



SHRI RAM COLLEGE OF COMMERCE

Industry Interaction Session Report

LEARNING FROM THE BEST

Event Details:

Event Name: B2B MARKETING STRATEGY & TRENDS Innovative Approaches and Emerging Practices for Competitive Advantage

Date of Event: 9 October 2025 (02:00 PM)

Guest Speaker Details:

NUPUR SINGH

Director- Marketing & PR, Moglix | Driving Growth, Building Brands, and Powering CXO Engagement

About Speaker:

- Nupur Singh is a top voice in B2B marketing, brand strategy, and digital transformation in India.
- She has been recognized as Dun & Bradstreet Marketing Maverick 2024, India Startup Times B2B Marketing Trailblazer, and Karnataka Brand Leadership Award winner.
- She brings 15+ years of experience across B2B and B2C marketing, specializing in strategic brand growth and demand generation.
- As Director - Marketing & PR at Moglix, she leads global positioning, performance marketing, industry alliances (CII, YPO, FICCI, CIPS), spearheaded the CII-McKinsey Unicorn 2.0 report, scaled PR visibility by 60%, and executed 500+ global events.
- An alumna of Bharatiya Vidya Bhavan's Usha & Lakshmi Mittal Institute of Management, she champions AI-driven marketing, digital storytelling, and omnichannel brand innovation.

Committee Tasks:

- Provided exceptional hospitality by creating a warm and inviting atmosphere, ensuring she felt welcomed and at home.
- Created a post for Instagram and LinkedIn highlighting the lecture.

Lecture Insights:

- Digital transformation is revolutionizing B2B commerce through e-procurement, data-driven platforms, and enhanced supply chain visibility.
- Moglix exemplifies a digital-native B2B ecosystem, integrating procurement, logistics, and finance for scalable industrial growth.
- Modern marketers must blend strategic thinking, storytelling, digital literacy, adaptability, and collaboration to align marketing with business goals.
- Emerging trends include AI-driven analytics, account-based personalization, sustainability storytelling, and hybrid marketing experiences.
- The future of B2B marketing lies in combining technology with creativity to build authentic, human-centric brand connection

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By:
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