Launch of

FICCI Mercedes-Benz

"Bharat Innovation & Business Ideas Challenge Programme"

Tuesday, 23 December 2025

FICCI, Federation House, New Delhi

Tentative Programme

10:30 am - 11:15 am	Registration
11:30 am - 11:38 am	**Welcome Address** by FICCI
11:38 am - 11:45 am	**Opening Remarks**: Chair/Co-Chair FICCI Startup Committee
11:45 am - 11:51 am	**Brief Presentation by FICCI** on FICCI Mercedes-Benz Bharat Innovation & Business Ideas Challenge Programme
11:51 am - 12:01 pm	**Special Address**: Mr. Santosh Iyer, MD & CEO, Mercedes-Benz India Pvt Ltd
12:01 pm - 12:16 pm	**Special Address**: Mr. Sanjiv Singh, Joint Secretary, DPIIT
12:16 pm - 12:31 pm	**Special Address**: Mr. Deepak Bagla, Mission Director of Atal Innovation Mission (AIM), NITI Aayog*
12:31 pm - 12:46 pm	**Keynote Address**: Mr. Amardeep Singh Bhatia, Secretary, DPIIT*
12:46 pm - 12:51 pm	***Launch of FICCI Mercedes-Benz "Bharat Innovation & Business Ideas Challenge Programme"***
12:51 pm - 12:56 pm	Concluding Remarks by FICCI
01:00 pm Onwards	Networking Lunch

*TBC