



IMPACT INDIA
SHAPE THE FUTURE OF MARKETING
MAY 07-08, 2025 | GURUGRAM, INDIA



Powering Marketing for **Growth**
ACT | ACCELERATE | ADVANCE

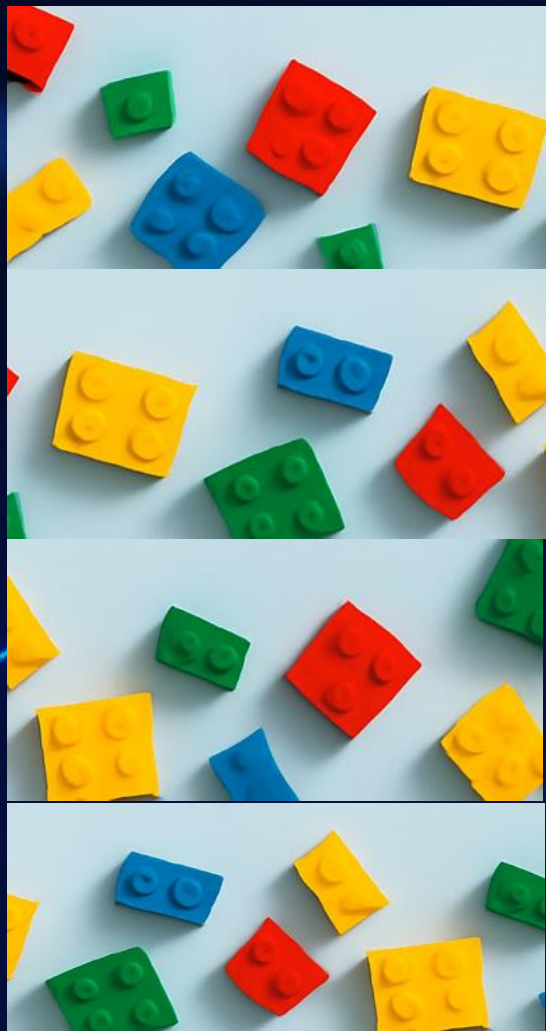
The word 'GROWTH' is constructed from large, colorful LEGO bricks. The letters are arranged in a row: 'G' is yellow, 'R' is blue, 'O' is red, 'W' is green, 'T' is red, and 'H' is yellow. The bricks have a textured surface with studs on top.

GROWTH

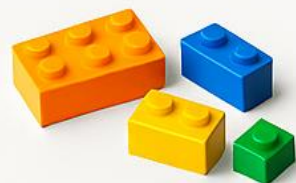
GROWTH THE LEGO WAY
POWERING MARKETING FOR
COMPOUNDING GROWTH

BUILDING SUCCESS, BRICK BY BRICK

A game with no rules—
just a pile of bricks
and your imagination. 



6C Principles of LEGO-Style Growth



Creativity



Compatibility



Change
management



Collaborate
& co-create



Combinatorial
play



Compounding



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Creativity





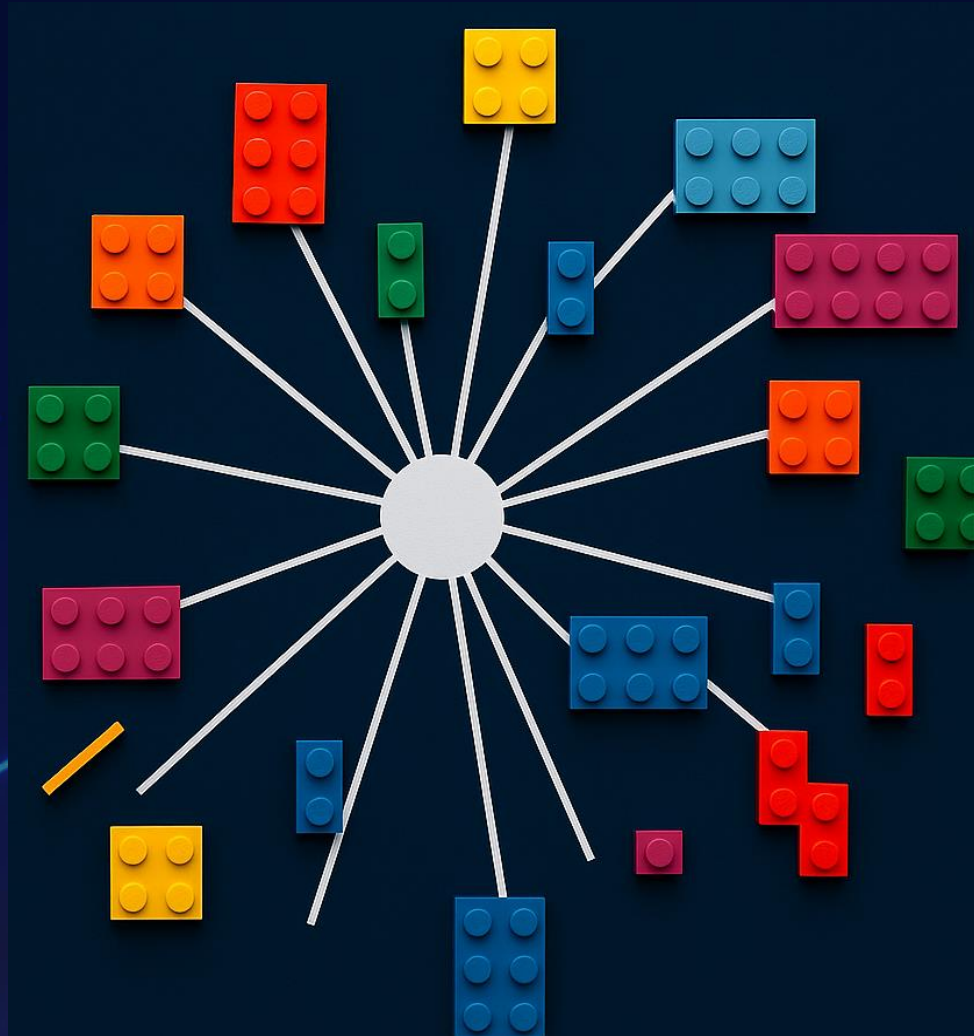
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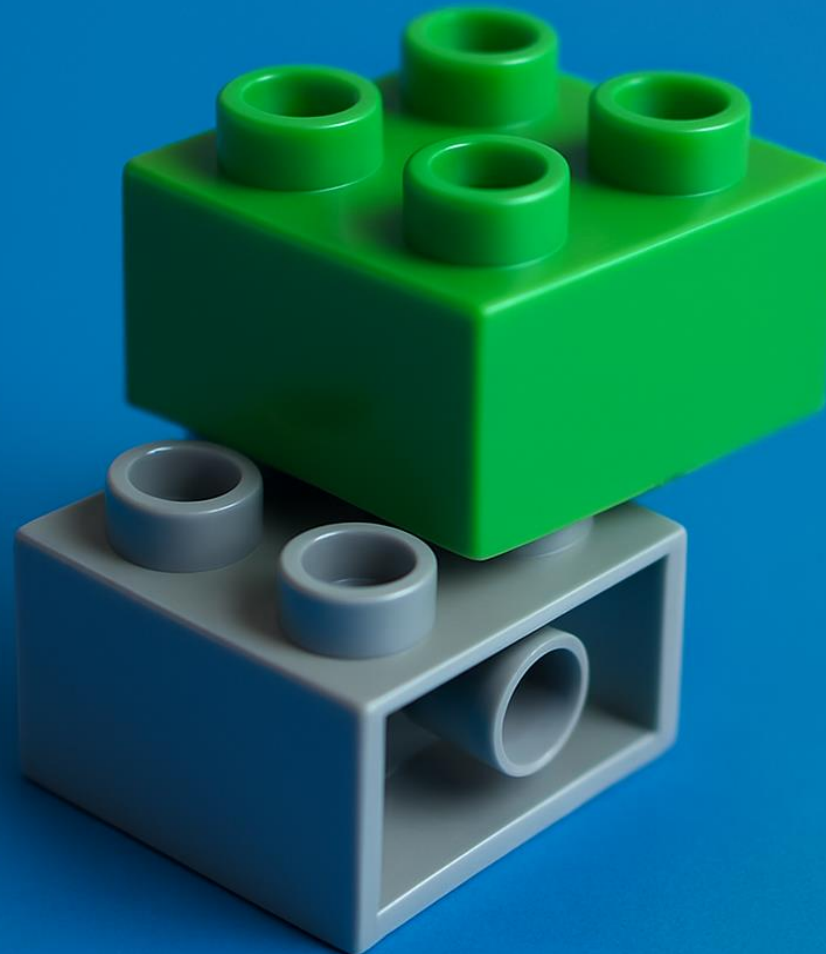
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COMBINATORIAL PLAY



COMPATIBILITY



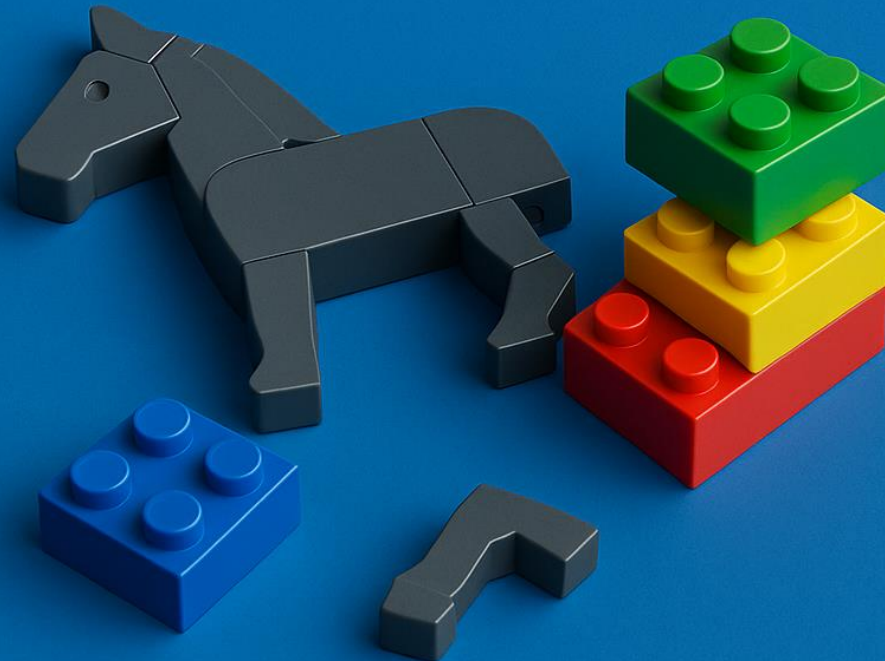


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CHANGE MANAGEMENT





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COMPOUNDING





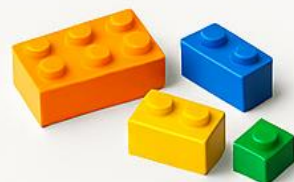
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RECAP:

6C Principles of LEGO-Style Growth



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MMA AI Leadership Coalition

The world's largest working coalition of major marketers focused on applying AI to marketing responsibly and effectively.

Member glimpse:





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**WORKING
COUNCILS**

AI COUNCIL

The MMA AI Council is on a mission to Advance Marketers' Ability to Deliver Value. It aims to advance AI's role in marketing through its expert consortiums and think tanks.

Advisory Members



Vipul Kedia
MMA India Board
Member; Chief
Operating Officer -
India & Emerging
Markets, Affle 3i



Vivek Bhargava
Co-founder,
ProfitWheel Inc
[consumr.ai](https://www.profitwheel.com)



Vishal Jacob
Chief Transformation
Officer, Wavemaker
Wavemaker



Sandeep Singh
COO, SingleInterface
[SingleInterface](https://www.singleinterface.com)



Sheetal Goel
Digital Marketing Head,
Aditya Birla Group



Taranjeet Kaur
Head of Media & Digital
Marketing, Tata
Consumer Products



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MMA India Board
Member; Chief
Marketing Officer
McDonald's India (West
& South), McDonald's
India



Amiya Swarup
Partner, Marketing
Advisory Services,
Ernst & Young LLP



Atique Kazi
President of Data,
Performance and
Digital Products,
GroupM India
groupm



Anjali Madan
Director Consumer
Experience and
Ecommerce, Mondelez
South Asia



Anil Pandit
Executive Vice
President -
Programmatic, Publicis
Media



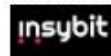
Deepak Oram
Sr. VP - Growth
Marketing & Martech,
HDFC Bank



Deepta Mathew
Chief Insights and
Digital Marketing
Officer, CEAT



Saurabh Aggarwal
Founder & CEO, Insybit



Dhiraj Gupta
CTO & Founder,
mFilterIt
mFilterIt



Eashwari Deshpande
Head of Large
Customer Marketing,
India, Google India Pvt
Ltd



Gunjan Khetan
CMO, Perfetti Van Melle
India



Girish Ramachandra
Co-founder & CEO,
Shopalyst
Shopalyst



Raj Rishi Singh
Chief Marketing Officer
& CBO - Corporate,
MakeMyTrip
make my trip



Raahul Seshadri
Director, Tech & AI,
WebEngage
WebEngage



Ranjana Konatt
Manager - AI Content &
Corporate
Communications, MMA
Global India



Sujit Ganguli
Head - Corporate
Brand and
Communications, ICICI
Bank Ltd



Saloni Shah
MMA India Board
Member; Chief Digital &
Marketing Officer,
L'Oréal India





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Movable Middles Growth Framework™

Research Challenging Conventional Marketing Growth Frameworks by Proving Targeting in the Digital Age Matters Most

Featured in
AdAge

IS OUTCOME-BASED
MARKETING THE FUTURE
OF MEDIA PLANNING?

AdAge

MMA RESEARCH

Consortium for AI Personalization

Boosting Advertising Effectiveness Using AI-Driven Personalization

Featured in
Adweek

AI'S IMPACT ON MARKETING
MAY BE GETTING EASIER TO
QUANTIFY

ADWEEK

MMA

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MMA | groupm
INDIA

**Modern
Marketing
Reckoner**



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THE CMO's GUIDE TO GROWTH HACKING



Amit Jain

MMA India Board Chair;
Chairman



Moneka Khurana

Country Head &
BOD Member



Kedar Lele

Managing
Director



Anindita Veluri

MMA India Board Member;
Director Mmarketing



Rohit Dadwal

CEO,
MMA Global APAC



Anurita Chopra

MMA India Board
Member, CMO



Prasanth Kumar

MMA Global India
Co-Chair, CEO
South Asia



Witness the Launch

Registrations Close Soon!



8th May, 2025
10:55 AM - 11:10 AM



Taj City Centre,
Gurugram



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Powering Marketing for **Growth**

ACT | ACCELERATE | ADVANCE

ACT: Apply strategic growth frameworks and embrace premiumisation to elevate brand value.

ACCELERATE: Advance CX maturity, harness AI, and streamline distribution to unlock growth.

ADVANCE: Plug growth leaks, embed curiosity into culture, and build future-ready skills and systems for sustained impact.



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The background of the central text is a dark blue night sky filled with numerous colorful fireworks in shades of orange, red, yellow, and blue, exploding in various patterns.

**WE'RE 100
MEMBERS
STRONG!**



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Scan the QR to become a
part of the growing
MMA community!





THINK LIKE A LEGO BUILDER

#BuildForGrowth

