



PRESENTS

3RD EDITION

SUPER DIGITAL NATIVE

SUMMIT & AWARDS

DATE: 18TH OCTOBER 2024 | LOCATION: GURUGRAM

CO-PRESENTING PARTNER



CO-PRESENTING PARTNER



CYBERSECURITY PARTNER



ASSOCIATE PARTNER



CSR PARTNER



KEY METRICS

5
SESSIONS

40+
SPEAKERS

10+
INDUSTRY
PRESENTATIONS

150+
DIGITAL NATIVE
LEADERS

Event Overview

ObserveNow Media successfully hosted the 3rd edition of the Super40 Digital Native Summit & Awards in Gurugram on 18th October 2024, themed “AI-Powered Transformation: The Digital Native Imperative.”

This mega summit brought together leading technology visionaries, industry pioneers, and innovative startups to delve into the transformative potential of AI and digital innovation. Designed to inspire change, the summit offered a day of insightful discussions, exceptional showcases, and never like before networking opportunities.

The summit featured over five sessions, more than 10 industry presentations, 40+ speakers, and attracted over 150 digital native leaders, highlighting its significant impact on shaping the industry’s future. Key partners included Niveus Solutions and Google Cloud as presenting partners, IBM as co-presenting partner, Fortinet and Ingram as cybersecurity partners, Spectra as an associate partner, and Pleasin Strides as the CSR partner.

Taniya Tikoo, Co-founder & Editor in chief, ObserveNow Media opened the stage for the by giving the welcome address by delving into the revolutions reshaping the digital native industry. Taniya stated “The world we are living in is now dominated by AI, which plays a significant role in Digital Transformation. India leads the digital payment space, but we must also focus on the ethical use of AI.”



Panel 1: Generative AI: Revolutionising User Experiences

The first panel discussion, “Generative AI: Revolutionising User Experiences,” was moderated by Sunny Kapoor, Director - Technology Consulting, Ernst & Young LLP, who emphasized the rapid advancements in generative AI and its transformative impact on customer experience. Rohit Sood, Advisory Data & AI Specialist, Technology, India and South Asia, IBM, shared insights from 1000+ pilots globally, highlighting multi-model AI, hybrid capabilities, and responsible AI. Karan Aggarwal, CTO, DeHaat, stressed the importance of localization and foundational knowledge in rural AI deployment. Shakti Goel, Chief Architect and Data Scientist, Yatra, discussed the evolving use of travel data. Ankit Aggarwal, Founder & CEO, Unstop, advocated for using generative AI to enhance students’ educational journeys. Nitin Jain, Co-founder & CBO, OfBusiness, highlighted AI’s limitations in B2B customer engagement but noted chatbot efficiency. Vipin Jain, Group CTO, CollegeDekho, underscored generative AI’s potential to revolutionize student interactions through personalized experiences.



Panel 2: The Future of Digital Transformation and Cybersecurity: Mastering Strategies for the Decade Ahead

Jaspreet Singh, Partner at Grant Thornton Bharat LLP, moderated the second panel on "The Future of Digital Transformation and Cybersecurity: Mastering Strategies for the Decade Ahead," highlighting the risks of oversharing on social media. Panelist Suhan Shetty, Enterprise Architect - Infrastructure Services at Niveus Solutions, noted India's shift from hardware acquisition to cybersecurity focus. Abhas Agarwal, Field Sales Representative at Google Cloud, emphasized the importance of education in combating cybercrimes. Mohit Srivastava, CISO at Perfios, addressed financial fraud's impact on brand reputation. Kush Kaushik, Co-Founder of Scrut Automation, stressed the urgency of AI regulations for cybersecurity. Sandip Chhetri, CEO of TradeIndia, warned against startups neglecting cybersecurity. Shiva Nand Singh, Director of Engineering at Moglix, advised caution with app permissions and password reuse.



Exclusive Panel: AI-Powered Platforms: The New Frontier for Start-Ups

An exclusive panel on “AI-Powered Platforms: The New Frontier for Start-Ups” was moderated by Saurabh Kochhar, Founder of Meddo Wellness. Sushan Rungta, CTO of Absolute, emphasized the need for education on technology adoption and policies to mitigate AI’s potential misuse. Tushar Bhatnagar, Co-Founder & CTO of vidBoard.ai, highlighted the importance of data quality for AI-driven personalization. Akshit Tyagi, Co-Founder of Expedify, stressed prioritizing consumer-focused AI applications backed by thorough research. Praveen Gupta, Co-Founder & CTO of WiJungle, warned of bankruptcy risks from cyberthreats and urged government regulatory frameworks for AI and SaaS solutions.



Panel 3: The Power Shift: Women Steering India's Leadership Revolution

An engaging panel discussion on “The Power Shift: Women Steering India's Leadership Revolution” was moderated by Taniya Tikoo, who emphasized the need for greater support for women-led startups in India. Amrita Sirohia, Co-founder of IND Money, highlighted the gap in financial literacy among women and the need for a stronger push to close it. Tripti Tiwari, Founder of CloudTrains, stressed the importance of financial independence for societal betterment. Jharna Saha, Co-founder of Enlog, noted women's rapid adoption of technology in business as a game-changer. Dipali Mathur Dayal, Founder of Super Smelly, pointed out the challenges of promoting sustainability in India's price-sensitive market while encouraging sustainable choices among the youth. Shruti Kharbanda, Founder of Invincible Robo League, called for more female role models in STEM to inspire young women and shift the male-dominated narrative.



Panel 4: AI 2.0: Innovating Beyond the Hype with Robust Cybersecurity Solutions

The panel discussion on “AI 2.0: Innovating Beyond the Hype with Robust Cybersecurity Solutions” was moderated by Ravi Mathur, Co-Founder & CTO, Insurance Samadhan, who highlighted the growing curiosity around AI. Dhruv Anand, Enterprise Sales, Google Cloud, noted the shift from POCs to pilots, with Generative AI enabling actionable insights. Atul Dubey, Regional Sales Manager, Fortinet, stressed AI’s role in ensuring no threats are overlooked. Sahil Singla, VP Engineering, Infoedge, emphasized relevant consumer communication. Sanjeev Singh, Head of Tech & Data, GensoleEV, praised AI for reducing turnaround times. Praveer Kochhar, CPO & Co-Founder, Kogo Tech Labs, pointed out security concerns with public cloud AI. Deepak Gupta, SVP, CARS24, highlighted aligning AI with business goals through intelligent chatbots. Nikhil Kumar Pathak, Co-Founder & CTO, Brevistay, discussed generative AI’s potential to learn and improve query handling.



Panel 5: D2C Innovations in Digital Retail: Leveraging AI to Transform Customer Experiences

The final panel discussion, “D2C Innovations in Digital Retail: Leveraging AI to Transform Customer Experiences,” was moderated by Abhay Batra, Co-founder & CFO, Clovia.

Abhay began by emphasizing how real-time data drives dynamic pricing. Shivam Maheshwari, Co-Founder & CTO, Goals101, highlighted AI’s role in analyzing data to create hyper-personalized campaigns. Anirudh Bhardwaj, CTO, Recur Club, stressed the importance of user privacy amidst global conversations on AI ethics. Ripunjay Chachan, Co-Founder, Wellversed, pointed out how user behavior insights simplify processes for brands and consumers. Shalabh Agarwal, CTO, Credflow, noted AI’s evolving role from handling data to defining its usage. Alok Paul, COO & Co-Founder, Berrylush, concluded by discussing predictive analysis for inventory scaling and direct consumer engagement.



The grand summit wrapped up with an awards ceremony celebrating the incredible digital native leaders shaping the industry.

Here are the award recipients along with their respective categories:

- Deepanshu Manchanda, Co-Founder & CEO, Zappfresh – DSM Fresh Foods – D2C Founder of the Year
- Ahmed Aftab Naqvi, CEO & Co-Founder, Gozoop & Sparknext – Young Entrepreneur with Outstanding Vision
- Manish Lunia, Co-Founder, FlexiLoans – Transformative Co-founder Award
- Suveer Bajaj, Cofounder & CEO, FoxyMoron – Digital Native Leader of the Year
- Aseem Garg, CEO, DCDC Care – Changemakers in Social Entrepreneurship
- Kruti Bharucha, Founder and Chief Executive Officer, Peepul – Founder with Exceptional Leadership
- Dipali Mathur Dayal, Founder, Super Smelly – Women Founder with Exceptional Leadership
- Sachin Saxena, CTO, Heads Up for Tails – Digital Native Leader of the Year
- Paras Arora, Founder and Chief Executive Officer, Qdesq – Best B2B Startup
- Amit Bagga, CEO, Daryaganj Hospitality – Innovative CEO of the Year
- Shon Joseph, CTO, Loanframe – Best Technology Startup of the Year
- Abhay Batra, Founder & CEO, Clovia – D2C Founder of the Year
- Varun Verma, Co-Founder & CTO, Merapashu360 – D2C Brand with Best Social Impact
- Jainesh Sinha, Co-founder, Gyandhan – D2C Social Impact
- Anirudh Bhardwaj, CTO, Recur Club – Digital Native Leader of the Year
- Ramanpreet Singh, Senior Vice President, Flyremit – Innovator in Customer Experience
- Rampal Rao, Director of Engineering, Snapdeal – Visionary Leader in Digital Transformation
- Ayush Gupta, CTO, Enlog – Visionary Leader in Digital Transformation
- Akshay Kumar Sharma, Director-Technology, Medley India INC – Visionary Leader in Digital Transformation
- Shakti Goel, Chief Architect and Data Scientist, Yatra – Best Use of AI
- Abhit Sinha, Co-Founder, AI and Computer Vision – Head Technology, Orbo.ai – Visionary Leader in Digital Transformation

- Rithish Kumar, Co-Founder, Pee Safe – D2C Brand of the Year
- Ankit Aggarwal, Founder & CEO, Unstop – Best HR Tech Startup
- Sahil Singla, VP Engineering, Infoedge – Innovator in Customer Experience
- Saurabh Wadhwan, Co-Founder, Scalenut – Transformative Founder Award
- Deepak Gupta, Senior Executive, Vice President, CARS24 – Digital Native Leader of the Year
- Praveer Kochhar, CPO & Co-founder, Kogo AI – Innovative CEO of the Year
- Ripunjay Chachan, Co-Founder, Wellversed – D2C Brand of the Year
- Nikhil Kumar Pathak, CTO, Brevistay – Top Travel Startup
- Vipin Jain, Group CTO, CollegeDekho – Visionary Leader in Digital Transformation
- Mohit Srivastava, CISO, Perfios – Cybersecurity Leadership in Digital Transformation
- Sandip Chhettri, Chief Executive Officer, TradeIndia – Pioneering Leadership in B2B Digital Transformation
- Tushar Bhatnagar, Co-Founder & CTO, vidBoard.ai – Innovative CEO of the Year
- Akshit Tyagi, Co-founder, Expedify – Excellence in Digital Marketing Innovation
- Sanjeev Singh, Head of Tech & Data, GensoleEV – Visionary Leader in GenAI

