

PROGRAMME SCHEDULE

- 2.15 pm : Registration & Assembly of Guests
- 3.00 pm : Commencement of the Event
- 3.30 pm - 4.15 pm : Panel Discussion: Branding & Marketing in the Digital Age
Panel Chair:
Mr. Sijoy Varghese, MD, TVC Factory
Panelists
Mr. Mathew Joseph, Co-Founder, FreshtoHome
Mr. Orwell Lionel, Founder & MD, IIC Lakshya
Mr. Rahul Mammen, Founder & MD, Haeal Enterprises
- 4.20 pm - 4.30 pm : Speed Networking
- 4.35 pm - 6.05 pm : **AI Masterclass: How to use AI to grow your business**
Mr. Aditya Berlia
Co-Promoter, Apeejay Styra & Svrana Group; Pro-Chancellor, Apeejay Styra University, Gurgaon
- 6.05 pm - 6.35 pm : Stall Visit & Networking Hi Tea/Coffee
- 6.35 pm : Audience Engagement Session by Radio Mirchi

AWARD NITE

- 6.45 pm : MC's Announcements + AVs + Award Nite Begins
- 7.00 pm : *Welcome Address*
Mr. Vijay Kurian Abraham
Director & Vice President, Dhanam Business Media
- 7.15 pm : *Address by the Chief Guest*
Mr. TV Narendran, Global CEO & MD, Tata Steel
- 7.45 pm : Sponsor AVs
- 7.55 pm - 8.10 pm : *Special Address*
Topic: Building a Global Brand: Strategies and Insights
Mr. MP Ahammed
Founder & Chairman, Malabar Gold & Diamonds
- 8.10 pm - 8.45 pm : Presentation of Awards
Followed by Photo session with Dignitaries & Award Winners
- 8.50 pm : *Vote of Thanks*
Mr. Anoop Abraham, Director, Dhanam Business Media
- 8.55 pm onwards : Networking Dinner



**DHANAM BUSINESS SUMMIT
& AWARD NITE 2024**

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