipin Preet Singh**  
CEO & Co - Founder  
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**Rene Honig**  
Vice President Strategy  
Portfolio & Innovation  
Shell Global Solutions



**Dane Anderson**  
VP - Research  
Director, Forrester  
Research



**TG Dhandapani**  
CIO  
TVS Motor



**Vijay Sethi, CIO &  
Head Corporate  
Social Responsibility**  
Hero MotoCorp Ltd



**Jayantha Prabhu**  
CTO  
Essar Group



**Rajeev Batra,**  
CIO Sistema Shyam  
Tele Services Ltd  
MTS India

# Speakers 2015



**Milind Khamkar**  
Group CIO  
Super Max



**Thomson Thomas**  
Sr. Vice President - IT  
(CIO) HDFC Standard  
Life Insurance



**Ashish Khanna**  
AVP-Corporate IT  
The Oberoi Group



**Keyur Desai**  
VP - IT Infrastructure  
& Projects  
Essar Group



**Pertisth Mankotia**  
Head IT  
Sheela Foam Pvt  
Ltd (Sleepwell)



**Anwer Bagdadi**  
Director Technology  
& Operations  
Orasi Media Pvt Ltd



**Sanchit Vir Gogia** Chief  
Analyst & Group CEO  
Greyhound Research



**Pulak Ghosh**  
Professor  
Indian Institute of  
Management  
Bangalore

**Speakers 2015 & Several Others**

# Organized by the leading brand in trade fairs.

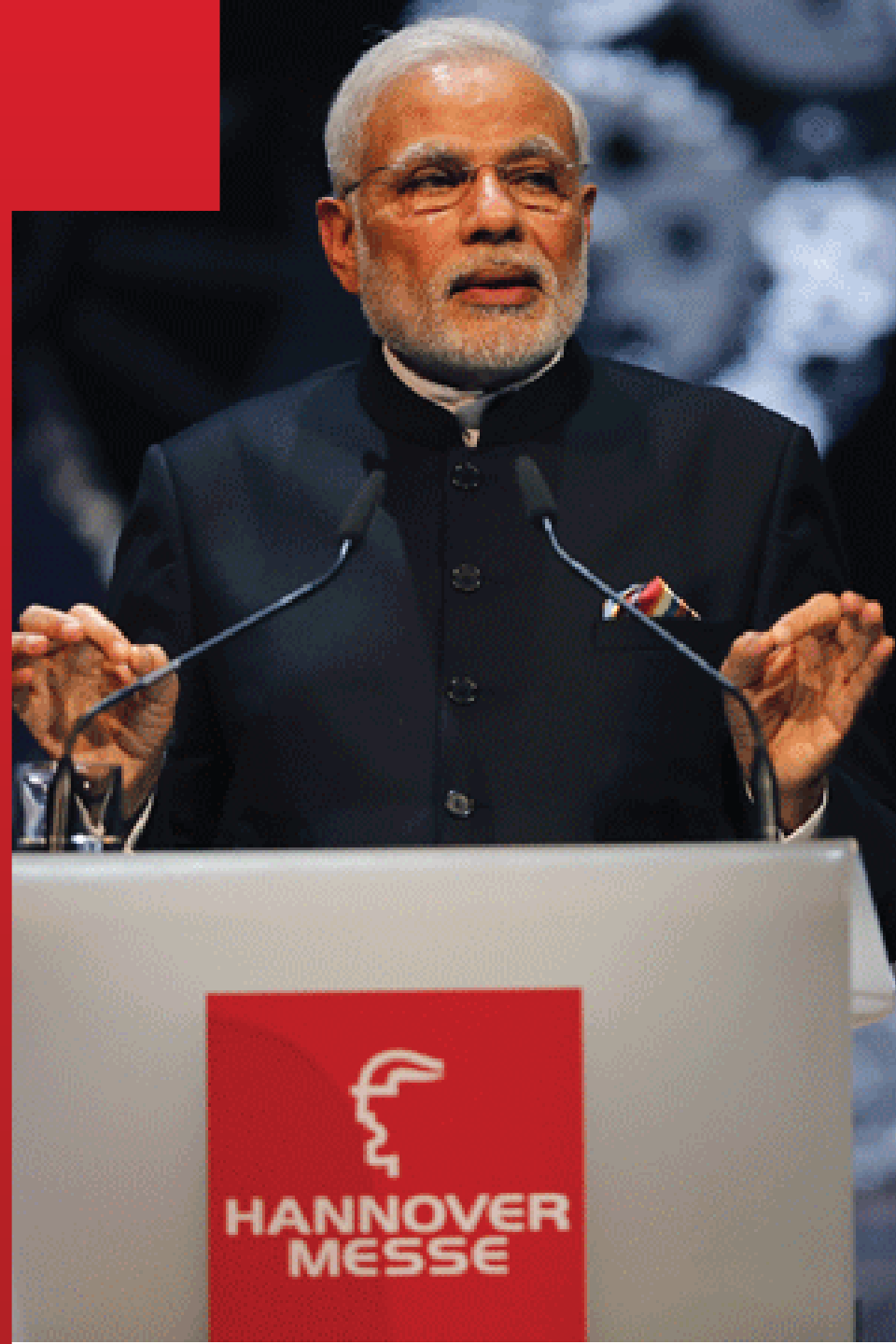
*Growth markets need effective business platforms. Despite today's networked world, trade fairs still serve as a central meeting place for market participants. We create such platforms – worldwide – on the basis of our extensive and experienced network, unique skills and strong trade fair brands.*



Deutsche Messe



FIERA MILANO





# World's premium trade fair and conference for the IT industry

*Understand what new technology can do for your business, discover early, talk to technology innovators & solution providers.*

**The business of  
technology**





**Attended by leading  
decision makers and  
the biggest names  
in tech.**

Angela Merkel  
German Chancellor

Jack Ma.  
Founder Alibaba



# CeBIT INDIA Debut

## 2014 Snapshot

2500

VIP Delegates



125

Product  
Launches



9311

Buyers



418

Exhibitors



14

Countries



# Special Features

*at CeBIT INDIA*





# CeBIT



**The CeBIT Global Conferences provide a 360° overview of the digital industry and give top visibility to sweeping trends and innovations.**

*It is a platform where global business leaders, industry experts and social innovators come together to reveal, explore and debate trailblazing technologies and the way they could shape the year ahead - for the benefit of the working world and society at large.*



# CGC 2014

*In numbers*



**03** Days,  
Conference tracks  
**33** Sessions



**83**  
Speakers from  
government &  
industry



**2500**  
VIP Delegates



**26**  
Thought leadership  
articles, stories &  
quotes



**250+** Media attendance **11** Front Page Coverages

*(Economic Times, Times of India, Business Standard,  
The Hindu Business Line, The Hindu, Deccan Chronicle and  
Deccan Herald attending all three days of the show)*





**Vanitha  
Narayanan**  
MD, IBM India



**Marten Pieters**  
MD & CEO,  
Vodafone India



**Mark Mc. Donald**  
MD - Strategy,  
Accenture



**R. Chandrashekhar**  
President,  
NASSCOM

## Invitees & Speakers of 2014



**Kumud  
Shrinivasan**  
President,  
Intel India



**Vishal Sikka**  
CEO,  
Infosys

*Foundation  
partners*





# CGC India 2015

*Main Theme*

## **D!Conomy (The Digital Economy)**

*The digitization of the economy is proceeding apace. CeBIT 2015 highlights the immense opportunities afforded by the “d!conomy”, along with the efforts required to become “digitized”.*

**Understand and discuss the impact of digital technology on the economy, society and the way it affects our lifestyle, work and businesses - all at CeBIT Global Conferences India 2015.**

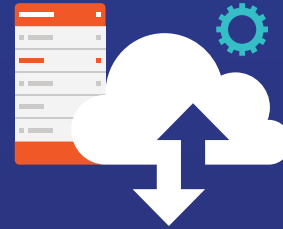
# Sub-Themes

## ***Digitization of private sector***

*Transformation leaders (CIOs, CTOs) to talk about importance of making their organizations digital*

## ***Digital India***

*Focus on government's efforts to integrate departments and make services available to citizens*



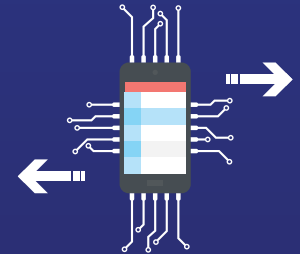
*Cloud Computing*



*Big Data Analytics*



*Social business*



*Enterprise Mobility*



*Internet Of Things*



*Security*

# Conference Topics



*Digital India*



*Mobiles & smartphones  
for the common man*



*The future work*



*Automation*



*Smart cities*



*Apps*



*GPS  
location based services*



*E-commerce,  
shopping apps*



*Mobile banking,  
e-wallets*

# New at CGC 2015

*'Digital Transformation Leaders' to share experiences on digital disruption and present solutions for the future.*

*Balance between business leaders and governments showing the way forward for e-governance and the view of digital leaders, innovators on technology, innovation etc.*

*2 tracks in the conference area:*  
**Centre Stage and Power Stage**

**Innovation Stage** *in the exhibition Hall 1*

**60+** *speakers*

**6** *leadership keynotes*

*More plenary sessions*

*Opportunity for independent sessions, seminars, briefings, media round tables, networking in the 'Cassia' Hall*  
**at CGC Convention Centre**



# day 01

*D!conomy  
Digital Economy-  
Making India Digital*

# day 02

*Tech in action,  
Digital transformation,  
Security, Mobility*

# day 03

*Internet of Things,  
Innovation,  
The Future Of Work*



# Day 1 Focus: Diconomy and Digital India

Knowledge Partner



Time	Center Stage	Power Stage
09:00 - 09:45	Visitor Registration	
09:45 - 10:00	Welcome Speech	
10:00 - 11:00	<p>Power Panel-1 (Plenary): Diconomy - Innovating for Digital India</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Rajan S Mathews, Director General, Cellular Operators Association of India</li> <li>• Dr. Ajay Kumar, Joint Secretary, DeitY</li> <li>• Dane Anderson, Vice President, Research Director &amp; Region Manager serving CIOs, Forrester</li> </ul>	
11:00 - 11:45	Keynote (Plenary)	
13:00 - 14:00	LUNCH BREAK + NETWORKING	
14:00 - 14:30	Keynote (Plenary): The 4th Generation Future	
14:45 - 15:45	<p>PANEL: Disrupt or be Disrupted! (Preparing for disruption in the Financial services industry) (Moderated by Forrester)</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Ravikiran Mankikar, Chief GM, IT Department, The Shamrao Vithal Co-operative Bank Limited</li> <li>• Prof. Pulak Ghosh, Indian Institute of Management Bangalore</li> <li>• Amrish Rau, Managing Director, Citrus Payments</li> <li>• Mani Mamallan, Founder, Chairman &amp; MD, Electronic Payment Services</li> <li>• Aruna Rao, CTO, Kotak Mahindra Bank</li> <li>• Sridhar Iyer, Head - Customer Franchise, Innovation and Digital Banking, Citibank India</li> <li>• Bipin Preet Singh, Founder and CEO, MobiKwik</li> </ul>	<p>PANEL: Enterprise Mobility - Making 4G real - what needs to be addressed to have true and consistent bandwidth in a 4G connected world? (Moderated by Greyhound Research)</p> <p>(Association Partner: COAI)</p>

# Day 1 Focus: Diconomy and Digital India

Knowledge Partner





Time	Center Stage	Power Stage
16:00 - 16:30	Keynote: The Future of Work	
16:30 - 17:30	<p>PANEL: The Future of work (Moderated by Greyhound Research)</p> <p>Speakers:</p> <ul style="list-style-type: none"><li>• Prasenjit Bhattacharya, CEO, Great Place to Work Institute, India</li><li>• Jayanta Prabhu, CTO, Essar Group</li><li>• Chaitanya Wagh, Group Head IT, JM Financial</li><li>• Amandeep Singh Sarna, Regional Director - IT, South Asia, Starwood Hotels &amp; Resorts</li><li>• Mukund Prasad, CEO Coach and Former Group CIO and Group HR Head, Welspun Group</li></ul>	<p>PANEL: Transformational leaders series (How CIOs are leading the digital transformation) (Moderated by Forrester)</p> <ul style="list-style-type: none"><li>• Ranendra Dutta, Vice President &amp; CIO, SABMiller India</li><li>• Ajay Bakshi, Senior VP – Business Transformation, Aegis Limited</li><li>• Basant Kumar Chaturvedi, Head - IT, Perfeti Van Melle India Pvt. Ltd.</li><li>• Thomas Thomsun, Senior VP - IT (CIO), HDFC Life</li><li>• Subramanian Chittur, Head – Information Systems, METRO Cash &amp; Carry India</li><li>• TG Dhandapani, CIO, TVS Motor</li><li>• Kushal Sanghavi, Business Head - Digital Solutions, Reliance Entertainment and Digital</li></ul>

# Day 2 Focus: Tech in action & Digital transformation; Security, Mobility

Knowledge Partner



Time	Center Stage	Power Stage
08:30 - 9:00	Power Breakfast (Exclusive, by invitation)	
09:00 - 9:30	Visitor Registration	
10:15 - 10:30	Welcome Speech	
 10:30 - 11:15	Keynote (Plenary):- IT: The Power Behind Energy - Rene Honig, VP, Shell Global Solutions	
 12:00 - 13:00	PANEL (Plenary): Diconomy - The shared economy - making it all work together (Moderated by Forrester) (Association Partner: iSPIRT)  <div>Speakers:</div> <ul style="list-style-type: none"> <li>• Sharad Sharma, Co-founder and Governing Council Member, ISPIRT</li> <li>• Sankarson Banerjee, Deputy CTO, National Stock Exchange of India Limited (NSE)</li> </ul>	
13:00 - 14:00	LUNCH BREAK + NETWORKING	
14:00 - 15:00	PANEL: Cybersecurity - Securing the Digital Enterprise (Moderated by Forrester)  <div>Speakers:</div> <ul style="list-style-type: none"> <li>• Saket Modi, CEO, Lucideus</li> <li>• Dinesh Pillai, CEO, Mahindra Special Services Group</li> <li>• KK Mookhey, CEO, Network Intelligence India (NII Consulting)</li> <li>• Sunil Varkey, CISO, Wipro</li> <li>• Keyur Desai , Vice President - IT Infrastructure &amp; Projects Group, Aegis Limited</li> </ul>	



## *Day 2 Focus: Tech in action & Digital transformation; Security, Mobility*

Knowledge Partner



Time	Center Stage	Power Stage
<b>15:00 - 16:00</b>  Speakers:		PANEL: Transformational leaders series (How CIOs are leading the digital transformation)  • Ashish Khanna, Assistant VP-Corporate IT, The Oberoi Group • Hitesh Arora, CIO (Indian Sub-continent), Yum! Brands (India) • Shreesh G Patwardhan, CIO & V.P. (I.T.), Dynamic Logistics, • Pravin Savant, CTO, Lowe Lintas • Francis Rajan, Executive VP-Information & Communication Technology, Premier Airways Limited • Jai Dagga, Enterprise Architect business Applications- leading SAP implementation, Viacom 18 Media, Pvt. Ltd.
<b>15:30 - 16:00</b>	Keynote (Plenary)	
<b>16:15 - 16:45</b>	Keynote: Startups - TV Mohandas Pai	
<b>16:45</b>  Speakers:	Announcement for final 10 (+91 startup contest)	PANEL: Live Healthier, Live Longer! How Digital Technologies are transforming the Healthcare industry, and helping to extend human life expectancy. (Moderated by Forrester)  • Girish Kulkarni, CMIO, Cytecure Hospitals • Sandeep Khurana, VP - Head, UnitedHealth Group • Arvind Sivaramakrishnan, CIO, Apollo Hospitals Enterprise • Venkat Iyer, CIO, Wockhardt • Nandkishor Dhomne, VP-IT & CIO, Manipal Group • Vishal Gondal, Founder & CEO, GOQii Inc

# Day 3 Focus: Internet of Things/Smart manufacturing; Innovation; @Work

Knowledge Partner



Time	Center Stage	Power Stage
09:00 - 09:45	Visitor Registration	
09:45 - 10.00	Welcome Speech	
10:00 - 10:30	Keynote (Plenary)	
10:30 - 11:30	<p>PANEL: Industry 4.0 - Manufacturing goes Digital (Moderated by Forrester)</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Vijay Sethi, Vice President, CIO and Head CSR, Hero MotoCorp</li> <li>• Pertisth Mankotia, Head IT, Sheela Foam Pvt Ltd (Sleepwell)</li> <li>• Prakash Dharmani, Global CIO, Essel Propack Limited</li> <li>• Kashyap Kompella, Research Director, Real Story Group</li> <li>• Dr. Nilay Yajnik, Professor of Information Systems, NMIMS University</li> </ul>	
13:00 - 14:00	LUNCH BREAK + NETWORKING	

# Day 3 Focus: Internet of Things/Smart manufacturing; Innovation; @Work

Knowledge Partner



Time	Center Stage	Power Stage
<b>14:00 - 15:00</b>		<p>PANEL: Transformational leaders series (How CIOs are leading the digital transformation) (Moderated by Forrester)</p> <ul style="list-style-type: none"><li>• Ravish Jhala, Virtual CIO, Hospitality Sector / HATT</li><li>• Suneel Aradhye, Group CIO, RPG Enterprises</li><li>• Umesh Mehta, Sr. VP &amp; CIO – India, Jubilant Life Sciences</li><li>• Suresh A Shan, Head – Innovation &amp; Future Technologies MMFSL BITS (Business IT Solutions, Mahindra &amp; Mahindra Financial Services</li><li>• Chandresh Dedhia, Head IT &amp; Information Security, Fermenta Biotech Ltd &amp; DIL Group of companies</li><li>• Anwer Bagdadi, Director Technology &amp; Operations, Orasi Media</li></ul>
<b>15:00 - 16:00</b>	Future of Work: Will you be replaced by an algorithm or a robot?	
<b>16:00 - 16:15</b>	Closing Remarks	

# Innovation Stage

Knowledge Partner



## Day 1

**10:00 - 11:00**

Opening Keynote live broadcast\* from CC

**11:-30 - 12:30**

Mentor's Corner

**13:30 - 14:30**

Pitch + Mentoring

**15:00 - 16:00**

Mentor's Corner

**16:30 - 17:30**

Pitch + Mentoring

## Day 2

**10:00 - 11:00**

Pitch + Mentoring

**11:-30 - 12:30**

Mentor's Corner

**13:30 - 14:30**

Mentor's Corner

**15:00 - 16:00**

Pitch + Mentoring

**16:30 - 17:30**

Q&A Session By A Successful Start-up Entrepreneur\*\*

## Day 3

**10:00 - 11:00**

Pitch + Mentoring

**11:30 - 12:30**

Mentor's Corner

**13:30 - 14:30**

Mentor's Corner

**15:00 - 16:00**

Pitch + Mentoring






## CGC floor plan



# Convention centre

 Lagoon Dining

 Center Stage

 Power Stage

 Protocol lounge

 Hibiscus Boardroom  
(Partners event area)

 Pressroom

Pre Function Area

Cassia  
(Partners event area)

 Stairs

# Overview of the 3 stages

	<b>Center Stage</b> <i>Leaders &amp; Visions</i>	<b>Power Stage</b> <i>Discussions &amp; Debates</i>	<b>Innovation Stage</b> <i>Ideas &amp; Innovation</i>
<b>Main Focus</b>	Emphasis on strategic and visionary topics, the "Big Picture"	Emphasis on practical relevance, case studies, user perspective	Disruptive technologies, research, new concepts & products
<b>Participation</b>	By invitation or Call for Speakers		
<b>Partnerships open to</b>	Exhibitors, non-exhibitors		
<b>Speaker level</b>	Business leaders, founders, government, CXOs	Experts, users, opinion leaders	Business leaders, Startups, Universities, Digital Agencies, Industry Associations
<b>Attendees</b>	Approx. 180-200 pax	Approx. 100-150 pax	Approx. 60-100 pax
<b>Attendee profile</b>	CXOs, 1st and 2nd tier management, decision makers, CIOs, executives, digital experts, young creatives, lateral thinkers		
<b>Opportunities</b>	Establishing brand leadership, superior positioning at a dedicated industry event, brand reinforcement & presentation to large target buyer profile base		

# Sponsorships

CeBIT GLobal Conferences

Partners	No. of Partners	Value
Foundation Partner	1	30,00,000
Keynote Partner	1	15,00,000
Session Partner	1 (Per Session)	10,00,000
Celebrity Partner		Price on request
Delegate Kit Partner	1	15,00,000
Fine Dining Partner	1	20,00,000
Delegate Lanyard Partner	1	7,00,000
VIP Travel Partner	1 or 2	20,00,000

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