



PRESENTS

Sip, Socialize & Strategize

A meet up of industry leaders to learn how AI backed innovations enhance personalization and decision-making in CX

AN EXCLUSIVE *mixer*



ObserveNow and Adobe hosted an exclusive evening of innovation, conversation, and connection at Sip, Socialize & Strategize, on April 11th at Taj City Centre, Gurugram. The evening started at 6:30 PM with a relaxed check-in and mingling session, setting the tone for a vibrant night ahead.

Taniya Tikoo, Co-Founder & Editor-in-Chief of ObserveNow Media, delivered a powerful opening address—setting the context for the evening and energizing the atmosphere with a spark of inspiration. This was followed by a warm welcome from **Soumitra Dhankar, Solutions Consulting Practice Leader** on how Adobe is redefining the future of customer experience. He unpacks an illuminating session on how Adobe's AI-driven solutions combine creativity and data to deliver hyper-personalized, scalable experiences — transforming how brands connect with their customers.

The evening then flowed into an interactive demo of Adobe's P@S in Action by **Vrithika**, a dynamic expert from Adobe's Solutions Consulting team, who walked us through an interactive demo of **P@S in Action**. In this engaging session, Vrithika showcased how Adobe's cutting-edge technologies are being applied in real-time to solve CX challenges

The evening eased into a curated sit-down dinner, giving attendees the chance to unwind, enjoy great food, and connect on a deeper level. To wrap up the formal sessions, **Deepak Raina, Adobe's Sales Leader**—fondly known as the **"Motivational Maestro"**—will share an energetic and inspiring closing note filled with insights, laughter, and maybe even a mic drop moment! The night concludes with interactive games, icebreakers, and a group photo to capture the memories and the connections made.

Topic: "Sip, Socialize & Strategize - A meet up of industry leaders to learn how AI backed innovations enhance personalization and decision-making in CX"

- **Day & Date** : Friday, 11th April, 2025
- **Time**: 6:30PM Onwards (Followed by Cocktail and Dinner)
- **Venue**: Taj City Centre, GlassHouse, Ground Floor, Gurugram

Distinguished Attendees at Sip, Socialize & Strategize

The event was graced by top leaders from diverse industries:

- Amit Tanwar - D2C Leader, Asics India
- Aishwarya Deep - E-Commerce, Asics India
- Jigar Rathod - Digital Activation, Adidas
- Ashish Chaudhary - Marketing Head - East & South, Barista Coffee Company Ltd.
- Jitin Rawat - Head of Marketing, Bloom
- Aditya Sood - Growth Marketing Lead, Bloom
- Saransh Bhatnagar - Head of Marketing Technology, Cars24
- Sahil Brahmania - Head of Performance Marketing, Cars24
- Prabhat Pankaj - Senior Director of Engineering, Cars24
- Dr. Hitesh Bedi - Head of IT & PS, Cinepolis
- Sunil Sharma - Vice President of Technology, FnP
- Rajesh Nath - Head of Sales & Marketing, Fortune Park Hotels
- Deepanshu Sachdeva - Strategic & Program Lead, Group Bayport
- Sumeet Gupta - Associate Director - MarTech & Data Analytics, Group Bayport
- Avinash Ranjan - Head of E-Commerce, Lacoste India
- Saurabh Gupta - Group CIO, Livpure
- Deepak Gupta - Head of Business, Livpure
- Lalit Madan - Head of IT/SAP & Sr. General Manager, Lumax
- Rakesh Kumar - Head of Digital Transformation, Lumax
- Sivarajulu Sundaram - Senior Director of IT, Ministry of Electronics and Information Technology
- Viren Kumar - Head of Modern Trade & E-Commerce, Mother Dairy Fruit and Vegetable
- Deshbandhu Singh - Head of Digital Content Strategy, NDTV

- Jegatheeswaran Palsamy – Head of IT & Cybersecurity, Orient Bell Tiles
- Umesh Arya – Head of Information Technology, PC Jewellers
- Ram Avtar Yadav – AVP of IT & OPR, PC Jewellers
- Ayush Paul – Vice President of Marketing, Shree Cement
- Arun Kumar – Director of IT, United Colors of Benetton
- Amit Pandey – Director and India Head, Technical Product Management, Digital Products, UnitedHealth Group
- Rajeev Soota – Vice President of IT, Usha International Ltd.

Impact & Takeaways

- **Fresh Perspectives:** Gained actionable insights from top Adobe experts and CX leaders on how AI is reshaping customer journeys.
- **Hands-On Experience:** Witnessed live demonstrations of Adobe's personalization at scale (P@S) in action—turning theory into practice.
- **Strategic Connections:** Build valuable relationships with peers, decision-makers, and innovation leaders across industries.
- **Real-World Use Cases:** Walked away with practical knowledge you can apply to drive better customer engagement and business growth.
- **Momentum to Innovate:** Left inspired and equipped with ideas to elevate your customer experience strategy with data, creativity, and AI.

Summary

- The event featured 29 thought leaders and industry experts, representing 21 diverse, high-impact organisations across various sectors, delivering invaluable insights on AI-driven customer experiences and innovation.
- Attracted top-tier professionals, including CXOs and decision-makers, ensuring a productive and impactful networking experience.
- Attendees gained valuable insights into how AI and Adobe's innovative solutions are reshaping customer engagement and personalization.
- Meaningful connections were fostered through both structured activities and informal conversations, driving collaboration and future partnerships.

Event Glimpses



A group of people standing and talking in a lounge area. They are engaged in a conversation, and the setting is a well-lit, modern space.

