

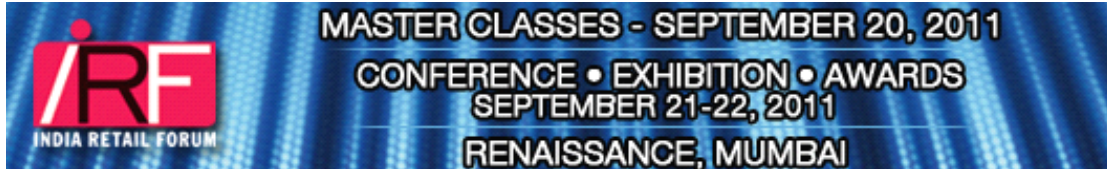
**SEPTEMBER 20, 2011 (TUESDAY)  
IRF KNOWLEDGE SERIES**

**MORNING SESSIONS: 11:00 – 14:00:**

- IT'S ALL ABOUT THE CUSTOMER! RETAIL MANAGEMENT FOR A BETTER SHOPPING EXPERIENCE.  
*Jonathan Yach, CEO, Propcare Mall Management*

**AFTERNOON SESSIONS: 14:30 – 17:30:**

- HOW TO FRANCHISE YOUR BUSINESS  
*Harish Babla, CFE, Managing Director, Franchise Mind Corp, USA*
- SEEING IS BELIEVING. VISUAL MERCHANDISING FOR SUCCESSFUL RETAILING  
*Prof. Rodney Fitch, CBE. Fitch Design / TU Delft University, Netherlands*



**IRF CONFERENCE – THE ULTIMATE RETAIL KNOWLEDGE PLATFORM  
SEPTEMBER 21, 2011 (WEDNESDAY) - DAY 1**

**On-site registration / breakfast networking from 08:30 am onwards.**

**09:30 - 10:25: PRE-INAUGURAL : THE FACTS BEHIND THE FIGURES \***

How the Macro Economic Indicators and Trends will impact our individual retail businesses. Two leading analysts provide valuable insights on how your business is likely to be impacted in the years ahead, and what you need to do about it.

- Professor Piyush Sinha, Chairperson, Centre for Retailing, IIM-A
- Ireena Vittal, Principal, McKinsey
- Moderator: Shivnath Thukral

**10:30 - 11:45: INAUGURAL SESSION \***

- Jayant Kochar, Group Director & CEO, Images Group
- Bijou Kurien, Chairman, IRF and President & CE, Reliance Retail Lifestyle
- Thomas Varghese, CEO, Aditya Birla Retail
- Kishore Biyani, Founder & Group CEO, Future Group
- Moderator: Anish Trivedi

**11:45 - 13:15: FDI IN RETAIL: UNDERSTANDING THE ISSUES \***

Everybody has an opinion, but do we really have the facts? What exactly has been already permitted? What was the route followed by other countries in permitting foreign investments? After our experts explain these key points, we have an in-depth debate covering issues like "Who Will Gain & Who Will Lose" / "Is it just politics or is there any real threat" / "Why is FDI in retail facing so much flak when it has been permitted in so many other sectors". If you want to understand the real issues and pose your questions to the people who matter, don't miss this lively session.

- Lead Speaker: Abheek Singhi, Partner & Director, BCG
- Lead Speaker: Dr. Rajiv Kumar, Secretary General, FICCI
- Ajit Joshi, MD & CEO, Infiniti Retail (Croma)
- B C Bhartia, National President, Confederation of All India Traders
- Bijou Kurien, Chairman, IRF and President & CE, Reliance Retail Lifestyle
- Kishore Biyani, Founder & Group CEO, Future Group
- Nikhil Chaturvedi, MD, Provogue
- Raj Jain, President, Walmart India and MD & CEO, Bharti Walmart
- Thomas Varghese, CEO, Aditya Birla Retail
- Viren Shah, President, Federation of Retail Traders
- Moderator: Manvi Dhillon, NDTV



## **13:00 – 14:30: LUNCH SERVICE**

**13:15 – 14:00: MANVI DHILLON in a One-on-One conversation with KISHORE BIYANI \*\*\***



PARALLEL STREAMS / CONCURRENT SESSIONS HEREAFTER:

- \* = Ball Room A
- \*\* = Ball Room B
- \*\*\* = Retail Theater

## **14:15 - 15:30: THE NEW SUCCESS STRATEGY: HOW RESPONSIBLE RETAILERS ARE PROFITABLE RETAILERS \***

After a period when organizations adopted Corporate Social Responsibility as a "nice-to-have" philosophy, they are starting to realize that it makes excellent business sense too. Learn how what's good for the conscience of your business is good for it's performance too.

- Lead Speaker: Bhaskar Bhat, MD, Titan Industries
- B S Nagesh, Chairman, RAI
- Rajeev Bakshi, MD, METRO Cash & Carry
- Vikram Bakshi, MD, McDonald's (North & East India)
- Niren Chaudhary, MD, Indian Subcontinent, Yum! Restaurants (India)
- Moderator: Shruti Verma Singh, NDTV



## **14:15 - 15:30: RETAIL FUNDING: EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT FUNDING AND VALUATION \*\***

Leading VC's talking about what they look for when investing in the retail sector. They are joined by retailers who have successfully attracted investment and those who are still trying, to discuss the pitfalls and opportunities of the valuation game.

- Lead Speaker: Mohit Bahl, ED, Transaction Services, KPMG
- Ashish Kapur, MD, Yo! China
- Kanwaljit Singh, Sr MD, Helion Advisors
- Monish Gujral, CMD, Moti Mahal
- Pradeep Hirani, Chairman, Kimaya
- Rahul Bhalchandra, CEO & Founder, YLG Salon & Spa
- Sandeep Naik, Partner, Apax Partners
- Moderator: Hem Javeri, Co Founder, Forum Synergies India Private Equity

## **14:15 - 15:30: RETAIL STORE DESIGN \*\*\***

Leading design experts conduct an in-depth session on optimizing store designs for India. It is well known that we react differently to colour, and that we walk into and around stores differently from western consumers. Then why are stores in India designed just like those in western cities? Based on their experience and study, they share insights into what Indian Consumers look for in Store design, and why and to what extent brands should have different designs in India

- Prof. Rodney Fitch, CBE, Founder, Fitch

- Ambrish Arora, Founder Director, Lotus Design
- Ayaz Basrai, The Bus Ride
- Partho Guha, Founder, Elephant Design
- Moderator: Anish Trivedi

### **15:30-16:45: IRF CONSUMER INSIGHTS: UNDERSTANDING THE URBAN CONSUMING CLASS \***

- Lead Speaker: Rama Bijapurkar
- Ashutosh Garg, Chairman & MD, Guardian Pharmacy
- Niren Chaudhary, MD, Indian Subcontinent, Yum! Restaurants (India)
- Rahul Singh, Founder & MD, Golfworx
- Rajiv Mehta, MD, India & SAARC, Puma
- Shailesh Chaturvedi, CEO and ED, Tommy Hilfiger India
- Tushar Dhingra, COO, Big Cinemas
- Moderator: Shruti Verma Singh, NDTV



### **15:30-16:45: ROLE OF ANALYTICS & DATA MINING IN UNDERSTANDING BUYER BEHAVIOR AND IMPROVING PERFORMANCE \*\***

The data you need to take better decisions and improve your performance may be already available with you. Learn from real life, practical guidance and examples about how Data Mining can help you in forecasting and planning.

- Lead Speaker: Shovon Mukherjee, ED, PWC India
- Arun Gupta, CCA & Group CTO, Shoppers Stop
- Atul Ahuja, Vice President-Retail, Apollo Pharmacy
- Gaurav Ahuja, COO, Red Ginger Hospitality
- Krishna Mehra, Co Founder, Capillary Technologies
- Puneet Avasthi, Vice President, Retail, IMRB
- Sumit Chandna, VP, Aditya Birla Retail
- Vikas Choudhury, COO & CFO, Groupe Aeroplan
- Moderator: Shivnath Thukral

### **15:30-16:45: WHAT AILS INDIAN RETAIL? THE EXPERT EXPAT VIEW \*\*\***

We may be world-beaters in T20 Cricket, but when it comes to profitably managing retail chains, there are some things we can learn from the world. A panel of expat managers with a good understanding of Indian conditions coupled with extensive global experience share their thoughts on what Indian retailers need to do differently.

- Andrew Levermore, COO, Bharti Retail
- Andy Campbell, Chief Brand & Marketing Officer, Reliance Retail
- Mark Ashman, CEO, Hypercity
- Mark Latham, President, Home Business, Future Group
- Martin Jones, CEO, M&S Reliance India
- Alex Leftwich, CEO, RMC Retail Management
- Moderator: Manvi Dhillon, NDTV



**17:00 - 18:00: INFO TECH IN RETAIL: HOW MUCH SHOULD RETAILERS SPEND, WHAT THEY SHOULD EXPECT, AND WHY MOST RETAILERS DON'T GET IT \***

Many software firms seem to think one size should fit all. While all the leading IT solution providers will be displaying their products, this session is a practical guide for retailers at different stages of the growth cycle can optimize their IT budgets

- Amit Bhatia, NEC
- Rakhee Nagpal, DVS
- Ranjit Satyanath, Shoppers Stop
- Vinay Sharma, COO, Gitanjali Lifestyle
- Moderator: Shoaib Ahmed, President, Tally Solutions

**17:00 - 18:15: POSITIONING YOUR RETAIL BRAND \*\*\***

Indian retailers are discovering that building up their Brand Equity has multiple benefits. Learn the secrets of creating that special place in your Customers mind from the retailers who have got it right, and the agencies who helped them do so. Four experts share the case studies of the retail brands that they admire for their focused and effective positioning.

- Andy Campbell, Chief Brand & Marketing Officer, Reliance Retail
- John Goodman, President & Regional Director, Ogilvy Action, O&M ASEAN
- Madhumita B. Sinha, Executive Editor, Business of Fashion & Sportswear International India
- Rohit Srivastava, Executive VP, Contract Advertising
- Viren Razdan, MD, Interbrand
- Moderator: Anish Trivedi

**18:15 - 19:00: TOMMY HILFIGER PRESENTS "IRF RISING STAR CHALLENGE" \*\*\***

Students of the leading business schools of India get their first taste of competition, as they go head to head in the exciting Rising Star Challenge. From a total of 41 teams, three were able – like Tommy Hilfiger - to stand out from the crowd. They get the opportunity to present their case studies in front of their possible future employers – the leaders of the retail industry.

**19:00 - 19:30: IRF INDIA RETAIL HALL OF FAME \*\*\***

An idea whose time has come. IRF India Retail Hall of Fame will recognize and honor the pioneers, leaders and visionaries of modern retail in India.

**19:30 - 20:15: B S NAGESH - BUILDING HUMAN CAPITAL \*\*\***

Retailers have the onus of building human capital to support the anticipated and exciting growth of our industry. B S Nagesh talks to the IRF audience about the topic closest to his heart.

In conversation with Shivnath Thukral

**20:30 onwards: COKE STUDIO LIVE! @ IRF \***

**Followed by Cocktails & Dinner \***





**IRF CONFERENCE – THE ULTIMATE RETAIL KNOWLEDGE PLATFORM  
SEPTEMBER 22, 2011 (THURSDAY) - DAY 2**

**On-site registration / breakfast networking from 08:30 am onwards.**

**09:00 - 10:00: ART OF LIVING - Rediscovering the Soul of Indian Retail \***

H.H. Sri Sri Ravi Shankar, founder of The Art of Living Foundation, inspires millions of people across the world. He plays many roles – as a humanitarian ambassador, spiritual leader or a meditation teacher, as well as a peace advocate. Art of living programs are based on his philosophy and the tradition of yoga. Sri Prasanna Prabhu, one of the senior most AOL practitioners & teachers, will guide the audience on how to nurture the spirit and compassion of every individual, to help build a corporate society free of stress, corruption, and misery – and full of service, wisdom, and celebration.

**10:15 - 11:15: INCREASING SHOPPER CONVERSION THROUGH STORE INTELLIGENCE, BACK END PLANNING & STORE SOLUTIONS \***

This session explores the different aspects that together contribute to a superlative store experience for customers while keeping healthy bottom lines for the Retailer. Leading Retail Support companies share their insights with the IRF audience.

- Lead Speaker: Ramesh Jayaraman, MD, Tyco
- Nicolas Kyriacos, Bentel
- Rajkiran Kanagala, TCI
- Ajay Aggarwal, Chief Customer Experience Officer, Klisma
- Moderator : Jayant Kochar

**10:15 - 11:30: THE JOURNEY TO MODERN RETAIL \*\***

An analysis of the path taken by other countries (Indonesia / Malaysia / China / Dubai) in the transition from traditional to modern retail, and how they developed their retail models, followed by a discussion about where India currently stands on that path, and how we should evolve. Our speakers translate this into lessons for Indian retailers, that would help them prepare better for the challenges of the next few years.

- Harminder Sahni, Founder & MD, Wazir Advisors (China)
- Clive Woodger, Owner & MD, SCG London (Russia)
- Dr. Tarun Panwar, Head - Retail, Pearl Academy of Fashion & CEO, Indian Retail School (Brazil)
- Professor Richard Cuthbertson, Research Director, Oxford Institute of Retail Management, Said Business School, University of Oxford (Europe)

- Moderator: Anish Trivedi

### **10:15 - 11:30: RAI SESSION: INDIAN RETAIL BUSINESSES: GOING FROM FAMILY MANAGED TO PROFESSIONALLY MANAGED \*\*\***

Leading business strategists outline the necessity for family owned businesses to change, and the process they need to follow to achieve a smooth and successful transition. This conceptual framework is debated with retail families that are making the transition, and those that are not yet convinced.

- Lead Speaker & Moderator: Abhishek Malhotra, VP & Partner, Booz & Co
- M.Krishna Reddy, CEO, Apna Bazaar Retail
- B A Srinivasa, Jt MD & CEO, Vivek
- Bhagirath Jalan, KSL India
- Darpan Kapoor, MD, Kapsons
- Harish Kumar, MD, Neerus
- Sanjiv Gupta, CEO, GKB Opticals
- Co Moderator: Kumar Rajagopalan, CEO, Retailers Association of India



### **11:45 - 13:00: ALL YOU MUST KNOW ABOUT ECOMMERCE BEFORE STARTING YOUR ONLINE STORE \***

Brick & mortar retailers seem to be in a mad rush to set up their online stores, but do the economics really justify this? Learn from the biggest and most valued names in eCommerce about the categories that sell in cyberspace, and whether it makes sense for you to invest in e-tailing as a supplement for your retail brand.

- Lead Speaker: Anubhav Kushwaha, Dir - Biz Strategy & Alliances, Reasoning Global eApplications
- Arjun Basu, Co Founder, Mydala
- Daniel Reborn, Managing Partner, Embitel
- K. Vaitheeswaran, Founder & CEO, IndiaPlaza
- Kashyap Deorah, President, Futurebazaar.com
- Tony Navin, VP, Business Development, Snapdeal.com
- Manmohan Agarwal, Founder, Yebhi.com (formerly bigshoebazaar)
- Rahul Narvekar, Co Founder, Fashion & You
- Samarjeet Singh, Iksula
- Sundeep Malhotra, CEO, Homeshop 18
- Vivek Mathur, CCA & VP – Corp Plang & Ecommerce, Shoppers Stop
- Moderator: Anish Trivedi

### **11:45 - 13:00: UNDERSTANDING THE TIER 2 / TIER 3 OPPORTUNITY \*\***

It's the great unknown that every retailer would like to tap, but no one quite understands. Now the secrets are unlocked by a variety of experts and marketers who have already tapped the huge potential of Bharat, who help you understand if your brand / category is likely to perform well there too.

- Lead Speaker: Prof. Anil Gupta, IIM-A
- Megha Poddar, Director, Siyaram
- Murlikrishnan B, Country Manager, eBay India
- R S Rekhi, CEO, Aadhaar Retailing (Future Group)

- Rahul Vira, CEO, Gili
- Salil Chaturvedi, Provogue
- Sandeep Sharma, Chief Manager (Retail Sales), IOC
- Sanjay Prabhu, Chief Managing Officer, Beyond Squarefeet Advisory
- Seshu Kumar, ITC Agri Business Division
- Gaurav Rustagi, GM, Future Consumption, Coca Cola India
- Moderator: Pankaj Renjhen, MD - Retail Services, Jones Lang LaSalle

### **11:45 - 13:00: CUSTOMER SERVICE: HOW THE LEADERS DO IT \*\*\***

The best in class industries speak about their customer service philosophy and practices. Their legendary stories are not only inspirational but offer invaluable learning about how retailers can build closer bonds with Customers and positively impact their bottom lines.

- Lead Speaker: Visheshwar Raj Singh, General Manager, Trident Hotels
- Deepinder S Kapany, VP & Head, Reliance Leisures
- Niren Chaudhary, Managing Director, Yum! Restaurants (India)
- Vijay Kapoor, Vice President, PVR
- Akash Sahai, MD, India, Groupe Aeroplan
- Moderator: Jayant Kochar

### **12:45 – 14:15: LUNCH SERVICE**

### **14:00 – 15:15: IRF CONSUMER INSIGHTS: UNDERSTANDING THE URBAN MIDDLE CLASS INDIAN HOUSEWIFE \***

The middle class house wife is an educated, empowered purchasing agent for most of what an Indian family buys. She is also the "gatekeeper" for many products like new cooking medium, fast food, children's products etc. that cannot enter the house without her clearance. Ignore this session at your own risk!

- Lead Speaker: Vibha Paul Rishi, Group Strategy & Consumer Director, Future Group
- Asha Gupta, MD, Tupperware India
- Dilip Kapur, MD, Hidesign
- Gaurav Bhuwan, Head - Marketing, Tanishq
- Rakshit Hargave, MD, Nivea India
- Chef Sanjeev Kapoor, Khana Khazana
- Shriti Malhotra, COO, The Body Shop
- Vijay Jain, CEO & Director, Orra
- Moderator: Pankaj Pachauri, NDTV



### **14:00 – 15:15: INTERNATIONAL BRANDS IN INDIA: NOT JUST CUT / COPY & PASTE \*\*\***

Successful International retail brands in India have tasted retail success not just by blindly importing business models and formulas from other markets. Most have had to devise a different positioning from their home markets. Successful retailers of International brands share their journey so far.

- Lead Speaker: Amit Jatia, J.V. Partner & MD, McDonalds (West & South)

- James Munson, M&S Reliance
- Rajesh Jain, Director & CEO, Lacoste India
- Sudhir Pai, Senior Vice President & Head, Hamleys (India)
- Sukanya Duttaroy, Director, Swarovski
- Vikas Purohit, COO, Planet Retail
- Vineet Gautam, Country Head, Bestseller
- Moderator: Anish Trivedi

**15:30 – 16:45: THE FORTUNE AT THE BOTTOM OF THE PYRAMID: REACHING THE MASSES \***

India's mass market is viewed as the proverbial pot of gold by marketers and retailers. However, over the past few years, while there have been some success stories, there have been spectacular failures too. Business analysts and retailers analyze the perils and possibilities.

- Akhilesh Prasad, Chief Ops & Sr VP, Reliance Trends
- Himanshu Chakrawarti, CEO, The Mobile Store
- Kumar Nitesh, Head Retail, Bata India
- Sadashiv Nayak, Joint CEO, Future Value Retail
- Moderator: Pankaj Pachauri, NDTV



**15:30 – 16:30: MALL MARKETING: “JO DIKHTA HAI, WOH BIKTA HAI” \*\***

This old proverb from our Indian business community is gradually becoming the protocol in organized markets as well. No matter how good your brand is but until you showcase it, people won't acknowledge it. Just a hyped campaign doesn't help, brands need proper promotion to register in people's mind, and this is a continuous process. IRF presents a unique platform to explore collaboration between Developers, Retailers, FMCG brands, Ad agencies, Event Management Agencies, Brand Management Agencies, Outdoor Agencies, Exhibition Management Companies and more.

- Lead Speaker: Arif Sheikh, ED & CEO, EWDL
- Ikshit Arora, Director, Tree Advertising
- Sreevijay Kumar, MD, All India Retail
- Naved Ashraf, Head-Retail Operations & Development, VF Arvind Brands
- T Anupam, CEO, Lotuspi Mall Advisory Consultants
- John Francis, Sales & Ops In-Charge, North, Jaguar Services Pvt Ltd
- Naveen Luthra, Head of Strategic Alliance, Getit Info Services Pvt Ltd
- Kaushik Chakravorty, COO, Out Of Home & Retail, VivaKi Specialist Services

**15:30 – 16:45: IS SOCIAL MEDIA MARKETING REALLY A VIABLE OPTION? \*\*\***

Facebook, Twitter, LinkedIn, Google etc have more “citizens” than all but a handful of countries. Leaders of Social Media organizations talk to IRF about how they are becoming the preferred medium for targeted marketing communication, while leading media planners share their perspectives.

- Lead Speaker: Kunal Shah, Managing Director, Freecharge
- Anshu Bagai, Director- Marketing, Tupperware India

- Kunal Jeswani, President, Ogilvy One
- Nishad Ramachandran, ED, Digital, iContract
- Vinay Bhatia, CCA & VP, Marketing & Loyalty, Shoppers Stop
- Moderator: Mahesh Murthy, Founding Partner, Seed Fund

### **16:30 – 17:30: RETAIL REAL ESTATE: BUILDING THE FOUNDATION FOR A COMMON CODE OF CONDUCT \*\***

It's time for everyone to go beyond complaining about the "other side" and find a common path to progress. While it may not be possible to finalize and agree on a code of conduct to be shared by retailers and developers in one session, we need to make a start. This collaborative session will identify the points that need to be agreed on, and begun the process of reaching mutual agreement on many of the prevailing "pain points".

- Amit Srivastava, VP, Retail, BPTP
- Cyrus Engineer, Head, Sales & Marketing, Tata Realty
- Dheeraj Dogra, BNP Paribas Real Estate
- J P Biswas, VP, Sheth Developers
- Jaideep Wahi, Cushman & Wakefield India
- Jonathan Yach, CEO, Propcare Mall Management
- Rajiv Grover, VP, Genesis Colors
- Vinay Shenoy, COO, Asipac
- Shubhranshu Pani, Jt. MD, Retail ,JLL
- Zorawar Kalra, Founder & CEO, Punjab Grill by Jiggs Kalra
- Moderators: Amit Bagaria, Chairman, ASIPAC & Ian Watt, Director, Pioneer Property Zone

### **16:45 – 18:00: IRF CASE STUDIES: HOW DO YOU EARN PROFITS IN INDIAN RETAIL? \*\*\***

Four retail companies from different categories reveal the secrets behind how they achieve bottom line success while so many brands are still struggling to get it right.

- Ajay Kaul, CEO, Jubilant Foodworks
- Rakesh Biyani, CEO, Future Group
- Simran Singh, Chief of Markets, Fabindia
- Vipin Kapoor, Sr Director, Kapsons
- Moderator: Thomas Varghese, CEO, Aditya Birla

### **18:00 – 19:00: BREAKING THE RETAIL REAL ESTATE ARCHETYPES \*\*\***

A 'Shoe Swap' session aimed at discussing the most typical problems faced by retailers and developers and finding new age solutions as they laterally address these shortcomings by exchanging each other's roles.

- Ashwin Puri, CEO,Property Zone
- Dharmesh Jain, Chairman & Managing Director, Nirmal Group
- Kishore Bhatija, CEO, Inorbit
- Manish Kalani, Chairman & MD, EWDL
- Pranay Sinha, MD, Star Centres
- R A Shah, Director, Trent Retail Services
- Deepak Marda, Jt. MD,Cinopolis

- S Raghunandan, CEO, Prestige Retail
- Sunil Biyani, Director, Future Group
- Moderator: Anuj Puri, Chairman & Country Head, Jones Lang LaSalle

**19:15 – 20:15: DISCIPLINES OF SUCCESS \*\*\***

Internationally Renowned Speaker Bob Urichuck

**20:30 ONWARDS: IMAGES RETAIL AWARDS \***

Celebrations & Gala Dinner – Only by Invitation

**NOTES:**

- SPEAKERS LISTED ABOVE ARE INVITED SPEAKERS. SOME CONFIRMATIONS ARE STILL AWAITED.
- AGENDA TOPICS AND SESSIONS MAY BE CHANGED WITHOUT NOTICE.
- SESSION LOCATIONS (SUBJECT TO CHANGE):
  - \* = Ball Room A
  - \*\* = Ball Room B
  - \*\*\* = Retail Theater