

BRAND R.Comm

Agriculture & Rural Communication Summit & Awards 2025

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A Tentamus Company

Friday, 5th December 2025 | Holiday INN, Airocity, New Delhi

Integrating Communication for Soil to Market – Building
TRUST, GROWTH & PROSPERITY



LET'S **TALK**

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About **BRAND R.Comm**



After two successful editions that brought together the who's who of Indian agriculture, rural industry, and communication leaders, the **3rd Edition** of **BRAND R.Comm** promises to be bigger, bolder, and more inclusive.

The 2025 edition will focus on integrated approaches to communication – from soil health to seed innovation, from agri-inputs to farm mechanization, and from biologicals to post-harvest linkages.

It is the only summit where industry leaders, communication experts, policymakers, agri-startups, and media innovators come together to share, learn, network, and celebrate the transformative power of communication.



Key Highlights

01

High-Powered Summit with keynote sessions, fireside chats & panel discussions.

02

Knowledge Sharing on best practices in agriculture & rural communication.

03

Networking Platform connecting stakeholders across the agri-value chain.

04

Excellence Awards recognizing impactful communication campaigns & leaders.

Who should participate?



Learn emerging communication trends in agriculture & rural markets.



Network with industry leaders, policymakers, and innovators.



Gain visibility for your brand, campaigns, and leadership.



Celebrate and get recognized with India's most credible communication awards.



Be part of a community shaping the future of rural communication.

Sponsorship Opportunity



Sponsors Category

Amount

• Presented By (No. of Sponsor - 01)	INR 20,00,000/-
• Powered By (No. of Sponsor - 02)	INR 15,00,000/-
• BRAND R.Comm Award Sponsor	INR 5,00,000/-
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• Gala Dinner Sponsor (No. of Sponsor - 01)	INR 7,00,000/-
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Specific countenance



Program Schedule

- Registration & Networking Tea
- Inaugural Session
- 1st - Technical Brand Presentation with Q&A
- 1st - Insightful Technical Panel Discussion
- 2nd - Technical Brand Presentation with Q&A
- 2nd - Insightful Technical Panel Discussion
- Networking Lunch
- 3rd - Technical Brand Presentation with Q&A
- 3rd - Insightful Technical Panel Discussion
- 4th - Technical Brand Presentation with Q&A
- 4th - Insightful Technical Panel Discussion
- Networking Tea
- CEO Panel
- Cultural Night
- Networking Gala Dinner



Past Speakers



Shri Parshottam Rupala
Hon'ble Former Union
Cabinet Minister, GOI



Dr. P.K. Singh
Agriculture Commissioner,
Government of India



**Dr. Rajarshi
Roy Burman**
ADG (Agri. Extension),
ICAR



Dr. RB Singh
Former Chancellor,
CAU, Imphal



Dr. Arvind Kumar
Former VC, RLBCAU,
Jhansi



Deepak Shah
CMD, SML Group



Mr. Ajeet Chahal
Founder and CEO
CropNXT Solutions Pvt. Ltd.



Raj Kumar Gupta
MD,
Thakar Chemicals Ltd.



**Mr. Augusto
Rodríguez-Villa**
Founder President and
CEO in AlgaEnergy, S.A.



Rajesh Aggarwal
Managing Director,
Insecticide India Ltd.



Rajvir Rathi
Director Public Affair,
Bayer



Vijay Sardana
Advocate,
Supreme Court of India



Dr. Ajay Ranka
Chairman & MD
Zydex Group



Dr. KC Ravi
Chief Sustainability Officer
Syngenta India Limited



Vipin Saini
CEO,
BASAI



Sumit Gupta
Director (Project),
Thakar Chemicals Ltd



Sunil Sihag
Managing Director,
Synergy Technofin Pvt. Ltd.



Vivek Mittal
Director,
Thakar Chemicals Ltd.



Dharmesh Gupta
Managing Director
Dhanesha Crop Sciences
Pvt. Ltd



Takuya Fukunaga
Jt. CEO,
IFFCO – MC Crop Science



Ms. Komal Shah
Director – R&D and IP
SML Limited



Dr. Rajeev Dwivedi
Business Manager
South Asia, Novonosis



**Mr. Mrinmoy
Choudhury**
Marketing Director
Savannah Seeds Pvt. Ltd.



**Dr. Kalyan
Goswami**
Director General
Agro Chem Federation
of India (ACFI)



**Dr. Rahul
Mirchandani**
Chairman &
Managing Director
Aries Agro Limited



Raju Kapoor
Director,
FMC India



Sanjay Nagi
Founder & MD,
Market Insight Consultant



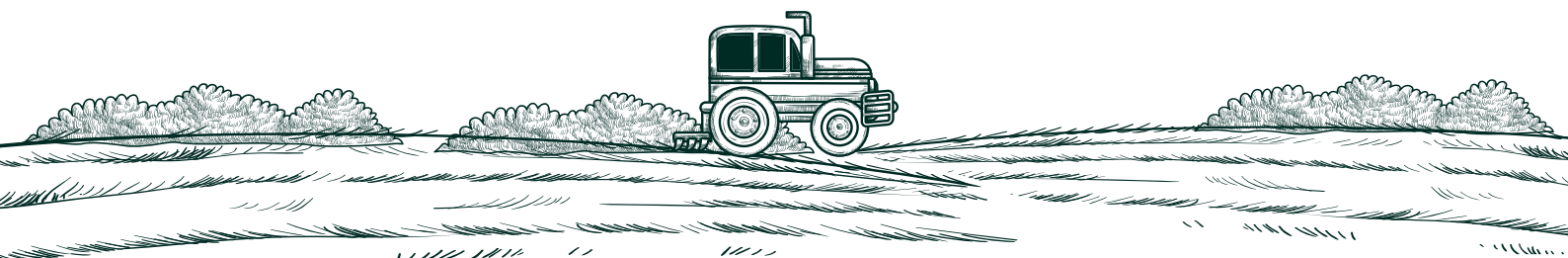
**Mr. Manoj
Varshney**
MD & CEO
IFFCO – MC Crop
Science Pvt. Ltd.



**Mr. Carlos
Rodriguez-Villa Förster**
Managing Director
AlgaEnergy & Vice President
of the Board of EBIC



Nitin Puri
Founder,
KisanSay



Past Speakers



Mr. Anant Kulkarni
Country Lead
ICL Group



Harish Mehta
Sr. Advisor, Crop Care
federation of India



Debabrata Sarkar
CMD – MicroAlgae
Solutions India &
VP-APAC-AlgaEnergy



Nalin Rawal
Director Consulting &
GIS Services, Agriwatch



Anand Chandra
Co-Founder &
Executive Director,
Arya.ag



Dr. Shailendra Singh
COO, Zydex Industries
Pvt. Ltd.



Dr. VV Sadamate
Agri Ext. Specialist
& Former Advisor, GOI



Tarun Bhargava
COO,
IFFCO – MC
Crop Science



Mr. Suhas Joshi
India Carbon Initiative Lead –
Bayer Group &
Lead, The Good Rice
Alliance (TGRA)



Mr. Shishir Chandra
DGM - Marketing
Communications
Insecticides India Limited



Mr. Chinmay S. Sardeshpande
Technical Services
Manager - Agronomy
Novonosis



Mr. Srinivasakumar Karavadi
President
INERA™



Suresh Reddy
Business Head,
Crop Solution
Fertis India Pvt. Ltd.



Manish Sawla
Sr. Manager, IT,
United Airline



Jyotsna Dash Nanda
AVP, Corporate
Communication,
DS Group



Durgesh Chandra
Secretary General,
CropLife India



Rahul Mathur
Head – Marketing,
IPL Biologicals



Ms. Poorna Pushkala
Group Head -
Corporate Strategy
Samunnati

BRAND R.COMM AWARD CATEGORY

Jury Choice Awards

Recognizing exceptional leaders & organizations
for their vision, innovation & impact.

1. Lifetime Achievement Award – Honoring a stalwart for their unparalleled contribution.
2. Voice of the Year Award – Recognizing influential thought leaders shaping narratives.
3. Changemaker Award (AgChem Segment)
4. Pioneer Award (Biological Segment)
5. Growth Catalyst Award (Fertilizer Segment)
6. NextGen Seed Award (Seed Industry Segment)
7. Shakti Award (Female Leadership)
8. Visionary Entrepreneur Award (Startup/Innovation)
9. Policy Driver Award (Policy & Advocacy)
10. Sustainability Champion Award (CSR & Sustainability)

Nomination-Based Awards

For Companies & its Initiatives

1. Company of the year Award
2. Emerging company of the Year
3. Best Outdoor Campaign Award
4. Best Rural Engagement Award
5. Best PR Campaign Award
6. Best Digital Marketing Award
7. Best Brand Campaign (TVC) Award
8. Best Integrated Communication Award

For Individuals & their Initiatives

1. Best Communicator Award (Male)
2. Best Communicator Award (Female)



Glimpse of Past Editions



Other Initiatives



Prime Minister **Shri Narendra Modi** has stressed the need for sustainable agriculture with safe, nutritious food for all. Under the guidance of **Shri Shivraj Singh Chauhan**, innovation in biological solutions is gaining momentum. **The Bio-Agri Next Global Conference & Expo 2025** in Ahmedabad will unite leaders, researchers, and farmers to showcase bio-solutions and promote sustainable practices for a healthier future.



Coffee Table Book



The SnailShow Coffee Table Book is a testament to innovation and leadership in agriculture and rural communication. Launched during 2nd edition of BRAND R.Comm Summit, as a signature initiative of Snail Integral, the book celebrates the visionaries, changemakers, and industry leaders shaping the future of the agriculture

sector. Each edition features in-depth profiles, inspiring stories, and cutting-edge trends that reflect the pulse of the industry. With high-quality visuals and compelling narratives, it serves as both a source of knowledge and a keepsake, bridging the gap between innovation and traditional wisdom. Designed to inspire and inform, The SnailShow Coffee Table Book is an essential read for stakeholders who want to stay ahead in this ever-evolving sector.

Announcing 2nd edition of The SnailShow Coffee Table Book and will be launched during the event.



Podcast



The SnailShow Podcast takes storytelling in agriculture to new heights. A dynamic platform, it brings together industry stalwarts, thought leaders, and innovators to discuss emerging trends, challenges, and success stories in the agriculture ecosystem. With episodes ranging from 40 minutes to an hour, the podcast offers a deep dive into critical issues, actionable insights, and inspiring narratives. Recorded in our Noida studio or at the convenience of our guests, the podcast ensures high-quality, engaging content tailored for a global audience. The SnailShow Podcast not only informs but also fosters collaboration and thought leadership, making it a must-listen for those passionate about agriculture and rural development.



Newsletter



The SnailShow Newsletter is a leading weekly publication that delivers the most

relevant, accurate, and insightful news, trends, and analysis from the agriculture industry. Curated by the experts at Snail Integral Pvt. Ltd., the newsletter is widely acknowledged and followed by industry leaders, agri-business professionals, policymakers, and decision-makers across India and beyond. Each issue of The SnailShow Newsletter focuses on key developments shaping the agriculture sector – from cutting-edge innovations in agri-inputs and sustainable farming practices to policy updates, market trends, and inspiring industry success stories. Our mission is simple: to empower the agriculture ecosystem with timely information, thought-provoking perspectives, and meaningful insights that drive better decisions and foster industry growth. With a growing readership of industry executives, entrepreneurs, researchers, and influencers, The SnailShow Newsletter stands as a trusted knowledge resource that keeps its audience informed and connected to the pulse of agriculture.



Snail Integral Pvt. Ltd. is a specialized communication consultancy with a deep focus on agriculture, rural, and developmental sectors. With decades of combined experience, we design and execute communication strategies that bridge the gap between farmers, industry, policymakers, and markets.

We believe communication is not just about information, but transformation – empowering farmers, strengthening brands, and shaping sustainable agricultural growth. Through BRAND R.Comm, we have created India's first and only platform dedicated to agriculture and rural communication excellence.

Services we offer

- Celebrity Management
- TV Ad / Corporate Video | 2D & 3D Animation Video Production
- Public Relation
- Social Media Management & Marketing
- Digital Marketing (SEO & PPC) Services
- Brand & Business Consulting

Past sponsors and partners



Brands that trust us



For More Details, Please Contact

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LET'S TALK

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