



 [infotechforum2023](https://twitter.com/infotechforum2023)

INFOTECH FORUM 2023

OPTIMIZING DIGITAL TRANSFORMATION

HOTEL THE LEELA PALACE, CHANAKYAPURI, NEW DELHI

**21st
JULY
2023**

ABOUT INFOTECH FORUM

The Infotech Forum in its 21st edition provides technology know-hows and implements news to those who evaluate, invest, and manage IT infrastructure of organizations. Business and Social becomes personalised, from algorithms on Instagram and Facebook to Spotify, extreme levels of personalization consume our communication and entertainment tools.



India's leading technology publication house bringing its 12th edition of the BRAND BOOK on the technology Industry to reach out to the enterprise buyers. The Brand Book is going to be unveiled over a large customer event (Infotech Forum). The 20th edition of the Infotech Forum is going to witness 500 Technologists from across the country to join.

The Brand Book will speak on how to improve brand recall and the brand recall strategy is about building the right associations between your company, and your customers. There is a clear direction to the marketing leaders for the market development with a strategic step taken by a company to develop the existing market rather than looking for a new market. The company looks for new buyers to pitch the product to a different segment of consumers in an effort to increase sales.

Infotech Forum 2022



Presentation by Rishi Mehta,
President & CEO- WAISL Limited



Inauguration of 20th Infotech Forum 2022



Presentation by Mohit Puri, Country
Manager - SonicWall



Presentation by Dr. Pavan Duggal,
Expert in cyberlaw and e-commerce law



Presentation by Sanjay Kumar Das, State Information Security Officer
& Joint Secretary, Dept. of IT & E, Govt of West Bengal



Presentation by Deepak Sar,
Director, Distribution & Alliance-
Hitachi Vantara



PANEL DISCUSSION SESSION – I With the CIO/CTO/CDO

Theme: Ensuring a reliable digital connectivity to every Indian



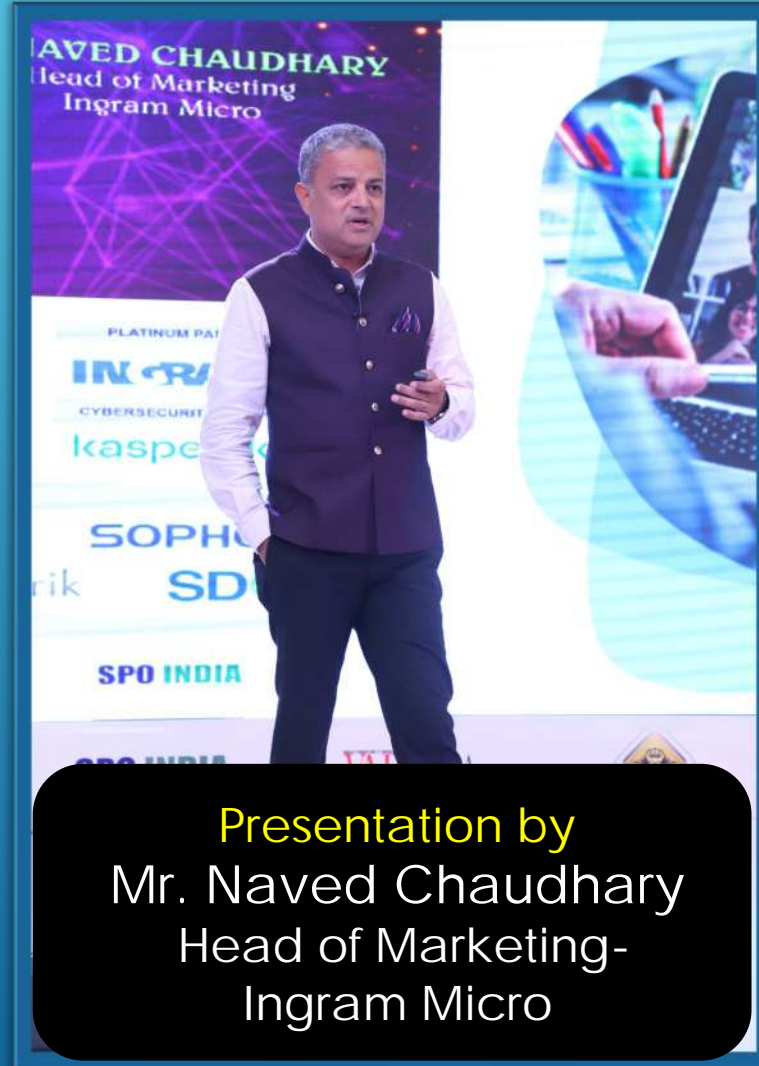
Right To Left – Mr. Sanjeev Sinha, President – Digitalization- IPCL, Dr. Biswajit Mohapatra, Head of CSM, India and South Asia - AWS, Mr. Vijay Sethi, Digital transformation and sustainability evangelist, Mr. Kapil Mehrotra, Group CTO- NCMS Ltd., Ms. Varundeep Kaur, CIO- Spice Money, Mr. Yogesh Dadke, APAC IT Leader- ADIENT India



AFTERNOON SESSION



**Welcome Address by
Prof. Triveni Singh, IPS
S.P- Cyber Crime- UP
Police**



**Presentation by
Mr. Naved Chaudhary
Head of Marketing-
Ingram Micro**



**Presentation by
Mr. Dipesh Kaura
General Manager(South
Asia)- Kaspersky**



PANEL DISCUSSION SESSION – II With the Marketing Leaders

Theme: Technology Is Getting Personalised Again



Left to Right – Moderated by Dr. Deepak Kumar Sahu, Editor-in-chief-Varindia, Ms. Vinny Sharma- Marketing Director – Asia Pacific & Middle East, Securonix, Mr. Rahul Singh, VP & Head of Marketing- SAP India, Mr. Naved Chaudhary, Head of Marketing -Ingram Micro, Mr. Nikhil Dudwadkar- Kaspersky, Mr. Prasenjeet Roy- NTT Global, Ms. Anita Kukreja- IceWarp



Experts Are Sharing Their Best Practices



Presentation by
Dr. Harold D'Costa
President - Cyber Security
Corporation



Presentation by
Mr. Satyakam Jyotiprakash
Harmony Security Lead, India &
SAARC- Checkpoint Software



Presentation by
Mr. Sabya Sachi
CTO- SDG Corporation



PANEL DISCUSSION SESSION – III CISO & Security Leaders Are Sharing The Dias

Theme: Building a cyber Safe India



Left To Right – Moderated by Dr. Deepak Kumar Sahu, Editor-in-chief,VARINDIA, Mr. Krunal Patel, M.D.(India)-SafeBreach, Mr. Sanjay Kumar Das,JS & State Information Security Officer- Govt of West Bengal, Dr. Harold D'Costa,CEO - Cyber Security Corporation, Mr. Bharat B Anand,V.P.(Technology)- EC Council Group, Ms. Karnika Seth- Managing Partner- Seth Associates, Mr. Sourav Das, CDO & CIO- Aditya Birla Group (Essel Mining & Industries)



Evening Session- 20th Infotech Session & 11th Edition of Brand Book Launch



Lamp Lighting Ceremony



Inaugural Session

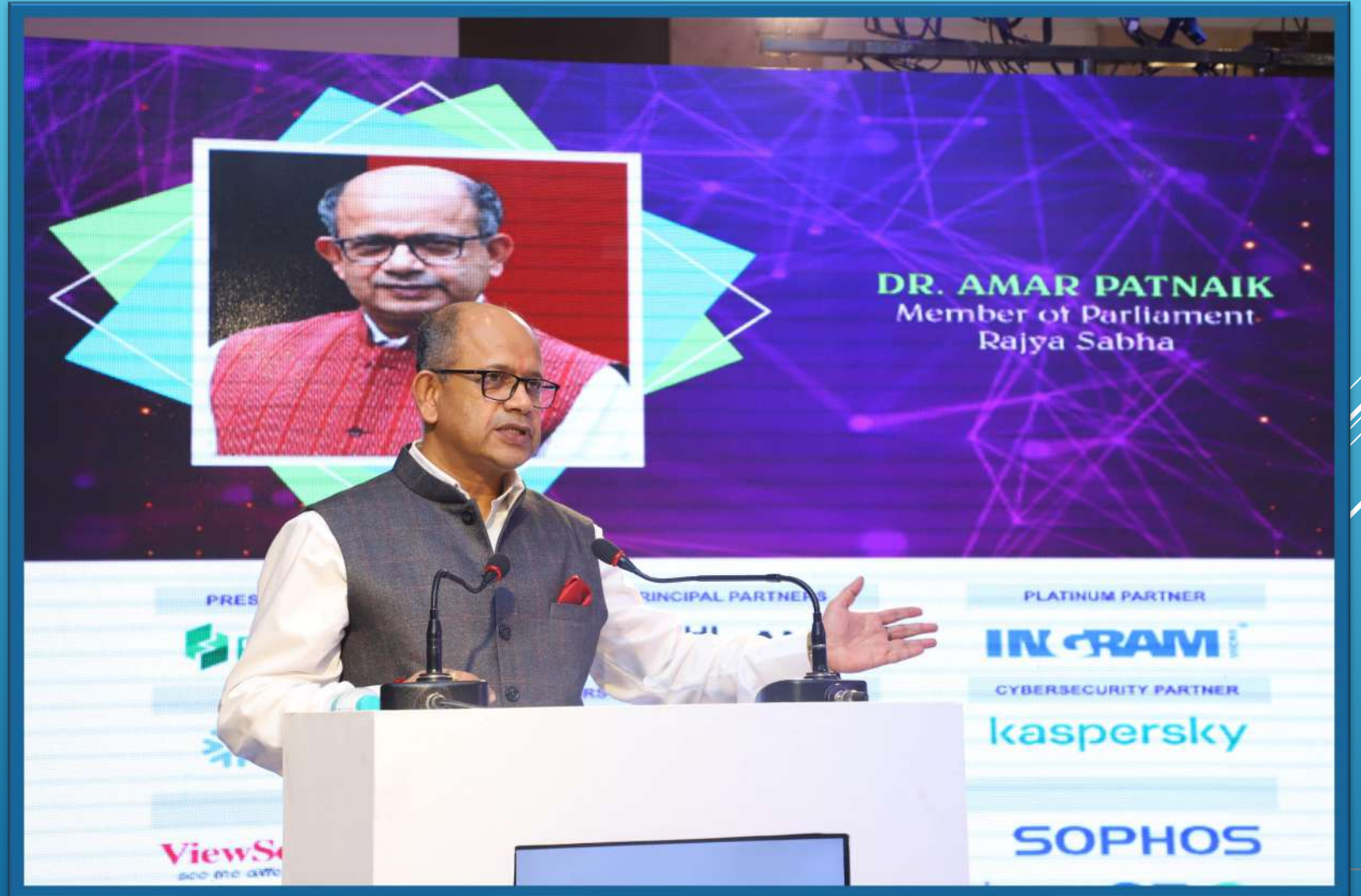


Unveil of 11th edition of the Brand Book



KEYNOTE ADDRESS BY

Dr Amar Patnaik
Member of Parliament
Rajya Sabha





WELCOME NOTE AND INDUSTRY ADDRESS



Address by
Mr. S N Tripathi (IAS)
Director General-IIPA,
Government of India



Address by
Mr. Rajesh Aggarwal (IAS)
Secretary- Skills
Development,
Government of India



Presentation by
Mr. Manmohan Brahma
Manager - Solutions
Architect- AMD –
India Mega Region



Presentation by
Mr. Tushar Mehrotra
Pre-sales Lead -
Redington India Ltd.



MOST TRUSTED COMPANIES FOR THE YEAR 2022



Awards Link: https://www.varindia.com/Gallery/part/20th%20IT%20Forum%202022_91



MOST ADMIRED BRANDS AWARDS 2022

The Most Influential CMO 2022

Eminent CIO's Of India Awards 2022

Women In Technology Leadership Awards 2022





SOLUTION DISPLAY KIOSKS





PARTNERS IN INFOTECH FORUM 2022

Presenting Partner



Principal Partners



Platinum Partner



Gold Partners



Cybersecurity Partner



Networking Partners





END CUSTOMERS AND VARS TO ATTEND INFOTECH FORUM

VARINDIA events are the benchmark among IT Companies and partners (VARs) for creating a single platform for discussing & introducing new technologies and sharing feedback to bridge the gap between vendors and channels.

As businesses grapple with the acute disruption brought on by COVID-19, the lessons of chronic disruption like digital transformation are proving useful.

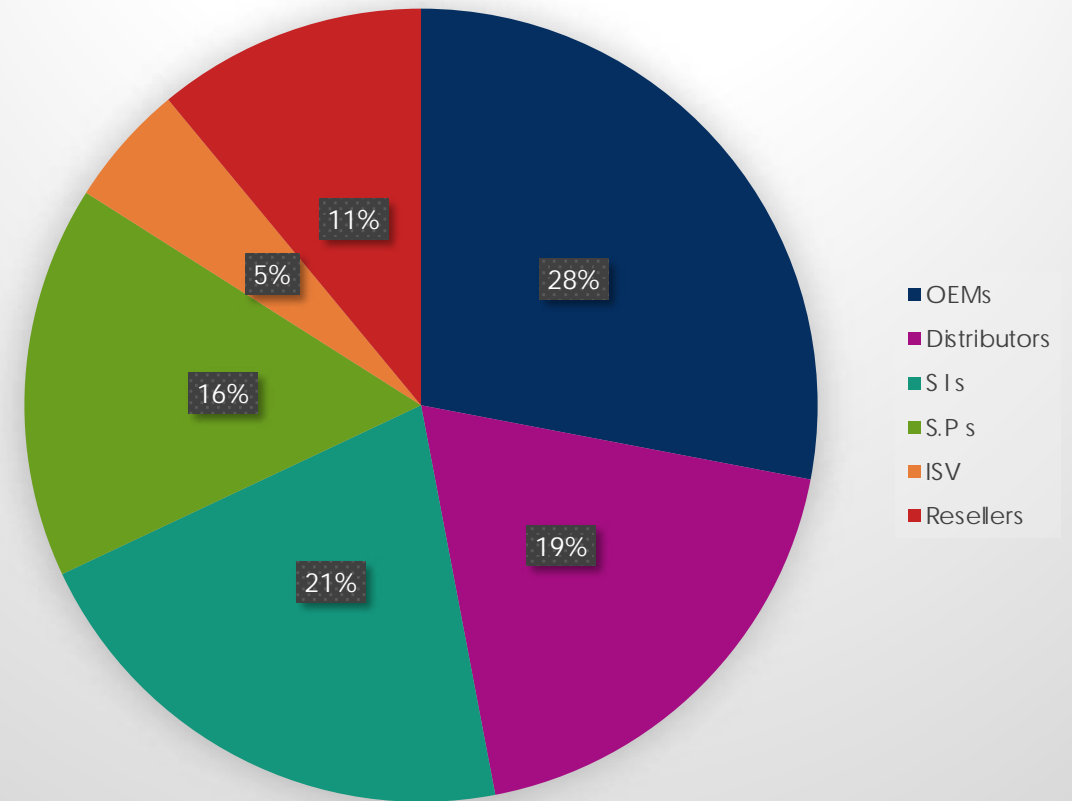
End Customers

CIO	32%
CTO	18%
CISO	30%
HEAD-IT	13%
CEO	7%



■ OEMs
 ■ Distributors
 ■ S I s
 ■ S.P s
 ■ ISV

OEMs & Partners





FACT SHEET- BRAND BOOK

Latest trends in Branding & Marketing know-how

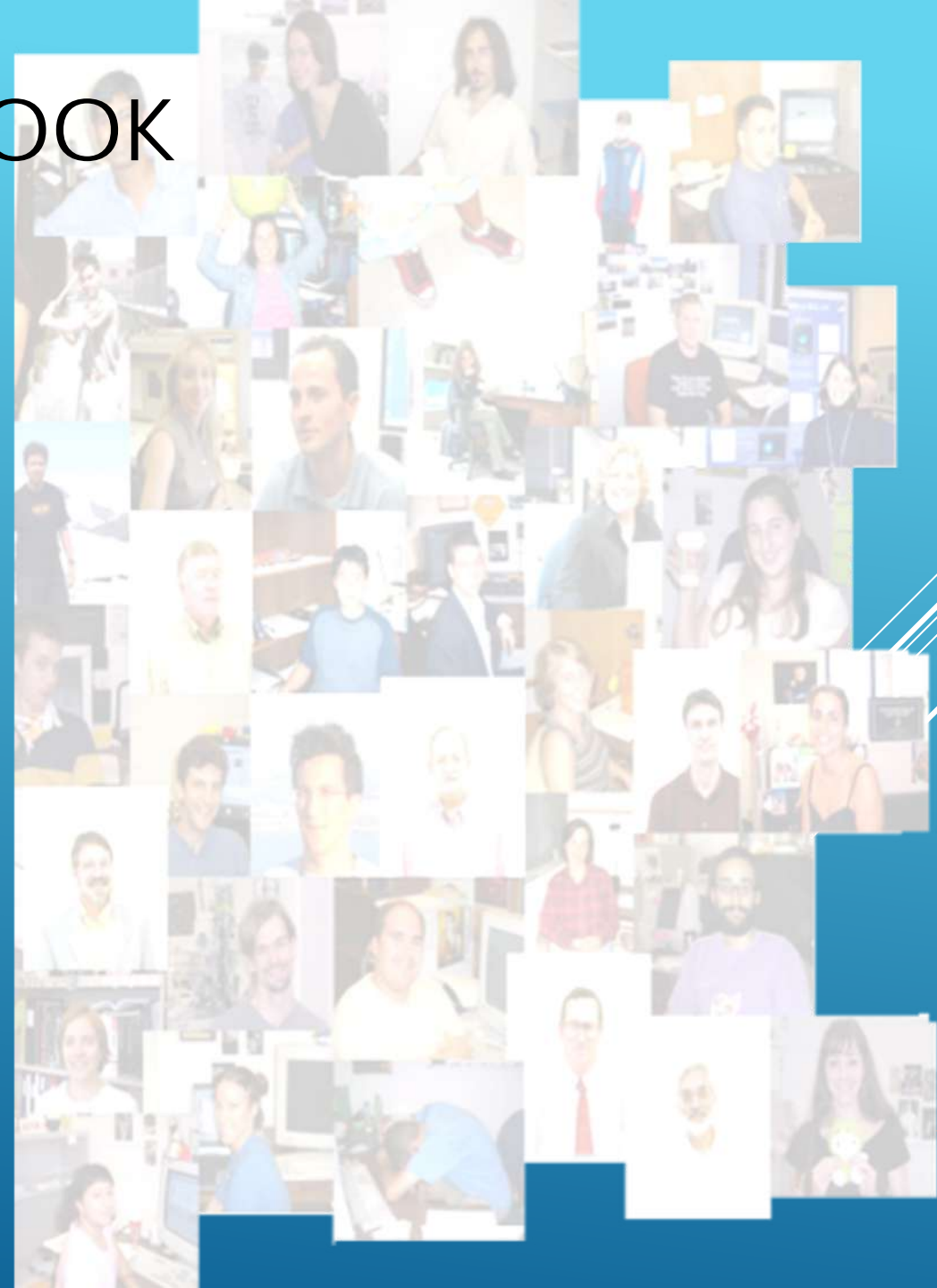
Resources (Case Studies, Whitepapers, Annual report)

Research Material (Statistic's, Surveys, Market Data)

Industry Views/opinions from CIO/CMO & Peer group experiences

Insights on successful deployments, Improving ROI and Reducing TCO

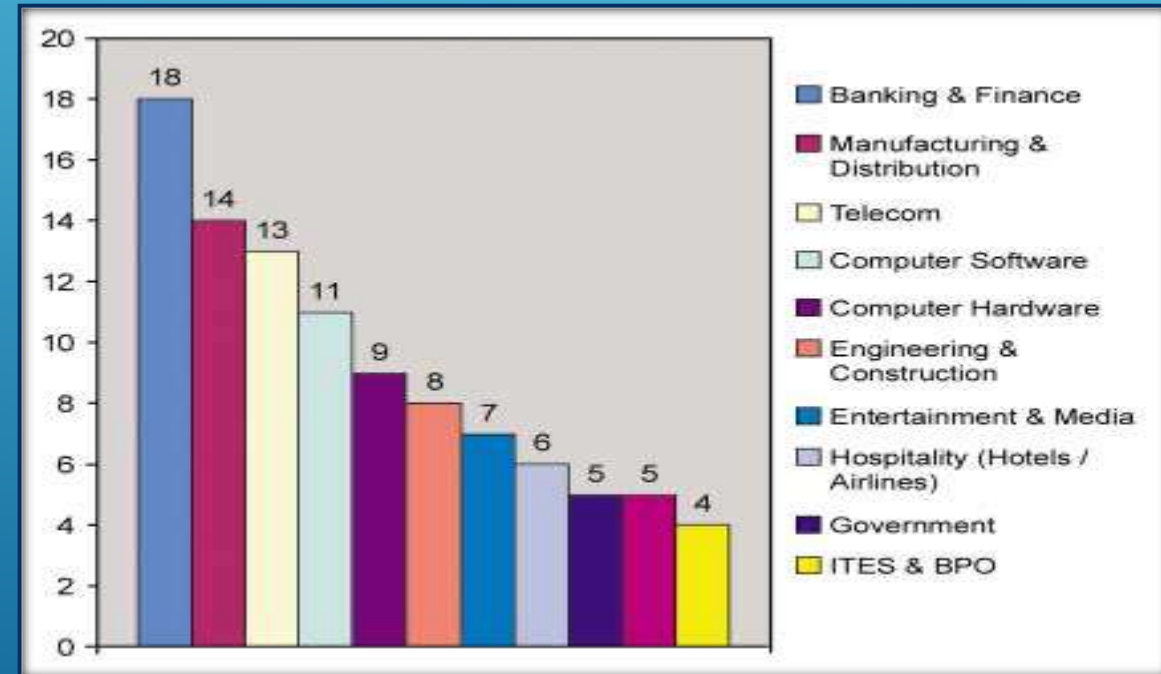
- Subscriber Base –Over 20000 Active Subscribers
- Penetration - Over 50 cities across India
- Target Readership – CXOs – Primary: CIOs, CTOs, CISOs, CEOs, CFOs among others
- 11th edition of the Brand Book unveiled over a coveted event(Infotech) Forum organised by VARINDIA), Where 500 CEO/CIO had attended from across the country over the virtual event.





AUDIENCE PROFILE 2022

- Predominantly male and female readers are of the age group of 25-55 years.
- Represents the senior management & middle management across the industry verticals in the metropolitan cities (Over 75%), either an IT decision maker or a decision influencer.
- Primary TA includes CIOs/CTOs/CISOs of large enterprises, Asset Managers/Data Centre Heads of large enterprises, IT Heads/IT investment decision makers.
- Secondary TA - Other CXOs viz CEOs, COOs, CFOs, CMOs etc.(TA includes both existing as well as aspiring)
- The 10th edition will publish the vision of 50 CMOs, who are working strongly towards personalisation.





20th edition of Infotech Forum 2022- Summary

From across
20 Cities in
India

25 Most Trusted &
50 Most Admired
brands are
recognised in the
IT Forum

550 +
Delegates

EVENT SUMMARY

► 05th August, 2022

Top Award Categories

Eminent CIO's Of India

Most Admired Brand

Most Influential CMO

Eminent CIO's of India

Women In Technology Leadership

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www.varindia.com