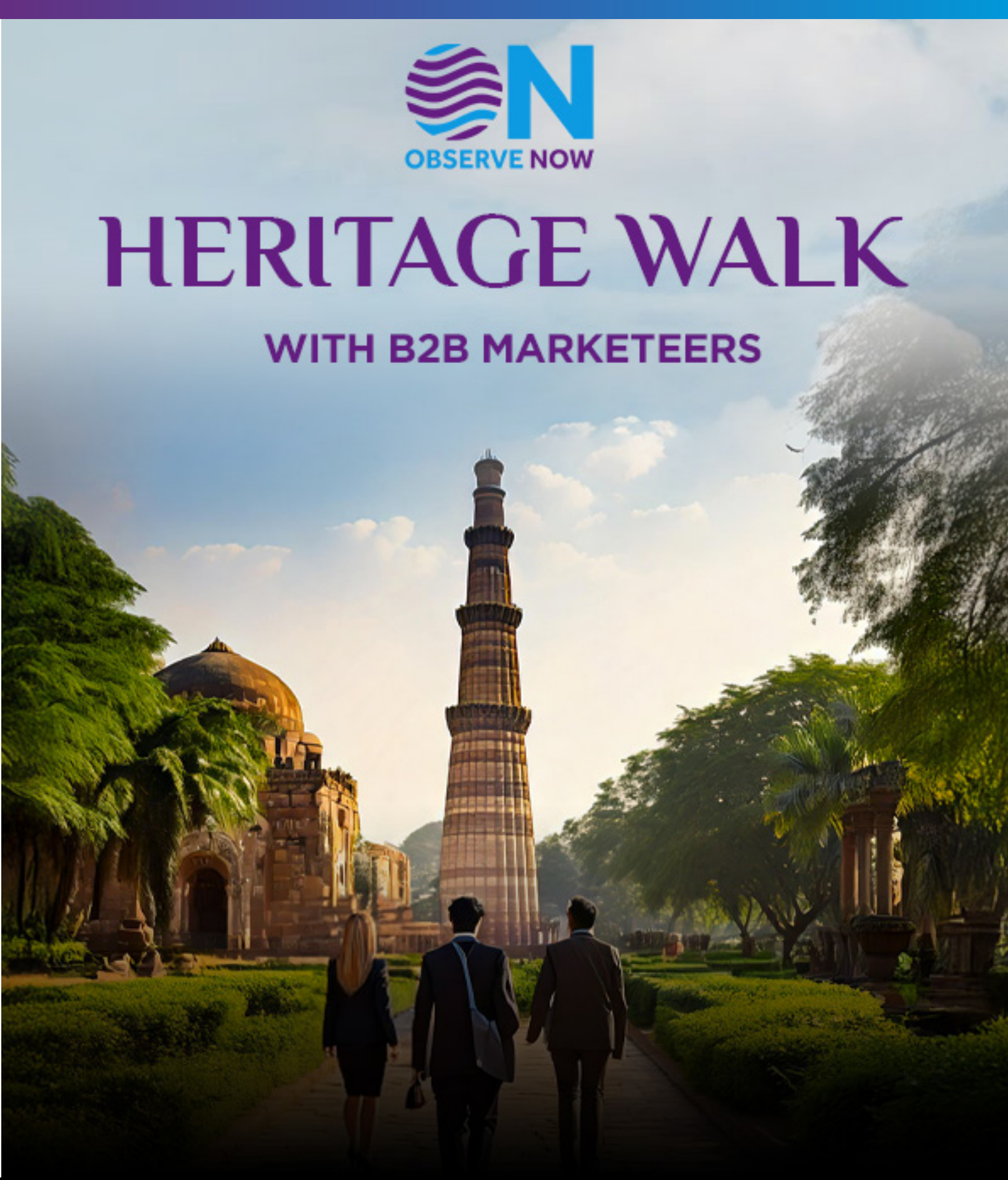




# HERITAGE WALK

## WITH B2B MARKETEERS



Date: 19<sup>th</sup> June, 2025  
Location: Mehrauli Archaeological Park, Delhi

## The Idea

At **ObserveNow**, we believe that great marketing is built on real experiences. In a world of digital noise and endless Zoom calls, we wanted to create something different — a space where conversations flowed naturally, stories came alive, and connections weren't about exchanging business cards, but about sharing memories.

The idea was simple yet meaningful:

**Reconnect with history to reimagine the future of marketing.** That's how the ObserveNow Media Heritage Walk came to life. Not an event. Not a networking session. But a shared, immersive experience. A reminder that behind every marketing strategy is a storyteller, a dreamer, a curious soul.

## What Made It Unique?

This wasn't just a heritage walk. It was our way of saying that while marketing keeps evolving, its heart remains the same — storytelling, emotion, and bold ideas. We connected ancient stories with modern strategies, drawing inspiration from monuments that had stood the test of time. Each stop wasn't just about history — it was a metaphor for marketing today.



## Marketeers who Join us:

- **Ms. Somina Mehrota**, Senior Marketing Manager Enterprise Growth, **Adobe**
- **Ms. Neha Bhandari**, Associate Senior Manager Marketing, **Persistent Systems**
- **Ms. Abhilasha Hoon**, Growth Marketing Lead, Asia, **Aon**
- **Ms. Adishri Charla**, Director & Head of Marketing, India & South Asia, **UiPath**
- **Ms. Nitu Sharma**, Head of Marketing, **Iron Mountain**
- **Ms. Jaya**, Head of Marketing, **Redington**
- **Ms. Preeti Neeraj**, Director of Field Marketing & Demand Management, **Zones**
- **Mr. Sahil Aggarwal**, Marketing Manager, BFSI, **Tech Mahindra**
- **Mr. Srvagya Singh**, Senior Marketing Manager, **Oracle**

## Here's what made it truly special:

- **Experience-led Networking:** No panels, no presentations. Just conversations, stories, and laughs under open skies.
- **The Ultimate Blend of Old & New:** Using centuries-old spaces to spark fresh, contemporary marketing ideas.
- **Real Connections over Real Food:** A thoughtfully curated lunch at QLA ensured relationships went beyond LinkedIn requests.

# The Walk Highlights

**The Heritage Sight- Jamali Kamali** — Taught us the power of storytelling — how legends and brands live on through the emotions they create.

Our morning began at Jamali Kamali, where poetry, Sufism, and centuries of history linger in the air. It reminded us that the best brands — like the best stories — are those that stay with you long after the moment has passed.

We spoke about stories, but more importantly, we made some too.

**Metcalfe's Folly & Bridge** — Reminded us to embrace unplanned ideas. At ObserveNow, we believe some of the best campaigns start with a “what if...?”

“Not everything in life — or marketing — needs a rulebook.

Some structures, like Metcalfe's Folly and Bridge, weren't just about aesthetics; they were about experimentation, risk, and rethinking the traditional—just like modern marketing. At ObserveNow, we've always believed in chasing new, untested ideas. The kind that don't have a sure-shot plan but spark a conversation, make people feel something, and stay with them.

## **Quli Khan's Tomb — Reinventing, Always**

Our last stop, Quli Khan's Tomb, once a Mughal noble's resting place, then a colonial summer retreat, now a marker of time. It spoke to us about transformation, resilience, and the beauty of reinvention — lessons that echo in marketing and life alike.

Some structures change, some ideas evolve — what matters is what we leave behind.

## **Conversations Over Lunch at QLA Restaurant, Mehrauli**

After stepping into history, we gathered around a sunlit table at QLA. Over plates of fusion dishes, endless laughter, and genuine conversation, we rediscovered something simple yet profound: Great ideas rarely spark in boardrooms — they thrive in the spaces in between. It wasn't about job titles or KPIs. It was about people. About stories. About warmth.

### **Why It Mattered**

- Because experiences outlast events
- Because stories mean more when shared under open skies
- Because good marketing starts with genuine connections
- And because ObserveNow believes in creating the ultimate experiences — the kind that spark conversations, ideas, and friendships that go beyond the day

### **Closing Thought**

This wasn't just a heritage walk. It was a beautiful reminder that stories, bold ideas, and real connections never go out of style — they just find new ways to be told.

### **At ObserveNow, that's what we believe in.**

Creating experiences that blend the wisdom of the old with the boldness of the new. Because marketing isn't only about campaigns and metrics — it's about people, stories, risks, and those little in-between moments where the real magic happens.

This walk was one of those moments, and we can't wait to create many more.

Until next time, let's keep walking new paths, telling new stories, and making memories that matter. Together.



## Event Glimpses





