

“Brand Management”

“Brand Management” by Mr. Devan Bhalla on November 9th, 2019 at 11.30 AM. Mr. Devan Bhalla works as a senior brand manager at IndiaMART InterMESH Pvt. Ltd. Additionally, he was associated with brands such as Hero MotoCorp (RockmanIndustries), McKinsey & Co, Satyam Packaging, and United Nation’s-World Humanitarian Summit. Mr. Devan Bhalla is an integrated marketer who is passionate about growth, strategy and paying attention to detail. With diverse experience across media, e-commerce and ed-tech, he has a core interest and expertise in brand management, social media marketing, P&L management and product development. He has a keen interest in consumer psychology, SEO, community management and neuroscience across the B2B and the B2C space. He has been a TEDx speaker at NIT Rourkela and has been a keynote speaker at CII and institutions like BITS Pilani, SRCC, Hansraj College, Goa Institute of Management, VIT, SIBM, PUMBA, NIPER, etc.



**Department of Management Sciences
(PUMBA)**
Savitribai Phule Pune University



Seminar Cell Presents,

A Guest Lecture of



MR. DEVAN BHALLA

(Senior Brand Manager at IndiaMART InterMESH Pvt. Ltd.)

Date: 09 November 2019 at 11.30 am

Venue: PUMBA Auditorium