



AUSTRALIAN
SCHOOL OF BUSINESS™
THE UNIVERSITY OF NEW SOUTH WALES

Marketing

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The ASB Marketing in Asia Speaker Series

You are cordially invited to the first event in our Speaker Series on Marketing in Asia.

Date: Thursday, 1st October 2009

Time: 6:00pm to 7:00 pm

Followed by drinks – 7:00pm to 8:00pm

Title: Winning in the Indian Market

Speaker: Ms. Rama Bijapurkar, Marketing Consultant and author of *Winning in the Indian Market* (Wiley and Sons)

Discussants: Mr. Amit Dasgupta, Consul General of India,

Dr. Julien Cayla, Senior Lecturer in Marketing, ASB

Location: John B Reid Theatre, AGSM Building, Gate 11, Botany Street

University of New South Wales, NSW 2052

For catering purposes please RSVP before the 22nd of September to Ehsan Ahmed:
e.ahmed@unsw.edu.au

Directions

For directions to The AGSM Building and Parking Stations, please refer to the UNSW Map <http://www.facilities.unsw.edu.au/Maps/maps.html>. AGSM, Map reference G27. Paid parking will be available on the upper levels at Barker Street and High Street car parks (\$3.00 per hour), Parking - Map reference N18 and H25.

Speaker Bio

Ms. Bijapurkar is one of India's most respected thought leaders on market strategy and consumer related issues in India. She has her own market strategy consulting practice and works with an impressive list of Indian and global companies, guiding the development of their business-market strategies. Ms. Bijapurkar serves as an independent director on the boards of major Indian companies such as Infosys Technologies, CRISIL, Axis Bank, Godrej Consumer Products and Mahindra Holidays & Resorts India Ltd.

An alumna of the Indian Institute of Management, Ahmedabad, Rama also serves on the Board of Governors of her alma mater where she is a Visiting Faculty. Rama's past work experience has been in market research and strategy consulting and includes leadership positions with McKinsey & Company, MARG (now AC Nielsen India), and full time consulting with Hindustan Lever (now Hindustan Unilever India).

If you wish to be informed of our other events on Marketing in Asia, email your interest, including your professional affiliation to: e.ahmed@unsw.edu.au

The Marketing in Asia Speaker Series

The *ASB Marketing in Asia Speaker Series* is a forum where academic experts and industry leaders can meet and exchange ideas on the most pressing and exciting marketing issues in the Asia-Pacific region. The objective of this new seminar series is to generate a rich intellectual debate about Asia and the relationship between Australia and key Asian partners. Details of forthcoming events are available at: <http://www.marketing.unsw.edu.au>

