

The IMA logo consists of the letters 'IMA' in a white, serif font, centered within a red rectangular box. This box is set against a white banner that has a pointed bottom edge, resembling a ribbon or a flag.

Insight beyond information

IMA India's CFO Strategy Roundtable 2023

NAVIGATING THE FRONTIER TO 2030

 15th - 17th September, 2023

 JW Marriott, Mussoorie

AGENDA

Friday, 15th September, 2023

Registration

4:15 PM

India: A Country in Transition

5:00 PM – 6:30 PM

Adit Jain, Chairman and Editorial Director, IMA India



There are five important transitions that will shape the evolution of India as a country over the coming decade. What is different from the previous decade is the fact that these transitions are taking place very rapidly and consequently their impact promises to be powerful. In this session, **Adit** will talk about the changing nature of geopolitics, the economy, India's digital infrastructure, politics and productivity.

**The 'Unconference' at the CFO
Strategy Roundtable**

6:30 PM – 8:00 PM

The most valuable aspect of our community is collective wisdom – and occasions like this are the optimal place to seek your views and insights on critical issues. Help us understand what's working for you and what isn't. This session will serve as a platform to represent business and functional interests – by highlighting issues and facilitating solutions. We will table 6-7 questions around the operating environment and ask for quick (45-60 second) responses to each issue from 7-10 people each.

Dinner

8:00 PM

Saturday, 16th September, 2023

Changing Geopolitics: What will replace the existing Global Order

9:00 AM - 10:30 AM

Ajay Bisaria, Strategic Consultant and Commentator; Former Indian envoy to Canada, Pakistan, Poland, Lithuania



It is now absolutely clear that the American-led liberal world order is being displaced. Some would argue about the rise of a duopoly with two centres of power, comprising of America and China. Be that as it may, India's foreign policy subscribes to a multi-polar world where alliances between nation-states will be determined by their strategic interests. Prime Minister Narendra Modi has used the platform of G20 nations, to emphasise the rise of developing nations. In this session, **Ajay Bisaria** will share a perspective on the strategic imperatives that will drive India's foreign policy and explain the relationship between economic and security considerations.

Discussion Break

10:30 AM - 11:00 AM

Treasury and Foreign Exchange Markets

11:00 AM - 12:30 PM

Manoj Goel, Managing Director & Head Corporate Sales, Markets & Securities Services, HSBC India



There has been unprecedented volatility in the global currency and interest rate markets since last year. At the same time, USD/INR forward premia have fallen to multi-year lows. This session will explore some of the key emerging macro-economic trends and themes impacting the future outlook of these markets. **Mr Goel** will also delve into risk management tools as well as certain regulatory changes which could help Finance teams to navigate these markets better.

Discussion Break

12:30 PM - 1:00 PM

Saturday, 16th September, 2023

Is Modi 2024 a done deal?

1:00 PM – 1:45 PM

Barkha Dutt, Award-winning Broadcast Journalist,
Opinion Columnist and Author



One of the biggest questions around the 2024 General Elections is whether it will be a real contest – or, like the last two times, a walk-over for the BJP. A strong opposition is vital to any functioning democracy, and the recent coming together of 28 parties under the 'INDIA' banner is an interesting and new development. Award-winning broadcast journalist, newspaper columnist and author and founding editor of multi-media platform mojo story, **Barkha Dutt** will offer an outside-in perspective on Indian politics. She will examine whether this motley crew can present a real challenge to Mr Modi or whether his victory is a done deal.

Lunch

1:45 PM – 2:45 PM

Neuromarketing: The New Science of Consumer Behaviour

3:00 PM – 4:30 PM

Prof Arvind Sahay, Professor, IIM Ahmedabad



Neuromarketing is a strategy that uses a combination of neuroscience and cognitive thinking to accurately determine customer preferences. In contrast with traditional marketing strategies which are survey-based, neuromarketing seeks to enter a consumer's subconscious mind with the intent of throwing up more accurate results. How does it all work? What are the tools required to implement it? How do you adapt this to your company strategy? These are some of the issues that **Professor Arvind Sahay** will address in this session. Professor Sahay teaches at IIM - Ahmedabad and previously taught at the London Business School.

Breaking Out of the Box

4:30 PM – 5:30 PM

The session will involve syndicate breakouts, with each group consisting of 10-15 participants. These groups will engage in in-depth discussions on specific challenges currently faced by CFOs. Following these discussions, 1-2 representatives from each group will share their findings and conclusions with the entire audience, with each presentation lasting approximately 10 minutes.

Dinner

8:00 PM

Sunday, 17th September, 2023

Cedar, Oak, Pine: In love with nature

6:30 AM - 8:30 AM



One of the finer pleasures of life is to 'feel' the mountains and to experience their majesty and their permanence. Take a nature walk among towering Deodars and through quaint settlements with the Himalayas on one side and the beautiful Doon valley on the other.

Resolve, Determination and Motivation

10:00 AM - 11:30 AM

Colonel (Retired) Sonam Wangchuk



On the 30th of May 1999, **Major Sonam Wangchuk** led a column of the Ladakh scouts to occupy the ridge line on the LOC at a height of 18,500 feet. Following a sudden ambush and the loss of one of his men, Major Wangchuk led a daring counter-offensive. His actions were far and beyond the call of duty. For the display of exceptional valour, he was awarded the Maha Vir Chakra. This session will be an engagement with Colonel Wangchuk to determine what motivates men to fight for their cause, and if required, to make the ultimate sacrifice.

Brunch and Close

11:30 AM

Principal Partner



Contact Us:

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