



INDIA RETAIL FORUM 2010

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Industry Partners



World retail leaders to converge at IRF 2010: Bijou Kurien to chair the Congregation

Mumbai, 13th September: Bijou Kurien, President & Chief Executive – Lifestyle, Reliance Retail has been unanimously elected by the retail industry leaders to chair the India Retail Forum (IRF 2010) scheduled to be held on September 28th & 29th, 2010 at the Renaissance Hotel, Mumbai.

Nominated by **Sanjiv Goenka** of RPG Group and seconded jointly by **Kishore Biyani** of Future Group and Thomas Varghese of Aditya Birla Retail, Bijou Kurien, received support of over 200 industry leaders besides prominent global and Indian trade bodies, to lead the 7th edition of IRF and make this the biggest ever retail show in India. Aptly themed 'Get the Power', IRF 2010 promises a sharing and empowering experience with great retail minds from across the globe.

B S Nagesh, the immediate past chairman of the forum in his welcome message said that while the 2009 edition of IRF effectively signaled the resurgence of retail in India, the 2010 edition, under the chairmanship of Bijou Kurien, will see world visionaries, retail captains and policy makers converging to discuss India's consumption potential and how modern retail can further stimulate and channelise this consumption and create multifaceted growth of the economy.

Emphasizing the relevance of IRF, **Raj Jain**, President, Walmart India said, "Retail in India is at an exciting juncture. Over the years, IRF has brought together top strategists from the retail sector to discuss and unravel best practices in retailing and supply chain development aimed at strengthening India and its economy. The forum provides a great opportunity to meet like-minded professionals bound together with similar goals and aspirations. I look forward to an eventful, insightful and inspiring session and am convinced that time spent here will contribute greatly in enhancing our retailing knowledge. Let's all join together to save people money, so they can live better."

"Modern retail has a huge potential to not only benefit from India's increasing consumption demand but also create demand for value-added products, boost local entrepreneurship, create jobs and raise income levels. At India Retail Forum let us explore how we can collaborate to create consumption demand and offer Indian consumers a better standard of living by providing better products at best prices", said India's retail major Kishore Biyani, Founder & Group CEO, Future Group.

Calling upon the entire retail fraternity to join him in extending support to Bijou in making IRF '10 a huge success, Nagesh said that IRF was all about sharing, learning and evolving together, and was recognized as a global standard conference. IRF goes way beyond just speeches, presentations and discussions -- it literally stimulates our minds, bodies and souls. I myself experience its great energy every year. I eagerly look forward to the 2010 edition of IRF, which promises to be bigger, better and busier than ever! With his unique style, his remarkable accomplishments and tremendous passion for retailing, Bijou is the ideal Chairman to make this huge business, knowledge and networking platform even more relevant for the participants, he added.

Accepting the chair, Bijou said that with its Conferences, Exhibitions and Awards, IRF continues to provide a great platform for the retail industry to learn from the masters, share experiences, strengthen relationships, forge new alliances, collaborate and also celebrate outstanding performances.

On behalf of Confederation of Indian Industry (CII), Thomas Varghese, Chairman, CII National Committee on Retail called upon all stake holders in Retail industry to come together at IRF and make full use of the opportunity to participate in transformation of India. The subject of permitting FDI in Indian multi brand retail is being hotly debated. The CII Conclave at IRF will engage the top industry leaders in a structured discussion to conclude on the way forward. This could be set in the backdrop of the imperatives of Indian retail and the requirement of significant investment to transform the retail market.

Talking about the retail possibilities, IRF Chief Convenor, **Amitabh Taneja** said, "Structured employment and better life for people are two key issues that modern retail can address. Speeding up the modernization process is extremely vital as the retail sector has the ability to create some 10 million additional jobs in next 5 years time. Over one billion sq feet of quality retail and entertainment space with annual revenue of Rs. 12,00,000 crore, a whopping Rs.1,30,000 crore in annual VAT collections and over Rs.12,000 crore in additional income tax revenues to the exchequer – all these can actually happen in just five years time". "There is of course a lot more to discuss at the forthcoming IRF," he added.



From the Desk of IRF Chairman

It is my privilege to chair the 2010 edition of the India Retail Forum (IRF). With over 3500 delegates expected to attend from all over the world, IRF 2010 provides an opportunity to meet and interact with key stakeholders in the business and also understand what is currently happening in the retail world.

I have always believed that every individual or business allied with retail - be it a mall developer, a mall manager, a leasing consultant, a retail or product brand, a retail marketer, a retail designer, fixture manufacturer, logistics service provider, talent consultant, consumer behaviour analyst or a management consultant - has a stake in the development of the most attractive retail destination in the world, which is India. The country is poised to witness the most dramatic changes in her retail landscape over the next five years. And the Retailers, have a handsome stake in that.

India has shrugged off the trials of the economic slowdown and is now resolute in its pursuit of double-digit GDP growth. While on the supply side, reforms are being enacted by the Central and State governments, on the demand side we are beginning to witness the explosive combination of rising aspirations among the youth with the expanding presence of contemporary malls and attractive retail stores. On this foundation of solid economic growth, the market can only go up and bring in its wake tremendous opportunities for all. We, as Retailers, have to be ready to appropriately leverage the gains.

Many of us have been tempered by the events of the last 18 months and are stronger, more efficient and more productive than we were in the past. As we move forward, we will only get wiser with experience. And what better way to learn than by listening to the lessons, stories, anecdotes and wisdom of the speakers at the IRF. And, of course, using all that to good purpose in our businesses and partnering for success. We can learn from international visionaries and also from our peers in India, within a tightly packed two-day programme that encompasses visionary addresses, CEO power tracks, motivational sessions and workshops.

Bijou Kurien

Chairman, India Retail Forum (IRF) 2010
President & CE – Lifestyle, Reliance Retail Limited

India Retail Facts

Private Consumption, Total Retail and Modern Retail size

Latest Updates (2010) as per India Retail Report (initial estimates) :

Private consumption (2009-2010) : Rs. 3,679,000 crore (Rs. 36,790 billion)

Retail: Rs.2,000,000 crore (Rs.20,000 billion)

Modern Retail Size: Rs.164,000 crore (Rs.1,640 billion) = 8.2% of Total Retail

Employment in modern retail = 10 direct employment in retail and 100 indirect employment per Rs.1 crore (Rs.10 million) sales

Total employment in modern retail = 1.65 million

Estimated indirect employment in modern retail = 16.5 million

Total dependents in modern retail so far = Over 18 million people

IRF CONFERENCE HIGHLIGHTS

INDUSTRY CONCLAVES by

- Shopping Centres Association of India
- Retailers Association of India
- Confederation of Indian Industry
- National Restaurant Association of India
- Multiplex Association of India
- Franchise Association of India

SPECIAL CONCLAVES

- Supply Chain • Retail Design • Cash & Carry
- Retail IT • Luxury

Breakfast Meets

- Alliance for US India Business (AUSIB)
- Global Retail Network, UK

INSPIRATIONAL SESSIONS

- Emotional Drivers of Shopping
- Service is dead; Long live Differential
- Return of Visit

IRF POWER TRACKS

- Fashion
- Shoes & Sportswear
- Food & Grocery
- Home & Interiors
- Consumer Electronics
- Leisure - Books, Music & Gifts etc
- Jewelry
- Personal Accessories - Watches, Eyewear & Accessories

Multichannel Retailing: ECommerce, MCommerce, Alternate Emerging Retail Spaces
Retail Branding & Communication, Retail Analytics, Business Intelligence, CRM, Security & Safety

Retail Trends, Presentations by International Retailers, Workshops by Global Consulting Firms and much more !

Profile: Bijou Kurien, IRF 2010 Chairman and President & Chief Executive - Lifestyle, Reliance Retail



Bijou Kurien has been associated with marquee brands in fast moving consumer products and consumer durables industry for over 29 years. In his stint with Titan Industries, he helped build powerful brands in the Watch and Jewellery Industry like Titan, Fastrack, Sonata, Tanishq etc and also create India's largest exclusive brand retail chains. His association with the development of Indian retail spans to over two decades . In his current stint with Reliance Retail, he is at the forefront of one of the most ambitious retail ventures ever which has the potential to dramatically transform the Indian retail landscape.

A prolific speaker on behavioral insights and retail, Bijou has been associated with the IRF since its inception and has significantly contributed to its development. In addition, he has also been associated with the World Retail Congress since its inception as a speaker member of its advisory board as well as the grand jury for selection of the world retail award winners. In addition to retail industry fora, he is also a member of the National Retail committees of CII, FICCI, State Council of CII and governing boards of various academic institutions.

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