

PORTER PRIZE

Recognizing the Strategic Acumen of Corporates in India

About Institute for Competitiveness

Institute for Competitiveness, India is the Indian knot in the global network of the Institute for Strategy and Competitiveness at Harvard Business School. Institute for Competitiveness, India is an international initiative centered in India, dedicated to enlarging and purposeful disseminating of the body of research and knowledge on competition and strategy, as pioneered over the last 25 years by Professor Michael Porter of the Institute for Strategy and Competitiveness at Harvard Business School. Institute for Competitiveness, India conducts and supports indigenous research, offers academic and executive courses, and provides advisory services to the Corporate and the Governments. The institute studies competition and its implications for company strategy; the competitiveness of nations, regions & cities and thus generate guidelines for businesses and those in governance; and suggests and provides solutions for socio-economic problems.

Find out more at <http://competitiveness.in>



About Michael E. Porter

Professor Michael E. Porter is the Bishop William Lawrence University Professor at Harvard University, based at Harvard Business School. A University Professorship is the highest professional recognition that can be given to a Harvard faculty member. He is the fourth faculty member in Harvard Business School history to earn this distinction.

Porter Prize is named after the renowned philosopher, thinker, Harvard faculty member and Father of the modern strategic field Professor Michael E. Porter. He is a leading authority on competitive strategy, competitiveness and economic development of nations, states and regions, and the application of competitive principles to social problems such as health care, the environment, and corporate responsibility.

AGENDA

- 14:00 onwards** Registration Starts
- 16:00 – 16:05** Opening and Welcome Remarks – Dr. Amit Kapoor, Honorary Chairman, Institute for Competitiveness, India
- 16:05 – 16:35** *Panel Discussion on Strategy & Industry Architectural Shift: The idea is to understand issues pertaining to offensive and defensive action, how entrepreneurs find unique value, drive change within the industry, exploit change & influence the balance.*
- Moderator:**
Anurag Batra, Chairman & Editor in Chief, Exchange4Media
- Panelists:**
Vishesh Chandiook, National Managing Partner, Grant Thornton Advisory Private Limited
Christopher Doyle, MD, Dynamic Results
Phanindra Sama, CEO, Red Bus
Ashwin Naik, CEO, Vaatsalya
Tonmoy Shingal, COO, Mettl
- 16:40-17:10** *Panel discussion on Trade offs & choices enterprise make; how trade offs define consistency in a strategy with choices being made in light of limits on internal control & coordination, inconsistencies in image or reputation and choices arising out of activities.*
- Moderator:**
Sukumar Ranganathan, Editor, Mint
- Panelists:**
Sandip Das, Director Aircel & CEO Maxis Communications Berhad
Ventakesh Valluri, Chairman & President, Ingersoll Rand
Sunand Sharma, Country President, Alstom
Amitabh Chaudhry, CEO, HDFC Life
Rana Kapoor, MD & CEO, Yes Bank (tbc)

17:15 – 17:45

Panel Discussion on Leveraging Unique Activities & how it defines competitive advantage; build a deeper understanding on optimization of effort, reinforcement of activities and building basic consistency.

Moderator:

Chetan Sharma

Panelists:

Anoop Prakash, MD, Harley Davidson- India

Vipul Shah, Chairman, CEO & President, Dow Chemical International Pvt Ltd

Ashwani Singla, MD & CEO Penn Schoen Berland South Asia

Karl Brendt, General MD, SPERA

Ganesh Natarajan, Vice Chairman & CEO, Zensar Technologies

17:50-18:20

Panel discussion on Shared Value; Building a clear understanding of shared value, how is the concept beyond corporate social responsibility, enhances the organizations ability to contribute to communities and enhancing social conditions by reconceiving products & markets and redefining productivity in the value chain.

Moderator:

Melissa Scott, Consultant, FSG

Panelists:

Siva Nagarajan, MD, Mother Dairy

Bhaskar Chatterjee, DG & CEO, IICA

Niren Chaudhry, President, Yum India

Pawan Maini, MD- India, CH2M HILL

Manfred Haebig, Director, Private Sector Development, GIZ

Shreekant Javalgekar, President, MCX

18:25 – 18:30

Introducing Michael E. Porter – Dr. Amit Kapoor, Honorary Chairman, Institute for Competitiveness, India

18:30 – 19:30

Keynote Address by **Michael E. Porter**

Porter Prize 2012 | September 28, 2012

- 19:30 – 20:30** Awards, address by Hon'ble Minister,
Shri Jairam Ramesh, Government of India
- 20:30– 21:00** Q&A with Michael E. Porter
- 21:00- 21:10** 21:10- 21:20
- 21:30 onwards** Cocktails and Dinner

SAPEAKERS



ANOOP PRAKASH
MD
Harley Davidson-India



SUNAND SHARMA
Country President
Alstom



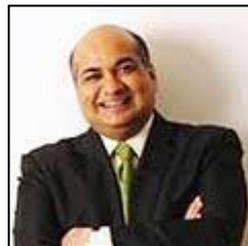
BHASKAR CHATTERJEE
DG & CEO
Indian Institute for Corporate Affairs



VISHESH CHANDIOK
National Managing Partner
Grant Thornton Advisory Private Limited



ASHWANI SINGLA
MD & CEO
Penn Schoen Berland South Asia



SANDIP DAS
Director Aircel & CEO
Maxis Communications Berhad



VIPUL SHAH
Chairman CEO & President
Dow Chemical International Pvt Ltd.



ASHWIN NAIK
CEO
Vaatsalya



SIVA NAGARAJAN
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Mother Diary



ANNURAG BATRA
Chairman & Editor-in Chief
exchange4media



MANFRED HAEBIG
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Private Sector Development, GIZ



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COO
Mettl



CHETAN SHARMA
Journalist/Consultant



MELISSA SCOTT
MD
FSG



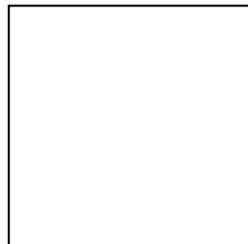
DR. AMIT KAPOOR
Honorary Chairman, Institute for Competi-
tiveness & Professor of Strategy, MDI, Gurgaon



RANA KAPOOR
MD & CEO
Yes Bank



SHREEKANT JAVALGEKAR
President
MCX



KARL AHRENDT
MD
SPERA



PANINDRA SAMA
CEO
Red Bus



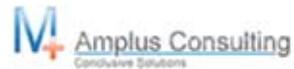
NIREN CHAUDHARY
President
Yum India

PARTNERS

Aircel is a leading mobile network operator with over 65 million happy customers with presence in 23 circles in India including Delhi. Aircel group is an Indian mobile network operator headquartered in Chennai, that provides wireless voice, messaging and data services in India. It is a joint venture between Maxis Communications Berhad of Malaysia and Sindya Securities & Investments Private Limited. Aircel commenced operations in 1999 and today the leading mobile operator in Tamil Nadu, Assam, North- East and Chennai.



Amplus Consulting Private Limited (Amplus) is a leading provider of specialist advisory services to corporate and government sector. Their Advisory services are uniquely positioned on the pedestal of robust methodologies that are back by the experience and expertise of our Leadership Team, Advisory Board and practice team members.



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A world leader in imaging technologies that focuses on multiple segments of consumer, B2B, Government & Commercial. Canon India, products for personal or business use: from cameras and camcorders to printers, all-in-ones, business multi-function devices and much more.

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CHD Developers Ltd. has established state of the art high quality residential, commercial complexes and townships. CHD Developers Limited engages in the development of real estate properties in India. Its projects include residential townships, residential apartments, commercial complexes, and retail destinations.



The CREMICA Group, a widely diversified food products company from India, is an acknowledged frontrunner in both food retailing and food services industry. Established as a small enterprise by Mrs. Bector, a passionate food enthusiast, three decades ago, the group is today known for its lip smacking range of Sauces, Mayonnaise, Toppings, Syrups, Biscuits, Indian Snack Foods, Stabiliser Blends and Ice creams. Through its commitment to taste and quality, CREMICA has emerged as a preferred consumer brand and a leading supplier to Indian and global food majors.



Dow Chemical International Private Limited (Dow India) is a leading materials science company which combines the power of science and technology to passionately innovate what is essential to human progress. Headquartered in Mumbai, Dow India has about 900 employees spread across ten locations in the country. In India, Dow is present in the sectors of food and pharma, health and hygiene, renewable energy, construction, transportation, coatings, plastics and packaging, automotive, electronics, and agriculture and water.



Today, exchange4media is a single stop information platform for the entire industry. Be it news, views, analytical information, in depth analysis of events or trend forecasting, exchange4media publications have a credibility and loyal following. Presently there are five titles in its portfolio: namely PITCH, Impact, Franchise Plus, Realty Plus and exchange4media.com.



FSG is a nonprofit consulting firm specializing in strategy, evaluation, and research. We were founded in 2000 as Foundation Strategy Group and have completed more than 400 consulting engagements with many of the world's leading corporations, nonprofit organizations, and charitable foundations.



GovernanceNow is a multi-media initiative for participatory reportage and analyses related to governance of all institutions and processes that are vital to public life in India. Currently, we are available as www.governancenow.com, and GovernanceNow, the fortnightly print magazine.



The Hammurabi & Solomon Foundation, (“Foundation”) is engaged in providing high quality strategy and legal advice & services in India through Hammurabi & Solomon (Advocates and Corporate Law Advisors) and India Strategy Group of Hammurabi & Solomon Consulting (Corporate and Strategic Advisory) and the Indian Legal Advisory Network (ILAN) legal support through its offices/associate offices across India. The Foundation, through Hammurabi & Solomon Consulting and ILAN has been providing complete corporate and legal solutions to its clients from across the globe.



IICA has been established by the Indian Ministry of Corporate Affairs for capacity building and training in various subjects and matters relevant to corporate regulation and governance such as corporate and competition law, accounting and auditing issues, compliance management, corporate governance, business sustainability through environmental sensitivity and social responsibility, e-Governance and enforcement etc.



**Indian Institute of
Corporate Affairs**

Partners in Knowledge. Governance. Transformation.

Established in 2006, the Public Diplomacy Division of India's Ministry of External Affairs strives to foster a greater understanding of India and its foreign policy concerns. Its mandate enables it to organize and support a broad range of outreach activities, both in India and overseas.



Mint business newspaper provides global headline news, breaking news, current business, financial, economic and technology news. Mint is a business newspaper from HT Media Ltd, launched in collaboration with The Wall Street Journal on 1 February 2007. It is a premium business news publication aimed at decision makers and policy makers of the country and it is the first newspaper in India to be published in the Berliner format.



Outlook Business - fortnightly magazine - covers news on business industry, economy, travel, market, Automobiles, Banking and Finance etc. Targeted at decision makers, the product focuses on important business issues and developments with a view to providing clear takeaways – impact and implications for decision-making.



Penn Schoen Berland (PSB) is a 'Global Research based Strategic Communication Advisory' that helps companies negotiate some of their toughest corporate image & corporate affairs challenges. PSB, South Asia office serves blue-chip clients comprising leading Indian transnationals and Multinational corporations. The South Asia is led by Ashwani Singla, formerly the CEO of Genesis Burson-Marsteller (GBM) & Board Member, Burson-Marsteller, Asia Pacific. PSB is a part of Y&R Brands and WPP (NASDAQ:WPPGY).



**PENN
SCHOEN
BERLAND**

Prominent jewellery brand of India who have pioneered the concept of branded jewellery and ornaments in India. It is a division of Titan Industries Limited, a company promoted by the Tata Group, one of India's largest conglomerates.



The Leela Palaces, Hotels and Resorts is owned and managed by Hotel Leela venture Limited which was established in 1987 in Mumbai. The company is part of The Leela Group whose portfolio includes luxury hotel and resort properties, IT and business parks, as well as real estate development. It is dedicated to extending warm, gracious, anticipatory service in settings that ideally capture the essence in India.



Launched on January 31, 2010 by the veteran journalist MJ Akbar, it is a weekly English newspaper for the discerning reader. It is the Delhi's only Sunday newspaper which is also published in London.



Titan Industries is a manufacturing company that produces India's largest and best-known range of personal accessories – watches, jewellery, sunglasses and prescription eye wear. It is a joint venture between the Tata Group, and the Tamil Nadu Industrial Development Corporation (TIDCO).

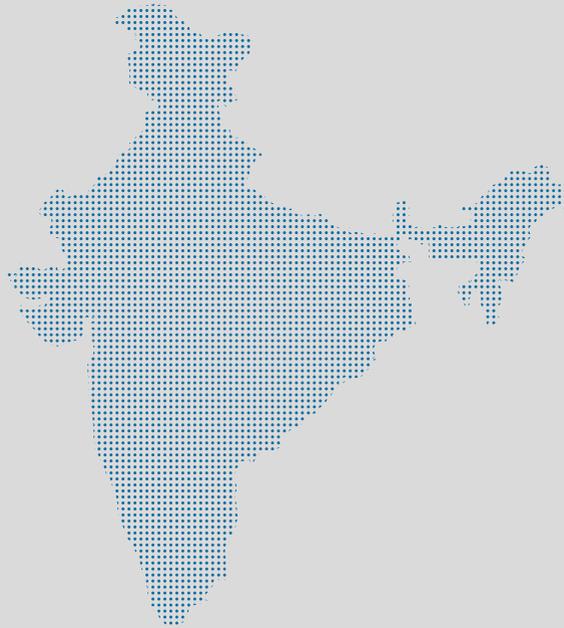


The Viewspaper is in simple words the voice of the youth. It is not just a youth paper. It is a paper for everyone. The Viewspaper is what you want it to be. The look, feel and functionality of the paper changes according to your taste and preference. This paper is your platform, your place to voice your opinions.



Founded in February 2005, YouTube allows billions of people to discover, watch and share originally - created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. It is the most popular videos sharing website.





Institute for Competitiveness

U 24/8, DLF Phase 3
Gurgaon 122 002
Haryana India
Tel: +91 124 4376676
www.competitiveness.in

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