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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.



## CXO Leaders' Roundtable Case Study

Theme: Customer Digital Transformation & AI Adoption Trends

Venue: The Lalit, Mumbai

# Session Overview

An exclusive, invite-only CXO Roundtable aimed at enabling enterprise leaders to decode how AI and digital transformation are reshaping the future of work. With Microsoft Surface at the center of enabling modern workplace infrastructure, the evening focused on sharing experiences, exploring forward-looking strategies, and networking with top industry peers.

## 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 Objective:

- To engage CXOs in meaningful discussions on the real-world impact of AI on digital transformation.
- Demonstrate how tools like Microsoft Copilot and Surface devices are powering the next generation of secure, AI-first workplace infrastructure.
- Position Zones and Microsoft as trusted digital transformation partners.
- Create a high-value networking environment with enterprise IT decision-makers across verticals.

## Event Format:

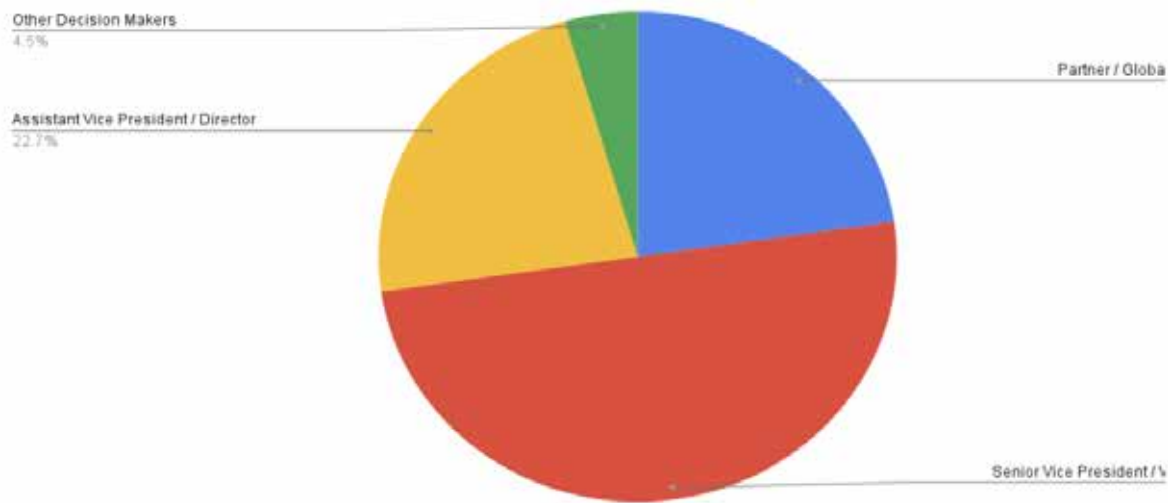
- Closed-door, invite-only roundtable
- Participation from 20+ senior leaders across BFSI, IT, Manufacturing, Pharma & Services sectors
- Moderator-led dialogue followed by cocktails and a networking dinner
- Curated evening format to allow relaxed, open conversation

## Key Takeaways:

- 94% of business leaders say AI is critical to success over the next five years (Source: PwC)
- Copilot+ PCs offer up to 20x faster AI performance in generative workloads (Source: Microsoft Build 2024)
- 51% of organizations use AI for real-time cybersecurity threat detection (Source: IBM Security)
- AI-aligned strategies deliver up to 3x higher ROI compared to disconnected implementations (Source: Deloitte AI Institute)
- Only 38% of companies feel prepared to scale AI organization-wide (Source: Accenture Tech Vision 2024)

## Participating CXOs:

- **Mr. Apoorba Kumar Patranabish**, Partner - SOC & MSSP Specialist | Cybersecurity Leader Driving Operational Excellence, Grant Thornton Bharat LLP
- **Mr. Bhagwatiprasad Dubey**, CISO, Tata Capital Housing Finance Limited
- **Mr. Balram Choudhary**, Senior Vice President-IT & Chief Information Security Officer, ASK INVESTMENT MANAGERS LTS
- **Mr. Ashis Rout**, Sr. Vice President Tech & Digital, HDFC Bank LTD
- **Mr. Sachin Tapole**, Global Head - IT Procurement, UPL Limited (formerly known as United Phosphorus Ltd.)
- **Mr. M Muthu Venkatachalam**, Head Cyber Security, State Bank of India
- **Mr. Gulshan Narula**, Head, CoE - Availability and Reliability - IT professional with 35+ years of global experience, ICICI Bank
- **Mr. Satish Powar**, Head - IT, Sun Pharma Advanced Research Company Ltd
- **Ms. Preeti Kate**, Program Director - Corporate IT Function (Enterprise Transformation), Tata Consultancy Service
- **Mr. Anurag Goel**, Vice President IT, Aditya Birla Management Corporation Pvt. Ltd
- **Mr. Tejas Sandesara**, Vice President Information Technology, YES BANK
- **Mr. Saket Gadkari**, Vice President: Technology & Procurement, Jio Platforms Limited (Reliance Industries Limited)
- **Mr. Viral Gala**, Vice President of Information Security, Teleperformance
- **Mr. Vipin Singh**, VP - Business Technologist, IDFC FIRST Bank
- **Mr. Waseem Khan**, VP - IT Operations, Datamatics
- **Mr. Abhishek Kumar**, Head - Product Development, IT Automation & Digital Transformation Strategist, Tata Communications
- **Mr. Lokin Chemburkar**, Director - IT spend and drive Digital Transformation | Data-driven decision making, Cognizant
- **Mr. Rajesh Shetty**, Assistant Vice President - Technology, Aditya Birla - Capital
- **Mr. Ajay Jain**, AVP, Production Engineering Lead - Salesforce, IDFC FIRST Bank
- **Mr. Jaspreet Singh Lamb**, AVP Digital Applications, Mahindra Finance
- **Mr. Ketan Jain**, Manager (QA) - IT Governance | Project Management Mahindra Finance



## Closing Note:

The CXO Roundtable served as a powerful platform for peer exchange, innovation-focused dialogue, and strategic partnership building. With active participation from senior leaders and a strong thematic focus on AI and digital transformation, the session positioned Microsoft Surface and Zones as key enablers in the evolving enterprise tech landscape.

### 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

We thank all our speakers and partners for making this evening impactful — and look forward to curating many more meaningful conversations together.



# Event Glimpses





# Event Glimpses

