

Webinar on

Marketing in B2B Business

20th August 2021 • 3:00 PM

The challenging times are posing a quintessential question to businesses - What should be and could be the role of Marketing in revival of business growth? A question that must be answered emphatically in the realm of B2B marketing too. The thinking should cover not just fuelling short-term sales linked growth but also long-term brand building and achieving a balance.

In view of the above, ASSOCHAM National Council on Branding and Marketing is organizing a webinar on **"Marketing in B2B Business" on 20th August 2021 at 3:00pm - 4:00pm**. The webinar would cover experience-based insights and approaches to building reputation, building lasting customer relationships and growing revenues through Business2Human marketing in a B2B world.

SPEAKER



GovindaRaj Avasarala
Head, Enterprise Marketing
Vodafone Idea Ltd.

TOPICS TO BE COVERED

- Marketing as a growth driver
- Building B2B brand
- Marketing as owners of CX
- Customer Relationships

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In case of any query, please feel free to contact: Mr. Krishan Sharma | 8512072265 | krishan.sharma@assochem.com

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Webinar on Marketing in B2B Business

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SPEAKER PROFILE:

Shri GovindaRaj Avasarala, Head Enterprise Marketing, Vodafone Idea Ltd.

GovindaRaj is an inspiring business leader with proven expertise in strategic delivery, brand building, B2B Marketing, Digital and Product Management. Currently, he heads Marketing for Vi Business, enterprise unit of Vodafone Idea Limited. As a member of core team, he recently spearheaded the launch of Vi, a unified brand of Vodafone and Idea. Beyond brand building, strategic marketing and Digital Marketing are core to his portfolio—C level engagement, Advisory boards, Account Based Marketing (ABM), content marketing and social marketing. He is most passionate about designing and championing customer centric marketing programs with sharp focus on revenues and lasting relationships.

Govind has over 19 years of experience having worked with startups, consulting firm and global ICT companies such as Siemens, Deloitte, Microland and IMImobile. In his stint with Vodafone India, he built significant expertise in managing product P&L and building high performance teams. Govind has led large scale Digital transformation programs and has been an integral part of integration program between Vodafone and Idea.

Please, click here to start your free registration: <https://bit.ly/3hWdIDc>

Please forward this mail on to your colleagues who may be interested in attending – **registration is free** and open to anyone with an interest in above subjected theme.

If you require any further information, feel free to contact **Mr. Krishan Sharma** at **8512072265** krishan.sharma@assochem.com

Warm Regards,

Avinash Sharma | Director

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