



IFCCI MARCOM Fest 2025

Date: 11th March 2025 | Venue: Leela Ambience, Gurgaon

The Indo-French Chamber of Commerce & Industry (IFCCI) hosted the maiden edition of the IFCCI MARCOM Fest 2025 on 11th March 2025 at Leela Ambience, Gurgaon. The event, organized under the aegis of the IFCCI Marcom Committee, consisting of CMOs brought together leading marketing and communications professionals from both French and Indian companies, who are member companies of IFCCI.

Welcome Address by Director General, IFCCI

The event commenced with a welcome address by Ms. Payal S. Kanwar, Director General, IFCCI, who extended a warm welcome to all dignitaries, partners, speakers, and attendees. Ms. Kanwar emphasized the commitment of the IFCCI MarCom Committee in creating meaningful industry-led platforms that foster dialogue, collaboration, and learning among stakeholders from both India and France.

Speaking at the occasion, Mr. Jean Touboul, President, IFCCI & CEO, Pernod Ricard India said *"We are proud to unveil the inaugural edition of the IFCCI MarCom Fest 2025, a pioneering initiative by the Indo-French Chamber of Commerce and Industry. In an era where marketing transcends traditional boundaries, this platform serves as a catalyst for thought leadership and innovation, bringing together strategy, creativity, and brand storytelling. The IFCCI Marcom Committee has been a hub for transformative ideas, fostering collaboration to redefine modern marketing. With this dynamic event, we aim to elevate this vision by bringing together industry pioneers and leading marketing and communication experts from India and France to explore emerging trends, unlock new opportunities, and strengthen Indo-French business synergies."*

Mr. Rajat Abbi, Vice President, Marketing, Greater India, Schneider Electric & Chairperson, IFCCI Marcom Committee, said "IFCCI MarCom Fest 2025 marks a significant milestone in our journey to create a dynamic platform for marketing and communications leaders. It is incredibly rewarding to see this initiative evolve into a space where industry pioneers come together to exchange ideas, explore trends, and drive innovation in brand storytelling and engagement. The committee recognizes the power of marketing in shaping business transformation, especially in an era defined by digital acceleration and sustainability, that not only strengthens Indo-French business synergies but also redefines the future of marketing."

Case Study I: Storytelling: Pernod Ricard's Most Interesting Campaigns

Mr. Pierre de Greef, Chief Digital Marketing Officer, Pernod Ricard India showcased some of the most innovative and impactful marketing campaigns by Pernod Ricard and other global brands during a session that captured the creative processes behind their successes using AI and innovation as key. The session offered attendees a look into the future of marketing where data, creativity, and

Mumbai office:
Ador House, Plot/CS No.34,
6-K, 2nd Floor, Dubash Marg,
Opp. Lion Gate,
Fort, Mumbai-400 001
Tel: +91 90040 21821
contact (@) ifcci.org.in

Delhi office:
DLTA Complex, RK Khanna
Stadium, 1st Floor (Gate 3)
1, Africa Avenue
New Delhi - 110 029
Tel: +91 11 6922 3100
contactdelhi (@) ifcci.org.in

Chennai office:
Old 27, New 66, III Street,
Abiramapuram,
Chennai - 600 018
Tel: + 91 44 4217 8710
contactchennai (@) ifcci.org.in

Bangalore office:
Unit 1303-1304, 13th Floor
Prestige Meridian II, No.30,
MG Road, Bangalore - 560 001
Tel: +91 80 6194 9749
contactbangalore (@) ifcci.org.in

Hyderabad Office:
T-Hub 2.0, 20 Inorbit Mall Rd,
Vittal Rao Nagar, Madhapur,
Hyderabad, Telangana 500081
Tel: +91 80 6194 9749
contactbangalore (@) ifcci.org.in

Pune Office:
Awfis, 3rd Floor, Baner Business
Bay, Pashan - Sus Road, Behind
Audi Showroom, Off Mumbai
Bangalore Highway, Pune 411045
Tel: +91 90 2101 5861
contact (@) ifcci.org.in



technology intersect to enhance consumer engagement. It also witnessed a live Gen AI survey which was extremely engaging and spontaneous.

Case Study II: Protecting Your Innovation

Mr. Vikrant Rana, Partner, SS Rana & Co., delivered an insightful session on the critical role of intellectual property (IP) in protecting creative marketing assets. He emphasized that in a hyper-competitive marketplace, marketers must safeguard their brand identity—including logos, slogans, packaging, visual content, and jingles—through appropriate IP registration. Using successful campaigns such as Lifebuoy's color-changing handwash and Brightcare Lifecare's "Ziddi Hoon Main" as examples, he illustrated the legal implications of IP oversight and the steps brands must take to avoid infringement risks.

Panel Discussion: Succeeding as a French Brand in the Indian Market

The discussion was moderated by Prof. Tarun Singhal, Director – BD, Marketing, Branding & Communications, Sopra Steria India, who set the context by highlighting the nuanced challenges and vast opportunities that French brands encounter while navigating the Indian market. He underscored the growing importance of AI, cultural intelligence, and customer-centric innovation in contemporary marketing.

The panel comprised leading industry voices:

- Ms. Ankita Upadhyay, Corporate Communications Director, Alstom India, shared Alstom's strategy in leveraging AI and digital tools for campaign planning, internal communication, and customer engagement. She elaborated on Alstom's global commitment to sustainable mobility and how its marketing practices align with its eco-design and innovation roadmap.
- Mr. Germain Araud, Managing Director, Monin India, offered insights into Monin's marketing expansion strategy in India. He spoke about how Monin is investing in expanding its marketing team, integrating Gen AI into daily content development, and fostering an innovation-led work culture.
- Ms. Roma Nawani Sachdev, EVP and CMO – Capgemini India, discussed the importance of connecting with consumers on an emotional level. She emphasized that modern consumers demand authenticity, and brands must combine data and storytelling to deliver personalized and relevant brand experiences.
- Ms. Manisha Dubey, Vice President – Marketing Communications & Brand, IDEMIA India, highlighted the pivotal role of AI in marketing automation and consumer loyalty programs. She also spoke about embedding sustainability at the heart of marketing strategies and the need for cross-functional collaboration to achieve brand impact.

Sustainability Partner Address: Green Yodha Sustainability Campaign by Vaibhav Bist, DGM Marketing and Communications, Schneider Electric India

Representing the event's Sustainability Partner, Mr. Vaibhav Bist, DGM – Marketing & Communications, Schneider Electric India, introduced the *Green Yodha* campaign as a national movement towards

Mumbai office:
Ador House, Plot/CS No.34,
6-K, 2nd Floor, Dubash Marg,
Opp. Lion Gate,
Fort, Mumbai-400 001
Tel: +91 90040 21821
contact (@) ifcci.org.in

Delhi office:
DLTA Complex, RK Khanna
Stadium, 1st Floor (Gate 3)
1, Africa Avenue
New Delhi - 110 029
Tel: +91 11 6922 3100
contactdelhi (@) ifcci.org.in

Chennai office:
Old 27, New 66, III Street,
Abiramapuram,
Chennai - 600 018
Tel: + 91 44 4217 8710
contactchennai (@) ifcci.org.in

Bangalore office:
Unit 1303-1304, 13th Floor
Prestige Meridian II, No.30,
MG Road, Bangalore - 560 001
Tel: +91 80 6194 9749
contactbangalore (@) ifcci.org.in

Hyderabad Office:
T-Hub 2.0, 20 Inorbit Mall Rd,
Vittal Rao Nagar, Madhapur,
Hyderabad, Telangana 500081
Tel: +91 80 6194 9749
contactbangalore (@) ifcci.org.in

Pune Office:
Awfis, 3rd Floor, Baner Business
Bay, Pashan - Sus Road, Behind
Audi Showroom, Off Mumbai
Bangalore Highway, Pune 411045
Tel: +91 90 2101 5861
contact (@) ifcci.org.in



climate responsibility. He emphasized the urgency of digitizing and decarbonizing India's energy ecosystem and showcased how Schneider Electric's smart automation and green technologies are aligned with India's climate commitments. He concluded by sharing the company's roadmap to achieving Net Zero emissions by 2050 and its alignment with the Government of India's *Digital India* mission.

Theme Presentation I: GEN a.i. The Final Frontier - Unique Capabilities & Case Studies

Mr. Abhinav Chetan, Founder of Digital for Nonprofits and Digidated, delivered an insightful session on the evolution and applications of Generative AI. He presented an impactful overview of AI's history, its current generative capabilities (text, audio, imagery, and video), and its disruptive potential in content marketing, SEO, and customer decision journeys. The session highlighted practical tools and frameworks for marketers to start incorporating Gen AI into their strategies while maintaining creativity, relevance, and ethical considerations.

Theme Presentation II: Learning Session: The Science and Impact of Storytelling

Ms. Mamta Bhatia, Global Services Marketing Hub Leader, Dassault Systèmes, took the audience on a powerful journey into the science behind storytelling. Through references to Maslow's hierarchy of needs and behavioural psychology, she explained how emotionally resonant stories influence decision-making. She stressed that marketers must move beyond features and benefits to craft narratives that address consumer aspirations and deeper values. Her presentation illustrated how brands can embed storytelling across touchpoints—from advertisements to thought leadership to social impact campaigns.

Fire-side Conversation: Decathlon's Growth Strategy, & Omnichannel Retail Marketing in India

Mr. Gaudham Ganesh, Chief Marketing Officer, Decathlon Sports India

In conversation with

Ms. Shirin Rai Gupta, Director – Marketing, upGrad Enterprise

Mr. Gaudham Ganesh, Chief Marketing Officer at Decathlon Sports India, shared insights on how the brand adapted its global philosophy to the Indian market. Starting with its first store in Bengaluru, Decathlon focused on making sports accessible while aligning with local consumer behaviour.

He highlighted two major trends: growing interest in fitness as part of daily life and the need to adapt to regional preferences and seasonality. To address this, Decathlon customized products based on geography and consumer profiles, while offering an experiential model—encouraging customers to try sports before purchasing.

With over 50 stores across India, the brand has embraced an OMNI-first mindset, starting with internal alignment to create a seamless omnichannel experience. Mr. Ganesh emphasized that in a rapidly changing market, marketing strategies must remain agile. Product quality, customization, and immersive experiences are key pillars for customer retention and brand loyalty.



Ms. Nikita Rustagi, Vice Chairperson, IFCCI MarCom Committee & Regional Director, centdegrés India, concluded the session by expressing gratitude to the esteemed partners and attendees for their valuable contributions and participation.

The event culminated in a networking session, organised by [Pernod Ricard India](#) & [MONIN](#), alongside corporate games by [Air France](#) and [Decathlon Sports India](#).

The event also featured exciting activities like a dart game by Air France, Mini Golf by Decathlon, an instant photobooth by Evolis, and amazing lucky draw prizes from brands like Air France, AhujaSons, Le Creuset, and Kairali Ayurveda!

During the recent AI Summit in Paris, Hon'ble Prime Minister Mr. Narendra Modi declared 2026 as the Year of Innovation between India and France. IFCCI MARCOM Fest stands as a key milestone in the Indo-French journey, as digitalization, AI, and digital marketing continue to evolve.

Special thanks to our Event Partners:

- Knowledge Partner: [SBS](#)
- Branding Partner: [centdegrés India](#)
- Supporting Partner: [IDEMIA](#), [SSRANA & Co Careers](#)
- Skilling Partner: [upGrad Enterprise](#)
- Sustainability Partner: [Schneider Electric](#)
- Identity Partner: [Evolis](#)
- Beverage Partners: [MONIN](#), [Pernod Ricard India](#)
- Lucky Draw Partners: [Air France](#), [AhujaSons](#), [Le Creuset](#), and [Kairali Ayurvedic Group](#)
- Gifting Partners: [Freshokit India](#), [NASO](#), [Tan & Loom](#), [Kairali Ayurvedic Group](#), [4700BC](#)
- PR Partner: [Monks Interactive](#)

About Indo-French Chamber of Commerce & Industry (IFCCI)

Established in 1977, the Indo-French Chamber of Commerce & Industry (IFCCI) belongs to a worldwide network of 119 French Chambers (CCIFI) in 96 countries with over 37,000 companies. We are one of the most active bilateral chambers in India. The Indo-French Chamber is a not-for-profit association that promotes mutually beneficial trade relations between India and France through its six offices positioned in key locations such as Mumbai, New Delhi, Bangalore, Chennai, Hyderabad and Pune.

For more information, please visit <https://www.ifcci.org.in/>

For enquiries about the IFCCI Committees & Events, please contact:

Ms. Aarushi Gautam

Manager – Committees & Events (North), IFCCI

E-mail: aarushi.gautam@ifcci.org.in

Mumbai office:
Ador House, Plot/CS No.34,
6-K, 2nd Floor, Dubash Marg,
Opp. Lion Gate,
Fort, Mumbai-400 001
Tel: +91 90040 21821
contact (@) ifcci.org.in

Delhi office:
DLTA Complex, RK Khanna
Stadium, 1st Floor (Gate 3)
1, Africa Avenue
New Delhi - 110 029
Tel: +91 11 6922 3100
contactdelhi (@) ifcci.org.in

Chennai office:
Old 27, New 66, III Street,
Abiramapuram,
Chennai - 600 018
Tel: + 91 44 4217 8710
contactchennai (@) ifcci.org.in

Bangalore office:
Unit 1303-1304, 13th Floor
Prestige Meridian II, No.30,
MG Road, Bangalore - 560 001
Tel: +91 80 6194 9749
contactbangalore (@) ifcci.org.in

Hyderabad Office:
T-Hub 2.0, 20 Inorbit Mall Rd,
Vittal Rao Nagar, Madhapur,
Hyderabad, Telangana 500081
Tel: +91 80 6194 9749
contactbangalore (@) ifcci.org.in

Pune Office:
Awfis, 3rd Floor, Baner Business
Bay, Pashan - Sus Road, Behind
Audi Showroom, Off Mumbai
Bangalore Highway, Pune 411045
Tel: +91 90 2101 5861
contact (@) ifcci.org.in



Mumbai office:
Ador House, Plot/CS No.34,
6-K, 2nd Floor, Dubash Marg,
Opp. Lion Gate,
Fort, Mumbai-400 001
Tel: +91 90040 21821
contact (@) ifcci.org.in

Delhi office:
DLTA Complex, RK Khanna
Stadium, 1st Floor (Gate 3)
1, Africa Avenue
New Delhi - 110 029
Tel: +91 11 6922 3100
contactdelhi (@) ifcci.org.in

Chennai office:
Old 27, New 66, III Street,
Abiramapuram,
Chennai - 600 018
Tel: + 91 44 4217 8710
contactchennai (@) ifcci.org.in

Bangalore office:
Unit 1303-1304, 13th Floor
Prestige Meridian II, No.30,
MG Road, Bangalore - 560 001
Tel: +91 80 6194 9749
contactbangalore (@) ifcci.org.in

Hyderabad Office:
T-Hub 2.0, 20 Inorbit Mall Rd,
Vittal Rao Nagar, Madhapur,
Hyderabad, Telangana 500081
Tel: +91 80 6194 9749
contactbangalore (@) ifcci.org.in

Pune Office:
Awfis, 3rd Floor, Baner Business
Bay, Pashan - Sus Road, Behind
Audi Showroom, Off Mumbai
Bangalore Highway, Pune 411045
Tel: +91 90 2101 5861
contact (@) ifcci.org.in