

FINIXX Summit

Agenda

**Date:** 14th October, 2025  
**Venue:** Novotel Mumbai International Airport

Theme: Reimagining BFSI: Powering Digital Bharat Goals		
10 am onwards	Registration	
10:30 - 11.15 AM	Opening Address	<ul style="list-style-type: none"><li>Bijoya Ghosh, Founder &amp; CEO, Adgully Network</li></ul>
11:15 - 11:30 AM	<b>Fireside Chat:</b> Marketing Meets Martech: Driving Customer-Centric Digital Transformation	<ul style="list-style-type: none"><li><b>Session Chair:</b> Vanita Keswani, CEO, Madison Media Sigma</li><li>Nipun Kaushal, Chief Marketing Officer and Head CSR, YES BANK</li></ul>
11.30 - 12.30 PM	Marketers Felicitation	
12.30 - 1.00 PM	<b>Fireside Chat:</b> Customer-Centric BFSI: Designing Personalized Journeys that Drive Engagement	<ul style="list-style-type: none"><li><b>Session Chair:</b> Ashok Shinde, Managing Partner - Strategy, PivotRoots</li><li>Ruchika Varma, Chief Marketing, Customer and Impact Officer, Generali Central Insurance Company</li><li>Sameer Mehta, Chief Marketing Officer, 5paisa</li></ul>
1.00 – 2:00PM	FINIXX Awards	
2:00 - 2.50 PM	Lunch	
2.55 - 3.15 PM	Keynote Address:	
3.20 - 3.50 PM	<b>Panel Discussion:</b> India’s Financial Superpower Journey: Winning Hearts, Building Trust, Inspiring Growth	<ul style="list-style-type: none"><li><b>Session Chair:</b> Shilpa Desai, SVP - Digital &amp; Innovation, Adfactors PR</li><li>Anuj Bhagia, Head of Marketing &amp; Strategic Partnerships, Policybazaar.ae and PBPartners.com</li><li>Neha Sawant, Vice President and Head of Marketing, ZebPay</li><li>Prashant Choudhari, Head of Marketing, Fino Payments Bank</li><li>Ritika Sachdeva, Associate Director, Nuvama Wealth</li></ul>
3.50 - 4.20 PM	<b>Panel Discussion:</b> The Next-Gen BFSI Consumer: Understanding & Engaging Digital-First Audiences	<ul style="list-style-type: none"><li><b>Session Chair:</b> Lawrence Suchitha, Vice President Growth &amp; Strategy, Teamology Softech And Media Services</li><li>Aashir Allana, Vice President - Digital Marketing, HDFC Bank</li><li>Nikita Dilip Gupta, AVP - Social Media Marketing, TATA CAPITAL</li><li>Rathin Lahiri, Head Marketing &amp; CSR, SBI General Insurance</li><li>Varun Mundra, Head - Media &amp; Innovations, Motilal Oswal Financial Services</li><li>Vishal Lohia, Associate Director - Sales, Hybrid</li></ul>
4.25 - 4.40 PM	<b>Fireside Chat:</b> Inside the Revolution: How Dippak Khurana is Transforming Consumer Intelligence	<ul style="list-style-type: none"><li><b>Session Chair:</b> Bijoya Ghosh, Founder &amp; CEO, Adgully Network</li><li>Dippak Khurana, CEO &amp; Co-Founder, Vserv AudiencePro</li></ul>
4.40 - 5.00 PM	<b>Fireside Chat:</b> Omnichannel Storytelling: Delivering Seamless and Emotionally Resonant Experiences	<ul style="list-style-type: none"><li><b>Session Chair:</b> Haarmeet Arrora, VP - Corp Comm, PR &amp; Events, Zagggle</li><li>Alok Arya, Chief Marketing Officer, Equentis Wealth Advisory Services</li></ul>
5.00 PM Onwards	FINIXX Awards	