

# XIME MARKETING SUMMIT 2025

## Navigating The New Frontier

### March 21, 2025



ARTIFICIAL INTELLIGENCE



SEO



ANALYTICS



SOCIAL MEDIA



INNOVATION



VIRTUAL REALITY



BRANDING



BLOCK CHAIN



ADVERTISING



The field of Marketing is undergoing sea changes with the widespread use of emerging technologies. The XIME MARKETING SUMMIT 2025 aims to rethink and reorient marketing in this context

## PANEL DISCUSSION THEMES

- 1. QUINTESSENTIAL MARKETING : REVISITING THE FUNDAMENTALS**  
The panel discussion will revisit the core marketing concepts and its relevance and suitability in the new marketing environment.
- 2. EMERGING TECHNOLOGIES IN MARKETING : THE CHANGING LANDSCAPE**  
The panel discussion will explore the emerging technologies and its application in today's world.
- 3. FUTURE OF MARKETING : WHAT LIES AHEAD**  
The panel discussion will reflect and converse on how marketing is poised to change in the coming days.

## About XIME

XIME is a premier business school with campuses in Bangalore, Chennai, and Kochi, offering world-class management education with a focus on academic excellence, global exposure, and holistic development. Established in 1991 by Prof. J. Philip, Former Director of IIM Bangalore, XIME is renowned for its flagship two-year PGDM program, near 100% placement record, and international collaborations. XIME Kochi, established in 2013, has emerged as a center of excellence in Kerala, offering specialized PGDM programs and maintaining an outstanding placement track record. Accredited by ACBSP (USA), XIME is a proud member of the Xavier Association of Management Institutes (XAMI), alongside prestigious institutions like XLRI and XIMB.

## REGISTRATION FEE

- | Industry personnel: ₹3000 (incl.GST)
- | Academicians: ₹1500 (incl.GST)
- | Students: ₹750 (incl.GST)

Scan for Registration



## Account Details

**Name** : Xavier Institute of Management & Entrepreneurship  
**Bank** : South Indian Bank  
**A/C number** : 0224053000026911  
**Branch** : Kalamassery  
**IFSC code** : SIBL0000224

**XIME**  
Shaping Future Leaders

Kochi

## SPEAKERS

### Chief Guest



**Mr. Suhas S, IAS**  
Managing Director  
CIAL

### Keynote Speaker



**Ms. Meena Thomas**  
Director & COO  
Agappe Diagnostics Ltd.



**Mr. Varghese Chandy**  
VP - Marketing & Advertising sales  
Malayala Manorama Co. Ltd.



**Mr. Kiran Antony**  
Former Chief Creative Officer  
Ogilvy



**Ms. Gayatri Ojha**  
VP - Sales & Marketing  
Saint-Gobain



**Mr. Poulose Mathew**  
Global Head & CXO Advisor -  
Blockchain & Emerging Technologies  
TCS



**Ms. Annie Vinod Manjila**  
Associate Director  
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Manjilas Food Tech Pvt. Ltd.

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