

India Pricing Strategy Forum**Global Pricing and Sales Excellence****Mumbai, February 8, 2018**

In this day and age, companies are obsessed with being creative and innovative. They spend significant time and expense in designing and building products, yet struggle to monetise them. Our Global Pricing & Sales Study 2017 showed that only 23% of companies have seen their investments make genuine topline impact. The forum is a great platform for you to learn how to successfully monetise your innovations. The session also provides you with insights on challenges in implementing digitalisation and how companies can lay the foundation for monetising digital opportunities.

We will be sharing our expert knowledge and opinions on the latest pricing trends and strategies in the Asia-Pacific region, as well as case examples from selected leading companies.

Furthermore, you will have the opportunities to network with your industry peers, share views and discuss experiences from within and outside your industry.

We look forward to welcoming you to our forum on February 8, 2018!

Speakers from Simon-Kucher & Partners

Dr. Jochen Krauss
Managing Partner, Singapore



Jan Weiser
Partner, Singapore



Saurabh Sekhsaria
Consultant, Singapore

Simon-Kucher & Partners

We are a global consulting firm with 1,100 employees in 34 offices worldwide. With more than 30 years of experience, we are regarded as the world's leading pricing advisor. Our clients are leading companies from a broad range of industries (e.g. media, transport, automotive, financial services, high-tech, pharmaceuticals, telecommunications, utilities, commodities and construction). To find out more, go to www.simon-kucher.com

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Program

India Pricing Strategy Forum

Global Pricing and Sales Excellence

Mumbai, February 8, 2018

1:30–2:00 p.m.	Registration
2:00–2:45 p.m.	Welcome and Introduction Global Pricing & Sales Study 2017: Why Only 1 in 4 Companies Achieve Topline Growth with Digitalisation Dr. Jochen Krauss
2:45–3:30 p.m.	Monetising Innovation: How Smart Companies Design the Product around the Price Jan Weiser
3:30–4:00 p.m.	Networking and Coffee Break
4:00–4:30 p.m.	Price Setting in Consumer Industries: Transform Value into Revenues Dr. Jochen Krauss
4:30–5:00 p.m.	Price Setting in B2B: Differentiating Your Proposition and Pricing to Secure Profits Saurabh Sekhsaria
5:00–5:45 p.m.	Digitalisation in Marketing, Sales and Pricing Jan Weiser
5:45–6:00 p.m.	Closing Address
6:00–7:00 p.m.	Networking & Drinks Reception

Registration

Please register by January 25, 2018.

To register online, please go to www.simon-kucher.com/en-sg/india-forum.

You may also register by e-mail at forum.singapore@simon-kucher.com or by telephone +65 6341 9027. Participation is free of charge, but seats are limited and issued on a first-come, first-served basis. If you have any questions, please contact Monika Glory at monika.glory@simon-kucher.com or +65 6341 9027.

Venue

Grand Hyatt Mumbai, Grand Salon II, Bandra Kurla Complex Vicinity, Off Western Express Highway, Santacruz (East), Mumbai 400055, India