



# LATTICE

## INNOVATION UNLEASHED

The prestigious Indian Institute of Management Calcutta (IIMC) held its 15th Annual Business Conclave, Lattice on August 19, 2023, with the theme as "Innovation Unleashed". The day-long symposium, organized by the institute's 17th batch of MBAEx students, convened top industry leaders to discuss innovation and the future of business.

The event kicked off with opening remarks from HAL Chairman Ananthakrishnan, whose company co-sponsored the conclave. He spoke about innovation in aerospace before passing the baton to keynote speaker Rohan Verma, CEO of MapmyIndia.

Mr. Verma charted his entrepreneurial journey before Google entered India. He explained how MapmyIndia's customer-funded model provided mapping APIs to major companies. Mr. Verma also highlighted an innovative MapmyIndia feature launched during COVID-19 which showed test center locations. The morning keynote series concluded with boAt Lifestyle CMO, Aman Gupta's insights on building an aspirational brand story and disrupting consumertech.

Post lunch, Moderator Dr. Nandita Roy from the Business Ethics & Communication group of IIMC led executives Mr. Praveen Kumar : CEO-India, Barclays; Mr. Sanjay Ojha: Co-Founder & CEO Sirius AI; Mr. Naveen Agarwal : Partner, Ernst & Young LLP; and Mr. Pulak Pattanayak: Co-founder Director, VCNow in a spirited debate on invention vs innovation, data alignment vs data privacy, personal information vs consumer data, and the perennial Right vs Left.



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