



INDIAN INDUSTRIES ASSOCIATION

AN APEX BODY OF MICRO, SMALL & MEDIUM ENTERPRISES
(IN THE SERVICE OF MSME SINCE 1985)

OPPORTUNITY TO ATTEND INDIA SME FORUM PROGRAMME ON 17TH AUGUST AT NEW DELHI

IIA Members interested to avail this opportunity may confirm their participation to Ms SUSHMA MORTHANIA, CEO, Nirvana Motion Pictures Ltd. at e-mail ID: sushma@nirvanaentertainment.com stating that you are a member of IIA. Copy of this mail should be marked to IIA head office for verification. Please note that IIA being a supporting association for this programme, **there is no participation fee for IIA members** for attending the programme.

Programme details are attached herewith for ready reference.

Manish Goel
General Secretary



Indian Industries Association

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Note: Use E-mails - Save Paper - Protect Trees & Go Greener

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for **SMALL & MEDIUM BUSINESS**



cordially invites you

on

17th August 2012

at Hyatt Regency Delhi, Bhikaji Cama Place,
Ring Road, New Delhi.

Vinod Kumar

Senior Partner SDRC India
Secretary Jury Board, India SME Forum

V. K. Agarwal

President FISME &
Member Jury Board, India SME Forum

RSVP: Sharon Picardo +91 98210 83289

website: www.indiasmeforum.com

PROGRAM

10:00 - 10:30 REGISTRATION

10:30 - 11:00 WELCOME INAUGURAL ADDRESS

Mr. V. K. Agarwal, President FISME & Member Jury Board, India SME Forum
Mr. Vinod Kumar, Country Manager SDRC, Ex-MD, Mafatlal Consultancy Services, Secretary, Jury Board, ISF

11:00 - 12:30 SESSION 1 : FUNDING FOR SUSTAINABLE GROWTH

Raising Funds from IPOs, Debt Funding, Venture Capital/ Seed Funding /Growth Capital etc
Fiscal Discipline & Ratings

PANELISTS

Mr. K V Srinivasan, CEO Reliance Capital
Mr. Lakshman Gugulothu, CEO, BSE, SME Exchange
Mr. Parag Patki- CEO, SMERA
Mr. Hemendra Mathur MD Small Enterprise Assistance Fund Investment Advisors
Mr. Dara Kalyaniwala VP Investment Banking, PL Advisory Services LLP

12:30 - 2:00 SESSION 2 : BRANDING - A NEW PARADIGM / MANAGING GROWTH FOR PROFITABILITY

Brands and Valuation
Cost Effective/ New Generation/ Social Media and Internet tools based marketing strategies for reaching customers.
Selective /Targeted Media campaigns for effective Brand building and Customer / Recall Shared Infrastructure
Management / Cloud Computing / Enterprise Mobility

PANELISTS

Mr. Prahlad Kakkar, Brand & Advertising Guru
Mr. Nikhil Nehru, Chairman Results International Group
Mr. Shashi Sinha Sr. VP Media Assets / Airports, Laqshya
Mr. Shashi Ravulapaty CTO, Reliance Capital
Mr. Rajiv Mehta - VP SME Business Delhi Region, Vodafone
Mr. Sandeep Malhotra - Sr Consultant - Take10 Solutions

2:00 - 2:30 : LUNCH

2:30 ONWARDS ONE TO ONE NETWORKING FORUM

INTRODUCTION of GUESTS for the NETWORKING FORUM - Venture Capitalists, PE Funds, Banks, Seed Funds,
HNIs, Market Makers, SME Exchanges, Merchant Bankers etc

Mr. Lakshman Gugulothu, CEO, BSE, SME Exchange
Mr. Vinod Kumar, Country Manager SDRC, Ex-MD, Mafatlal Consultancy Services, Secretary, Jury Board, ISF
Mr. Hemendra Mathur MD Small Enterprise Assistance Fund Investment Advisors

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