Microsoft Surface | ZONES First Choice for IT®

PRESENTS

Roundtable session with CXO Leaders

Customer Digital transformation and AI adoption trends

In a world where every business is becoming a tech business, AI is no longer an edge — it's the engine.

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CXO Leaders' Roundtable Case Study

Powered By: Microsoft Surface & Zones India | Hosted by ObserveNow

Venue: Radisson Gurugram

Curated By:

ObserveNow Media-
ObserveNow Media is a leading B2B Data Intelligence company known for curating impactful, closed-door bespoke leadership dialogues and industry roundtables. With a strong focus on helping brands connect with their target audience, ObserveNow facilitates high-impact knowledge-sharing forums to showcase products, solutions, and ideas in the most engaging formats.

Microsoft-
 Microsoft is a global technology leader dedicated to empowering individuals and organizations to achieve more through innovation. With a strong focus on cloud computing, AI, and digital transformation, Microsoft offers a comprehensive ecosystem of solutions, including Microsoft Azure, Microsoft 365, and Microsoft Surface, that help businesses enhance productivity, security, and scalability.

Zones-
Zones is a global IT solutions provider helping organizations drive digital transformation through end-to-end technology offerings. With expertise in cloud, workplace modernization, cybersecurity, and lifecycle services, Zones partners with leading technology brands—like Microsoft—to deliver customized, scalable, and secure IT solutions across industries.

Event Overview:

The roundtable was designed to bring together senior technology executives and CXO-level leaders to explore transformative strategies around AI adoption and customer-centric digital transformation. The platform fostered thought leadership, peer learning, and strategic dialogue in a closed-door setting.

- Theme: Customer Digital Transformation & AI Adoption Trends
- Format: Closed-door leadership roundtable + Networking
- Knowledge Partner: Microsoft Surface
- Strategic Partner: Zones India
- Host & Curator: ObserveNow

Discussion Focus Areas:

- Enhancing customer experience through AI
- AI adoption frameworks and success stories
- Building agile digital infrastructure
- Creating a scalable AI roadmap
- Securing digital transformation

Industry Representation:

The roundtable brought together leaders from aviation, BFSI, IT, cybersecurity, consulting, and telecom, providing a well-rounded view on AI-enabled business transformation.
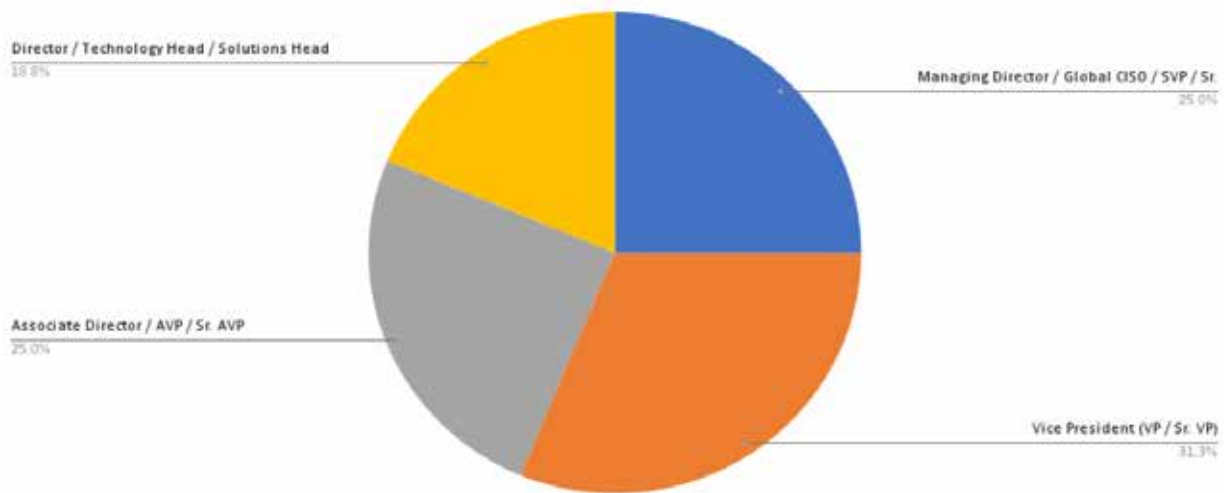
Outcomes & Next Steps:

- Strengthened enterprise-level AI collaboration
- Shared real-world AI adoption learnings
- Identified common AI deployment challenges
- Consensus on ongoing dialogue and innovation forums

Participating CXO's:

- **Mr. Diljit Singh** – Senior Vice President (Technology and Strategic Relationships), Unisys Info Solutions Pvt. Ltd.
- **Mr. Somak Banik** – Sr. AVP - Technology Infrastructure, Cloud and AI, EXL
- **Mr. Ritesh Kumar** – AVP IT, EXL
- **Mr. Virender Bhardwaj** – VP IT, Kotak Group
- **Mr. Ankur Jhingran** – Vice President - Global Cloud Technology Team, Teleperformance
- **Mr. Sumed Marwaha** – Managing Director and Regional Vice President, Unisys India
- **Mr. Sahil Singla** – VP Engineering, Infoedge
- **Mr. Udit Chugh** – Associate Director - AI and Cyber Security, Wipro Limited
- **Mr. Rajiv Sharma** – Technology Head, Tata Consultancy Services
- **Mr. Umakant Tripathi** – Director Cyber Security, LTIMindtree
- **Mr. Rohit Handa** – AVP & Solutions Head, Digital Products, HCL Technologies
- **Mr. Rakesh Sharma** – Global Chief Information Security Officer, IndiGo (InterGlobe Aviation Ltd)
- **Ms. Poonam Masand** – Sr. Director - Data Tech AI Consulting Digital

Transformation, Genpact

Director / Technology Head / Solutions Head
18.8%

Managing Director / Global CISO / SVP / Sr.
25.0%

Associate Director / AVP / Sr. AVP
25.0%

Vice President (VP / Sr. VP)
31.3%

Conclusion

The CXO Leaders' Roundtable, powered by Microsoft Surface and Zones and curated by ObserveNow, emerged as a high-impact platform that brought together a distinguished group of technology leaders to decode the future of digital transformation and AI adoption. Through deep, peer-driven discussions and real-world insight sharing, the event successfully highlighted the strategic importance of agility, innovation, and customer-centricity in the AI-first era. The engaging conversations, collaborative spirit, and diverse perspectives shared at the roundtable not only underscored the readiness of India's enterprise leaders to embrace AI-led change but also laid the groundwork for stronger partnerships and long-term digital value creation.

Industry insights:

- 92% of B2B marketers find in-person events deliver the highest ROI compared to other marketing channels.(Source: Gartner (2024))
- 1 in 2 event attendees convert into qualified leads, with 20–30% progressing to active sales conversations within 30 days. (Source: Bizzabo (2024))
- Buyers are 1.7x more likely to finalize decisions after face-to-face interactions versus digital-only engagements.(Source: McKinsey (2023))

And ObserveNow events consistently exceed these benchmarks:

✅ 80–90% of attendees report a better understanding of our partners' products and solutions after direct, in-person interactions.

✅ On average, 60% of event attendees become direct business leads, and within that, 40% express clear interest in exploring partnerships or solutions further

Event Glimpses

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