



# XIM UNIVERSITY SCHOOL OF COMMUNICATIONS

PRESENTS



## TRAORDINAIRE 2021

### EXPLORING **MEDIA OPPORTUNITIES** IN A POST PANDEMIC WORLD

INAUGURAL ADDRESS



**PROF. FR S. ANTONY RAJ, SJ**  
DEPUTY REGISTRAR  
XIM UNIVERSITY - NEW CAMPUS

**SEPT 18, 2021  
(SATURDAY)**

**10:15 AM**



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### EXPLORING **MEDIA OPPORTUNITIES** IN A POST PANDEMIC WORLD

SESSION 1: BRAND COMMUNICATIONS



**MR. RANA MATHEW**

HEAD OF BRAND SUPPORT & COMMUNICATIONS, MRF INDIA

**Mr. Mathew**, Head of Brand Support and Communications of MRF Limited, started his career as an Assistant to the Director and Board of Governors of IIM Calcutta. Now, with over 25 years of expertise in brand management, corporate, marketing communications and public relations, he is an eminent name in the industry.

He has an Executive MBA in International Business from IIFT and a Post Graduate Diploma in Public Relations. He is working towards his DBA in International Business from IPAG Business School, Paris. Back in the day he worked with the Andaman and Nicobar Administration and the Ministry of Defence as Public Relations Officer. He then joined the private sector and worked with several prestigious brands like Bosch, Novozymes, Visteon and Hanon Systems in corporate and marketing communications roles.

SEPT 18, 2021  
(SATURDAY)

10.45 - 11.45 AM



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### EXPLORING **MEDIA OPPORTUNITIES** IN A POST PANDEMIC WORLD

#### SESSION 2: ADVERTISING



**MS. SANGEETHA SAMPATH**  
GROUP CREATIVE DIRECTOR,  
82.5 COMMUNICATIONS (OGILVY GROUP)

A vibrant personality combined with creative pizzazz and solid strategic grounding, **Ms. Sampath** is the Group Creative Director of 82.5 Communications, Bangalore. Her wealth of brand marketing experience owing to her grasp of diverse mediums and consumer categories has won her recognition in the industry. Previously with well-established agencies such as Mullen Lintas, Ogilvy, Publicis and Mudra, she has led and been a part of prestigious brands like ITC Bingo!, Lakme, Titan, Tata Tea, Himalaya, Haywards 5000 and more.

Her achievements include Amazon's #MomBeAGirlAgain campaign that won at the EFFIES, two Grand Prix for Anouk's #BoldsBeautiful and Fox Crimes digital campaigns, and her work on Nature's Basket was featured in The Work and at Cannes.

SEPT 18, 2021  
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12.00 - 1.00 PM



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**SESSION 3: ENTERTAINMENT JOURNALISM**



**MS. ARCHITA KASHYAP**

COMMUNICATION CONSULTANT - YASH RAJ FILMS,  
ENTERTAINMENT JOURNALIST & BLOGGER

**Ms. Kashyap** is a well-versed journalist and editor with immense experience in digital news media and broadcast news. Specializing in Indian cinema, entertainment and popular art, she immensely contributed in a variety of beats at India Today, Zoom TV and CNN IBN (now News 18), before heading to Times News Network as the Entertainment Editor of Times Now.

Notable alumni at the School of Oriental and African Studies, London, she is working as a communications consultant with Yash Raj Films. Over the course of her sixteen years of tracking eminent stars, she has interviewed celebrities such as Danny Boyle, Robert Downey Jr, Aamir Khan, A R Rahman, Priyanka Chopra, Vikram among many others. Currently, she writes for FirstPost and runs her own blog "notsofilmystories.in."

**SEPT 18, 2021  
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**2.00 - 3.00 PM**





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#### SESSION 4: FILMMAKING



**MR. BAUDDHAYAN MUKHERJI**  
FILM MAKER & PRODUCER, LITTLE LAMB FILMS

A leading independent filmmaker **Bauddhayan Mukherji**, better known as Buddy in the film fraternity, has directed & produced more than 600 television commercials to date. The Shower, his much-acclaimed film for Unilever's Start A Little Good Campaign fetched him his first National Film Award at the 67th National Film Awards 2021.

His directorial debut *Teenakahon* (2014) and *The Violin Player* (2016) are some of the critically acclaimed works which have been screened in 85 film festivals across continents. Currently, he is producing his 3rd feature *The Cloud & The Man* and co-directing the company's first feature-length documentary, *Charaiveti*.

SEPT 18, 2021  
(SATURDAY)

3.15- 4.15 PM