



Article Side

Sahara Next organized a seminar on Internet and Mobile Marketing by [Sanchita Kumari](#)

Article published on March 2nd 2012 | [Business](#)

Sahara India Pariwar is one of the eminent India based organisations, founded and managed by Subrata Roy Sahara. This business conglomerated has different business interests like Life Insurance, Media & Entertainment, Housing Finance, consumer products, Mutual Funds, Tourism, Hospitality, Infrastructure and Housing, Financial Services, Real estate etc. Sahara Next, one of the entities of Sahara India Pariwar which is an offshore development & Information technology outsourcing company. This company provides services and solutions to varied enterprises worldwide. This entity of Sahara India Pariwar is a part of \$ 50 Billion Group and is involved in the management of one of the largest IT & Telecom Infrastructure in the country.

Recently Sahara Next organisation in association with Internet and Mobile Association of India (IAMAI), organized a one day seminar on Internet and Mobile marketing. Internet and Mobile Association of India is a not for profit industry body with authorization to expand and enhance the online and mobile value added services sectors and Association of knowledge workers Lucknow which is a charitable and non profit educational organization for distribution of knowledge at Sahara Shaheerâ€™s club house in Lucknow.

The aim behind this seminar was to highlight the Industry Insights of Best Practices for Internet and Mobile Marketing. This was an initiative to interface Industry Leaders with companies having potential to understand and add value to their operations through industry proven techniques and practices. Mr. SB Singh, DDG â€™ N.I.C, U.P grace this even as the Chief Guest.

The event included panel discussion and workshops on various aspects of internet and Mobile Marketing. The first round of panel discussion in seminar was on online marketing â€™ Great Tool for SMEâ€™s. After the round of panel discussion, the workshops on social Media, Mobile Marketing and Potential of Search Marketing were organised. Those workshop were organised by Mr. Pradeep Chopra (C.E.O. â€™ Digital Vidya), Mr. Srinivas Mothey (Associate Vice President â€™ Enterprise Business, One97) and Mr. Ashish Gupta (Account Director â€™ Search Marketing) respectively.

The participants in the first round of panel discussions were Ms. Parul Mehra (C.O.O â€™ VC Internet Media), Mr. Nitin Wali (Head â€™ Business Development VeriSign), Mr Manoj Tinna (Associate Director Rediff) and Mr Ritesh Singh (Business Head â€™ Starcom MediaVest) and the moderator for this session was Mr. Rajesh Sule (National Sales Director â€™ Tribal Fusion).

The participants in the second round of panel discussions were Mr. Deepak Singh (Sr. Vice President â€™ Digital Marketing, Value First), Mr. Amol Sachdev (Sr. Manager â€™ Sales & Marketing, IMI Mobile) and Mr. Rajesh Fatnani (National Sales manager â€™ Komli Mobile and the moderator for this session was Mr. Srinivas Mothey (Associate Vice President â€™ Enterprise Business One97).

The participants in the third round of panel discussions were Mr Shailendra Singh (C.M.O â€™ Longoor), Mr Hitesh Trehan (Business Head â€™ Networkplay) and Mr. Vijay Iyer (GM â€™ Social Media and Publisher, Komli) and Mr. Cory York (Co-Founder & C.E.O â€™ Gift Cards Aggregator) and the moderator for this session was Mr. Arun Tyagi (Sr. Manager â€™ Marketing, India MART).

Article Source:

<http://www.articleside.com/business-articles/sahara-next-organized-a-seminar-on-internet-and-mobile-marketing.htm> - [Article Side](#)

[Sanchita Kumari](#) - About Author:

Sanchita Kumari is a highly respected full time professional writer. She has written several Articles on a [Subrata Roy Sahara](#), Charity by Sahara, Sahara India Pariwar, mutual fund, a [Sahara India](#) and more articles.

Article Keywords:

Sahara India Pariwar, Sahara India, Charity by Sahara, mutual fund, Subrata Roy Sahara, Subrata Roy

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!