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Adobe to Empower Digital Experiences for Indian Businesses at Symposium 2017

Leading brands, industry experts and inspirational speakers to discuss powering customer experiences through digital technologies

New Delhi, INDIA — April 27, 2017 — Adobe Symposium 2017, the leading industry conference for digital experience and business transformation, is set to kick off in Mumbai next Thursday, 4 May. The event will pave the way for brands to transform into *Experience Businesses* and will be spearheaded with a keynote address by Shantanu Narayen, Chairman, President and Chief Executive Officer, Adobe.

Industry leaders from 17 leading brands including Idea Cellular, Raymond, Asian Paints, MakeMyTrip, and Shopclues will take the stage to discuss how to develop and deliver standout customer experiences in a world with ever increasing competitive pressures, consumer expectations, new emerging technologies and customer touch points. Saina Nehwal, India's badminton champion, will also be speaking at Symposium, offering insights into her own personal branding and transformation in today's increasingly digital world. The top conference sponsors include Microsoft, Accenture Interactive, Sapient Razorfish, VML, Capgemini and Tata Consultancy Services.

"Digital transformation and a focus on customer experience have changed the face of marketing. With its increasing penetration of mobile devices and rapid proliferation of data services, India is leading the way in responding to rapidly evolving customer consumption patterns, and demonstrating how businesses can leverage the power of digital innovations to deliver amazing customer experiences," said Kulmeet Bawa, Managing Director, South Asia, Adobe.

"Adobe recently announced Adobe Experience Cloud, made up of Adobe Marketing Cloud, Adobe Analytics Cloud, and the new Adobe Advertising Cloud. These, combined with Adobe Creative Cloud and Adobe Document Cloud, provide a complete platform for brands to become *Experience Businesses*."

Adobe Symposium 2017 will take place next Thursday 4 May at the Grand Hyatt, Mumbai and is expected to draw over 1,200 industry leaders, digital marketing experts and inspirational speakers. Adobe powers 91 trillion transactions annually across the globe - more than any other company in the space - for major brands across industry verticals including some of India's biggest media & entertainment, financial services, telecom, retail and travel & hospitality companies.

Conference Highlights:

- Joining Adobe executives on the main stage will be Himanshu Kapania, Managing Director, Idea Cellular Ltd & Director - Aditya Birla Management Corporation Private Ltd, Sanjay Behl, CEO, Lifestyle Business, Manish Choksi, President - Home Improvement, International & IT, Asian Paints Limited, and Badminton Champion Saina Nehwal.
- Six tracks will offer over 48 breakout sessions with Adobe experts and top brands across industries including financial services, travel & hospitality, retail, media & entertainment, and healthcare. The tracks will focus on key marketing technology areas including cross-channel marketing, customer

experience, data-driven marketing, hands-on labs, marketing innovations, mobile marketing and programmatic advertising. See key tracks [here](#).

- Take an up-close-and-personal look at 'Sneaks' – some interesting solution innovations in development in Adobe's Research Labs.
- For registrations and more information about the conference, visit the Adobe Symposium website <http://symposium.adobe.com/in/>.
- Follow Symposium updates on Twitter with #AdobeSymp. With its #TweetForGood activation on 4th May, Adobe India will partner with charitable organization [Design For Change](#) to raise funds for a social cause.
- To be held on 3rd May, Partner Day at Adobe Symposium will welcome leading-edge digital agencies, system integrators, and developers from Adobe's partner ecosystem in India.

About Adobe Experience Cloud

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform integrating with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, a robust partner ecosystem delivering an unmatched expertise on experience delivery.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.in.

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