

**Registration Form  
CMA Workshop on  
Building Brands in the Age of Disruption**

We are pleased to nominate the following delegates from our organization to the above programme. A sum of Rs ..... by cash / cheque / DD ( No ..... drawn on ..... ) towards the nomination fee is enclosed.

Name

Designation

E-mail

Mobile No



Profit the Mind

**CALCUTTA MANAGEMENT ASSOCIATION**

Workshop on

**Building Brands  
in the Age of Disruption**

**March 15, 2017**

**Venue Host**



Flexible Office Solutions

**DBS Corporate Club**

**About CMA:** Calcutta Management Association is one of the oldest management associations in the country, established in 1957, with the basic objective of providing a platform where the most relevant and contemporary management ideas can be conceptualised, formulated and shared.

**About the Workshop:** A brand defines the identity of a product. Building brands is a painstaking, time consuming and a visionary exercise. Keeping the brand relevant and maintaining its reputation in a dynamic market condition is an equally important issue. Thus building brands and maintaining its core values have always been a challenging task for any marketer. The prime focus of this Workshop is to explain the importance of brand building and how to nurture and plan for their growth in today's fiercely competitive market.

**Topics to be covered:**

Branding Challenges and Opportunities  
The Future of Branding in the Age of Disruption  
Role of Advertising in Brand Building  
Brand War, Competition and Strategizing

**Distinguished Speakers:**

Mrs Madhumita Basu, Member - Executive Council & Chief – Sales, Marketing and Innovation, LaFarge India Ltd. & Past President, CMA  
Mr Sumit Ray, COO, Allindia Technologies Ltd.€ & Past President, CMA  
Mr Sidhartha Roy, CEO, Response India, & Past President, CMA  
Mr T V S Shenoy, Chief of Marketing & Sales, FAMD, Tata Steel Ltd. & Executive Committee Member, CMA

**Who Should Attend?** This Workshop has been designed for people keen to learn how to build and nurture brands in real world. Thus participants can be from any discipline and any background. After all, successful brands are best guarantee for future earnings and working for a successful brand should be the objective of any professional. The workshop also welcomes students of management, for whom a special discounted fee is on offer.

**CERTIFICATES WILL BE ISSUED TO PARTICIPANTS BY  
CALCUTTA MANAGEMENT ASSOCIATION**

***Administrative Details***

**Date** Wednesday , March 15, 2017

**Time** 10.30am to 04.30pm

**Venue** DBS Corporate Club, DBS House, 10/2, Hungerford Street, Kolkata – 17; Opposite to Saturday Club Exit Gate

**Registration Fee :**

For AIMA/ CMA Members: Rs 1750/- per participant  
For Others: Rs 2000/- per participant  
For Group Registration: Rs 1500/- per participant  
(of 5 or more persons)  
For Students: Rs 500/- per participant

Payment: Cash or Cheque / DD to be drawn in favour of  
“Calcutta Management Association”/ NEFT: Bank: Yes Bank,  
Branch- Dalhousie, Kolkata, A/c No- 019094600001380, IFS  
Code: YESB0000190

**Please mail/ send your nomination/s to**

Ramen Barua, Director or  
Anirban Bhattacharjee, GM  
Calcutta Management Association  
6 N S Road, 1<sup>st</sup> Floor  
Kolkata 700001  
Phone: 22317496 / 22310455  
E-Mail: [calmanage@gmail.com](mailto:calmanage@gmail.com) / [cmakolkata@gmail.com](mailto:cmakolkata@gmail.com)