

About GHS-IMR

Dr. Gaur Hari Singhania Institute of Management and Research (GHS-IMR) is one of the oldest and premiere management institute, established in 1995 by the JK Organization.

The institute is working towards academic excellence and development of management skills through its flagship PGDM program, which is approved by the AICTE.

26 batches have successfully passed out from the institute and more than 2000 students are serving in leading companies of India. GHS-IMR has been recognized as "Centre of Academic Excellence" by national and international organizations.

About JK Organisation

J.K. Organisation is a multinational group head-quartered in India with a heritage of more than 125 years. With its headquarters in Delhi, Kanpur and Mumbai. It is run by the Singhania family, which rose to prominence in Kanpur, India, under Lala Kamlapat Singhania.

The group rose in importance in the 1950s to 1980s, when it was the third-largest industrial conglomerate in India after the Birla and Tata groups. The Group has multi-business, multi-product and multi-location operations, with its foot prints in various countries across the globe. It has overseas manufacturing operations in Mexico, Indonesia, Romania, Belgium, Portugal and UAE.

Products of the JK Group have a strong brand recall and enjoy a significant market share in their respective segments, with their presence in Cement, Tyre, Paper, Biotech, Chemicals, Defence, Dairy products, Seeds, Engineering equipments.



GHS-IMR

Dr. Gaur Hari Singhania Institute
of Management & Research, Kanpur

presents



The New Brandscape

5th International Conference on Marketing 2024

2ND
MARCH
2024

Chief Patron : Mr. Abhishek Singhania
Patron : Mr. Partho P Kar
Conveners : Prof. (Dr.) Rahul Goyal
: Prof. Shekhar Trivedi
: Dr. Puneet Rai

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BrandCraft

Amidst the dynamic and ever-changing business landscape, cultivating a distinctive brand image has emerged as a crucial competitive tool.

Welcome to BrandCraft, an immersive conference dedicated to unravelling the art and science of brand building. Since its inception in 2014, BrandCraft has served as a guiding light through the intricacies of establishing unique brand associations, bringing together the brightest minds in brand management.

This exceptional event explores the intricate journey of brand creation, rejuvenation, and resonance, contributing to a brand's magnetic appeal. Join us for Brandcraft-24, a captivating two-day event taking place on March 2nd, 2024.

Brand Storytelling Competition



In an era where attention spans are fleeting and consumers are bombarded with information, the power of storytelling has emerged as a vital tool for brands to connect with their audience.

Recognizing the significance of this skill, we proudly present the "Brand Storytelling Competition," a highly engaging event where student groups from various management colleges will showcase their creativity, strategic thinking, and brand promotion prowess.

The competition kicks off with a comprehensive briefing by an expert. Here, teams will be handed over a unique challenge – to craft a compelling story that indirectly promotes a specific brand. This task not only tests their understanding of the brand's values but also demands innovative storytelling techniques to leave a lasting impact on the audience.

The Brand Storytelling Competition seeks to inspire the next generation of marketers to redefine the narrative of brand communication and leave an indelible mark in the world of advertising.

Note: The detail guidelines have been provided in the enclosed form.

Expert Keynote Sessions BrandCraft-24

Embark on an extraordinary journey with our exceptional lineup of expert speakers and thought leaders. Our program offers a captivating exploration of brand crafting intricacies.

Dive into the art of telling compelling brand stories, leverage the influential power of sensory branding, cultivate a robust digital brand image, ensure seamless brand promises across various media, and master the finesse of flawless brand execution.

Join us in this transformative brand mastery journey, enhancing your understanding of nuanced dynamics that shape enduring brand impressions.



Mr. Sudeep Goenka
Director
Shubham Goldiee Masale (P) Ltd.



Mr. Jai Agarwal
Managing Director
C.P. Milk & Food Products (P) Ltd.



Mr. Rajesh Srivastava
Head- Marketing Communications
Nissan, India



Mr. Prateek Srivastava
Category Head- Corporate,
Commuter, Deluxe, Research
& Events, Hero MotoCorp.



Mr. Vishal Gautam
AGM
Defense Business, India Glycols Ltd.



Mr. Shishir Chandra
AGM, MARCOMM
Insecticides (India) Ltd.