

Rev: 00	St. Francis Inst. of Management & Research Doc. Title: <u>Subject Activity Report Format</u> AS PER ISO 9001: 2015	
Date: 20.06.2024		
Dept.: Academics & Admin		

Report of Student Visit to exchange4media Screenage 2025 for the Academic Year 2025-2026

Introduction (Subject of the Activity): In alignment with the institutional vision of promoting experiential learning and progressive teaching methodologies, the Nirmiti Club of SFIMAR organized an industrial visit to **exchange4media Screenage 2025** on 2nd December 2025 at The Taj, Mumbai. The visit was conducted under the guidance of Asst. Prof. Preeti Kaushik and was attended by 15 students from MMS II – Marketing.

Screenage 2025 served as a dynamic knowledge platform that brought together marketing leaders, digital strategists, brand custodians, and technology experts to deliberate on the future of mobile-first marketing, artificial intelligence, consumer behavior, and digital transformation. The activity offered students first-hand exposure to emerging industry practices in marketing strategy, digital engagement, and data-driven decision-making.

The interactive environment of the event enabled students to learn directly from industry practitioners and understand how theoretical marketing concepts are implemented in real-world contexts. This initiative strongly reflected the philosophy that effective education must integrate both academic instruction and practical exposure.

Objectives

- To expose students to emerging trends in mobile-led and digital marketing.
- To understand the impact of artificial intelligence on marketing and consumer engagement.
- To analyze changing consumer behavior in the digital ecosystem.
- To observe industry-level execution of branding strategies and content marketing.
- To build awareness of future career opportunities in media, marketing, and digital strategy.
- To enhance students' critical thinking through expert-led discussions and debates.

Name of the Activity: Student Visit – exchange4media Screenage 2025

Date of the Activity: 2nd December 2025

Time: 1 PM to 5 PM

Venue/Mode: The Taj, Mumbai

Coordinator Name: Asst. Prof. Preeti Kaushik

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Subject: Marketing

Number of Participants: 15 students – MMS II (Marketing)

Methodology: The activity was conducted through a structured experiential learning approach involving guided observation, expert interaction, and reflective learning.

Students attended multiple knowledge sessions delivered by distinguished industry leaders:

The visit commenced with a **Fireside Chat** titled “**Leading in the Screenage**” featuring **Ms. Anuradha Aggarwal, Director & CMO, Amazon India** and moderated by **Ms. Neeta Nair, Editor, Impact Magazine**. The session focused on mobile-first brand building, consumer personalization, GenAI-enabled marketing, and shoppable digital content.

This was followed by a high-level **Panel Discussion on “Marketing to Gen Alpha”**, chaired by **Mr. Niraj Ruparel, Creative Technology Lead, WPP & WPP India**, with panelists including **Mr. Udit Malhotra, Head of Marketing, JSW MG Motor India**, **Ms Reeti Nageshri, Head – Business Operations & Strategy, Mahindra Electric Automobile Ltd.**, **Mr. Arkaprava Ray, SVP & Head – Marketing Strategy & Partnerships, HSBC India**, **Mr. Sahil Rawal, Vice President – Brand Product Platforms Marketing, Axis Max Life Insurance**, **Ms Pallavi Mishra, Head – Consumer & Market Insights, L’Oréal India**, and **Mr. Gaurav Dagaonkar, CEO & Co-Founder, Hoopr**.

The discussion addressed Gen Alpha’s digital consumption behavior, kidfluencer culture, sustainability expectations, data protection practices, and future-readiness of marketing strategies.

The learning experience was further enriched by a **Visionary Talk titled “The Future of Work and Play”** by **Mr. Shailendra Katyal, VP & MD, Lenovo India**, who explained the influence of AI-driven devices, hybrid work models, and digital ecosystems on lifestyle and business behavior.

Students then attended another **Panel Discussion on “M-Commerce vs E-Commerce”**, chaired by **Mr. Amares Godbole, CEO – Digital Technology Business, Publicis Groupe India**, with industry experts including **Ms Bhavana Jaiswal, Country eCommerce Integration Manager, IKEA**, **Mr. Gautam Batra, Associate Director – Marketing, Xiaomi India**, **Mr. Altamash Khan, Head – Media & Digital Marketing, ABFRL Pantaloons**, **Mr. Ameya Ingle, Head – Marketing & Digital Business, ICICI Prudential AMC Ltd.**, **Mr. Sudeep Kulkarni, SVP – Marketing (Brand & Digital), Alliance Insurance Brokers**, and **Ms. Kinnari Dave, Business Head, ShemarooMe (OTT)**.

The event concluded with a session titled “**Crafting Digital Intimacy**” led by **Mr. Pierre de Greef, CDMO, Pernod Ricard**, emphasizing mobile storytelling, emotional branding, and data-led consumer engagement through insightful cases.

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Additionally, students engaged in an informal interaction session with **Mr. Pierre de Greef** post-event, enabling clarification of concepts related to digital branding strategy and market dynamics.

Outcomes:

The integration of expert insights across diverse sessions resulted in measurable academic and professional impact as follows:

- Enhanced industry-relevant marketing competence,
- Advanced understanding of AI and personalization strategies,
- Awareness of ethical marketing and privacy issues,
- Stronger application of theory-to-practice linkage,
- Improved career orientation toward digital marketing roles.

The academic visit to exchange4media Screenage 2025 proved to be a valuable learning experience. It successfully met its objectives by providing real-time exposure to evolving digital trends and practical business strategies. The event reinforced the importance of continuous learning and adaptability in the marketing profession and complemented classroom teaching with experiential insight.

Nirmiti – The Marketing Club extends sincere gratitude to the Director, Deputy Director, and Management of SFIMAR for their guidance and support.

Attachments

1. Attendance Sheets
2. Captioned Photographs with Date
3. Students Feedback

Students List

Sr. No.	Names of Students
1	Aditya Gund
2	Ameya Chavan
3	Bhargav Naroth
4	Chris Daniels
5	Crystal Pinto
6	Dixita Master

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7	Falak Alam
8	Glevin Dabre
9	Harshita Shetye
10	Lance Sequeira
11	Pallavi Kale
12	Rosemary Savio
13	Shrishti Pradhan
14	Swapnil D'Abreo
15	Taiba Shaikh

Pictures of the Event:



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“What I loved most about the event was how every speaker brought real examples, not just theories. Hearing how brands are using AI, personalisation, and generational insights in storytelling made the future of marketing feel very real and very exciting. It wasn’t just knowledge it was perspective.”

“I liked the practical examples and clear explanations during the visit.”

“I enjoyed how the speakers explained modern marketing in a clear, real-world way that actually made sense.”

“There were a couple of things, starting from an out-of-classroom experience, amazing corporate panel, trending discussions and so on.”

“I really enjoyed seeing real case studies and hearing directly from industry leaders. We also had brief conversations with a few speakers, which helped me understand current trends and practical challenges in the marketing world.”

“All the marketing big players found under one roof. Informative knowledge shared throughout the visit and conference.”

“Listening to top industry leaders share real, practical insights and experiencing a professional marketing conference environment at Taj.”

“I liked everything in the visit to event. But some highlights are to learn what actually the current market is doing to cater it's customer, and got network, also the conference that was too insightful with the many panelist sharing their business strategies.”

Students' Feedback