INDIA RETAIL FORUM

Theme: **CAPTURING THE NEW PHYGITAL SCENARIO**

“The mission of India Retail Forum (IRF) is to be the RETAIL CATALYST connecting businesses, people, knowledge and ideas for the profitable growth of modern retail.”

**IRF 2015 theme: CAPTURING THE NEW PHYGITAL SCENARIO** - Harnessing the future of retail in the Omnichannel era and building the roadmap for customer centric retail organizations through technological advances, new and innovative concepts, digital and social media by delving deep into the consumer minds and building a hassle free shopping environment and **WOW**ing them with a grand experience throughout their purchase journey and thereafter.

**IRF - DAY 1 – September 15, 2015 (Tuesday)**

10:00 – 10:10 : **Introduction to the 12th IRF journey:** Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC

10:10 – 10:30 : **IRF CURTAIN RAISER: THE FUTURE OF RETAIL – REINVENTING IN INDIA**

Indian retailing is going through a very exciting period both from a point of view of a customer and a retailer. While the customer is spoilt for choice in products and purchase channels, retailers are engaged in a battle to charm the Indian customer and gain their mind space and their wallet. Given the increasing pricing pressure from e-tail, the never decreasing rentals, sluggish market demand and a round of consolidation, we foresee the next few years could see the reinvention of retail in India – which could serve as the model for the world.

- **Abheek Singhi**, Senior Partner and Director, Asia Pacific Leader - Consumer and Retail Practice, The Boston Consulting Group (BCG)

**Key Takeaways:**

- The consumer purchase pathway is changing – faster than any other time in history – driven by demographics and technology
- Digital and e-commerce are going to change the retail landscape – the question is whether India will go down the USA way or the China way
The winners globally are the ones with the best omni-channel presence – though the mix within that varies significantly.

Indian retail is the most complex in the world – with co-existence of formats in the way it has never happened in any market.

Those who crack the code in India will succeed anywhere in the world – India can be the innovation hub for retail worldwide.

Introduction to the session thought on ‘Profitability’ and the exclusive IMAGES – PwC report and highlights of the Report, and talk about the full session and discussion on this Report after lunch: Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC

10:30 – 10:50: IRF EXCLUSIVE: DISCOVER WHAT IS DRIVING PROFITABILITY AND GROWTH IN THE INDIAN RETAIL INDUSTRY TODAY

Indian retailing is going through a very exciting period both from a point of view of a customer and a retailer. While the customer is spoilt for choice in products and purchase channels, retailers are engaged in a fierce battle to charm the Indian customer and gain their mind space. Given the increasing pricing pressure from e-tail, the never decreasing rentals, sluggish market demand and a round of consolidation, we foresee this churn in the Indian retail industry to continue over the next five years but with a renewed focus on profitable growth.

This report identifies the evolving landscape of Indian retail, its associated complexities and its impact on overall profitability of retail organizations. This report will also identify key levers of profitability, their relative importance in this evolving landscape as perceived by business leaders across various segments of the India retail industry and the strategic implications of these levers on the retail environment of the future.

Key Takeaways:

- Even after more than a decade of the commencement of organised retail in India, profitability continues to be elusive to most retailers.
- In the face of increasing competition, sustained cost pressures and the constantly evolving customer, the need to create differentiation has never been as important.
- Omni-channel capabilities to drive higher revenues has emerged as key.
- Customer loyalty in Indian retail continues to be a myth.
- Profitability is perceived differently by the various retail businesses in operation today. Conglomerates, stand alone retail chains and upcoming online retailers interpret profitability and growth in line with capital availability.
- The battle between the brick and mortar and the pure play online retailers continues with little indication of whether the richest or the fittest will survive.
• Anurag Mathur, Retail & Consumer Goods practice leader, PwC India

Introduction to the session thought and speaker: Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC

10:50 – 11:00 : TRENDS THAT ARE SET TO CHANGE THE WAY THE CONSUMER WILL SHOP IN FUTURE

• Sanjiv Gupta, Chairman & Managing Director, GETIT Infoservices - Askme.com and Askmebazaar.com

Welcoming the IRF Chairman and introduction of the thought behind the Inaugural session:
Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC
Rajiv Makhni, Managing Editor – Technology, NDTV

11:00 – 11:07 : IRF Chairman’s Welcome Address and Introduction to IRF 2015

• Krish Iyer, Chairman, IRF’15 and President & CEO, Walmart India


The next generation consumer and the new generation of technology enablement are a huge opportunity for us retailers to evolve our retail models for the next leap forward into ushering a new growth in consumption behavior and the next phase of growth for our stores and online channels. Industry captains and leaders share thought provoking insights into the present retail scenario and the industry needs to align itself in the Omni-channel climate, how business should adapt to consumers expectations, embrace innovations and lead this era of transformation during the challenges that lies ahead.

Accelerating change with retail models, products, technology, mobile and just about everything else makes it a must for us as retail leaders and stakeholders to ensure that we share our key learnings and best practices to imbibe them into our intrinsic capabilities as admired retailers known for raising the bar in delivering to rising customer expectations – and that’s what we do by bringing together two
young game changers; a believer in new ideas and a stoic backer of ideas when he sees the next big thing; a retailer who’s been there, done that; world’s largest retailer who has mastered the art of driving consumption in global markets and is betting big of the Indian market …

- Session Chair: B S Nagesh, Founder, TRRAIN
- Krish Iyer, Chairman, IRF’15 and President & CEO, Walmart India
- Rakesh Biyani, Joint MD, Future Retail
- Alok Goel, MD, SAIF Partners
- Radhika Ghai Aggarwal, Co-Founder, Shopclues.com
- Vishal Mehta, Founder & CEO, Infibeam.com

Introduction about the special preview and inviting the guest speaker: Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC

12:30 – 12:40 : Announcement of Opening of ‘DLF Mall of India’ by:
- Sriram Khattar, CEO - Rentco, DLF
- Pushpa Bector, Senior Vice President, DLF Mall of India

Introduction to the session thought and speakers: Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC

12:45 – 14:00 : THE CHANGING SIGNIFICANCE OF A BRAND : PRICE-VALUE-INNOVATION IN THIS ERA OF DIGITAL AND NEW-AGE CONSUMERS

Unlike a decade ago the brand is not everything. Two elements are becoming equally important: the retailer's brand and the consumer conversation. But that does not, of course, mean no one bothers about a brand. It is still the most important, as it denotes status.

One of the most fundamental things for any brand and retailer to understand today is the aspiration-quality-price priorities of the modern consumer and the new-age digital savvy consumer. To tap into newer growth opportunities, retailers must also wake up to the recognition that half of India’s rich live there in sub-urban India away from the metros, and their price-value-aspirations are different from the similar metro consumers.

As the legend goes, Steve Jobs has built the world’s most valuable and iconic company with his mastermind genius of unveiling the Apple Macintosh at an exorbitantly sounding price point of $2,495, and that in 1984, but which he believed showed enough value to customers, to the point that even today 30 years later, when an Apple product is launched, there are mile long queues before stores on the opening day. That’s the power of a brand.
How can we as retailers today build brands and consumer aspirations around that, and how can we offer the best value and leverage sales through multiple channels, most often where some go deep discounting and notching up the topline figures, but as an after-effect diminishing the value of the brand. Learn from the leaders who have built admired brands along with an eye on bottomline and topline growth, how to walk this tightrope.....

- Moderated by: Abhishek Ganguly, MD, Puma India
- Lead Presentation: Marvin Bernstein, Managing Partner and Global CEO, Skechers Inc., USA
- Alok Tandon, CEO, Inox Leisure
- Brendan Dorrian, Head of Retail, Fawaz A. Alhokair & Co.
- Javier Sotomayor, MD, Cinépolis India
- John Schreiner, Global Vice President, IMAX
- Sriram Khattar, CEO - Rentco, DLF
- Venu Nair, MD, Marks and Spencer

14:00 – 15:00 Lunch

Introduction of the session and speakers: Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC

15:00 – 16:15 : THE NEW RETAIL PATH TO PROFITABILITY

In the retail business, where the profits and margins are under tremendous squeeze, how do you as a business leader manage to return a favourable ROI to your investors and shareholders. How does a business leader achieve profitability in his business, after taking care of the multitude of factors on the P&L. How does technology drive retail profitability? To thrive in today’s world of rapid change, retailers must embrace the concept of continuous transformation. How to respond to the needs of increasingly empowered customers? How can we leverage data and technology to provide personalised customer experiences and get a bigger share of their wallet? How do we attract and retain the best talent? How do we respond to increased competition? We bring these questions at the forefront and get insights into these key parameters on how does a retailer actually start identifying new sources of profitable growth – and to what measure technology can play its part here. Learn from the some of the most successful retailers and renowned technology and consulting experts ...
Cash was king for long, then plastic made inroads, now net-banking and digital wallets are in vogue. With so many prepaid modes (credit, debit cards, digital wallets, gift cards, net banking) – where is the future? There is a whole world of evolution taking place in the payments & fulfillment space. There are several innovations that have many benefits for customers who select these new generation of payment & fulfillment modes. Tap to pay, M(obile)-money, NFC, biometric or 2-factor authentication, each has a place in the ecosystem. In which direction is the industry moving forward? What to expect in the next 3 years in payment offerings and what are their implications for retailers and customers? From checking out of the cart for the buyer, to enabling payments for the seller, and the last-mile delivery of the customer’s order to his doorstep, there is a dynamic fulfillment cycle which needs to be mastered for a delightful experience. Learn how you can earn your black belt in this game through insightful ideas-sharing by the masters in this domain.
Are Shopping Centres getting the retailers’ thinking right while planning their shopping centres. When the retailers’ are planning their future channels with a growing component of omnichannel approach, what are the changed expectations of retailers from the new age shopping centres which will come up in future, and also the existing ones. With today’s shopper being spoilt for choice within the comfort of their homes and the smartphones phenomenon, our retail spaces need to be aligned as social spaces with leisure and entertainment being as important as the retail component. The new shopping centres need to evolve out of solutions linked to spirit of serving the customer. Experiential retail is becoming at the heart of a shopping experience. A great example is Urban Outfitters, a fashion store in the US, which carries in its genesis ‘building the whole brand experience in a way it resonates with the product assortment and an environment so compelling and distinctive going beyond the core product itself that the customer feels an empathetic connection to the brand and is persuaded to buy’. Will the retail spaces grow bigger – say a sports lifestyle store having a gaming arena and a theme café with sports screens, or a more niche and compact size is the way to go. With return rates of products bought online being very high, the online retailers are also looking at setting up ‘experience zones’ where the consumers can browse online and get the physical touch and feel experience in an ambient setting, for the most appealing and decisive purchase decisions. Hear the future of retail spaces from leading retailers, shopping centre developers, retail real estate consultants and online retailers.

**Moderated by:** Ankit Samdriya, VP, Xander Advisors
**Anupam Tripasuri**, Head, Retail, Lodha Group
Avneet Soni, President, Omaxe
David Ellis, Director, London Studio Head, BENYO (UK)
Munish Baldev, Head-Retail, Unitech
Pushpa Bector, Senior Vice President, DLF Mall of India
Sanjay Dutt, MD, Cushman & Wakefield
Rafique Malik, Chairman & MD, Metro Shoes

Introduction of the session and speaker: Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC

16:20 – 16:27: SPECIAL PRESENTATION: CREATING A SOCIAL NETWORKING EXPERIENCE THAT TAKES ENGAGEMENT BETWEEN CUSTOMER BRANDS AND RETAILERS TO A WHOLE NEW LEVEL

Keerthan Reddy, Co-Founder, Adsolv

Introduction of the session and speakers: Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC

16:30 – 17:45: ENERGISING CONSUMER LOYALTY THROUGH STRONG CONSUMER ENGAGEMENT PROGRAMS, INTELLIGENT CONSUMER IDENTIFICATION, PREDICTIVE MODELS AND PREPAID AND GIFT CARDS

In the current market, “loyalty” means moving a consumer from first-timer, to repeat consumer, to brand advocate. By leveraging analytics tools and models, retailers can boost consumer loyalty by creating a personalized shopping experience that customizes offers to needs. Delivering contextual experiences to drive loyalty & spend is the new mantra as consumer behavior patterns are unique and different, and the value they seek differs across many experiences. Retailers need to be more on their toes to differentiate and work harder than ever to improve both consumer traffic and consumer loyalty by mining volumes of data and using analytics to uncover valuable insights and turning those insights into loyalty inducing strategies. Retailers are realizing that loyalty programs in the current market need to go beyond mere rewards, points and general discounts, and move toward creating a personalized shopping experience that recognizes individual consumer, offers personalized treatment and caters to individual consumer needs. Prepaid and Gift Cards emerging as a new and thoughtful category are a great option of not only binding in your consumer but also expounding the virtues to another new set of consumers through a powerful exponential multiplier – a good asset as a Cash Generator and Revenue
**Driver** in the hands of the retailers and a fulfillment aspect for the consumer in more ways than one – use their rewards to reward and appreciate a moment or thought for someone. Get insightful ideas on the new ways of getting your consumers to have you in their minds and hearts for much longer than you can otherwise achieve. Learn about the new insightful ways of winning your consumers and getting to grow your business with their positive affinity. Our marketing experts and heads of coveted brands will share insights on how you can amplify what your brand stands for across all brand touch points and build a new creativity, credibility and vitality around it.

- **Lead Presentation: Shankar Balan**, President – CORE Business, QwikCilver
- **Moderated by: Mitali Mukherjee**, Formerly Markets Editor and Senior Anchor, CNBC
- **Manisha Chopra**, Founder, SeaSoul
- **Michael Leander**, Multi Award Winning Speaker, Judge for Digital, Direct and Loyalty Marketing Awards, Board Member, Consulting agencies and brands for results
- **Mohit Dhanjal**, Director Retail, Raymond
- **Vikas Choudhury**, MD, AIMIA Inc.
- **Shuvadip Banerjee**, Head, Consumer Engagement & Modern Format, ITC

*Introduction of the session: Pamela Singh Bhutoria, IRF Emcee*

**17:45 – 19:30 : Setting Standards in Retail**

**17:45 – 18:05 : COMPLIANCE AND REGULATION IN RETAIL – THE PREROGATIVE OF DOING BUSINESS THE RIGHT WAY – HOW THE WORLD’S BIGGEST RETAILER GETS IT RIGHT**

Right from setting up a retail business by getting the necessary approvals in place, to ensuring the products at the shelves meet with the quality standards, compliance is the necessary prerogative to win shareholders’, employees’ and customers’ trust.

Ethical sourcing, integrity in dealing with different stakeholders, graft and corruption prevention, sustainable measures for the environment, promoting social entrepreneurship – these are some of the best practices which build trust in consumer’s minds too. With the rapidly changing world of consumer product safety, where retailers are also being held responsible for the products being retailed at their shelves, how can the retailers ensure that they can work in a collaborative approach with the manufacturers and suppliers to maintain integrity in the whole retail cycle.

A special presentation and insightful glance at the best practices which every retailer should aspire for.
Shalini Chakravorty, Vice President - Compliance, Walmart Asia

- With over 17 years of experience across industries, Shalini is responsible for driving and implementing Compliance policies and procedures in China, Japan and India markets. Shalini provides the direction and formulates strategies based on overall compliance objectives, analysis and priorities to address risks. She works with Walmart's global functions, such as Legal, Finance, Human Resources and Internal Audit to develop a pro-active, problem-solving approach to create a culture of integrity and compliance.
- An alumni of INSEAD, France and a certified fraud examiner and a fellow member of the esteemed Association of Certified Fraud Examiners (ACFE), she is an associate member of Institute of Chartered Accountants of India (equivalent to CPA).

Introduction of the session and speakers: Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC

18:05 – 19:30: Curtain Raiser: IRF Certification Scheme for retailers operating in India

Discussion Panel:
Adil Zainulbhai, Chairman, Quality Council of India (QCI)
K. Doraiswamy, Dy. General Manager, Indian Register Quality Systems
Krish Iyer, President & CEO, Walmart India
Krishan Kumar Gupta, Director, Tata Projects (Foodcert India)
Manpreet Singh Ahuja, Partner - Risk Advisory Services, PwC
R S Roy, Convenor, India Retail Forum
Ranabir Mitra, CFO & Head Compliance, Adidas Group, India
Richard Quadros, General Manager (Sales & Marketing) - South Asia, Bureau Veritas Certification India Pvt. Ltd.
Shreyans Dudheriya, Director, Risk Assurance Services, Pricewaterhouse Coopers (PwC)
Srikanth Kulkarni, AVP – Certification, TUV-India

This session is for compliance teams of retailers and Certification Bodies (CBs) with expertise on food, retail and management audits as it will explain the IRF Certification Scheme for retailers operating in India, the first of its kind in the world. Developed with support from Pricewaterhouse Coopers (PwC), the scheme strives to adhere to ISO/IEC 17067 guidelines and will cover retail
businesses spanning across all retail formats including hypermarkets, super markets, department stores, speciality stores, restaurants, salons, spas, wellness centres, family entertainment centres and cineplexes.

The scheme will encourage retailers to be more customers centric and adhere to the IRF standards, which will be absolutely critical for retailers to move towards the omni channel era. This scheme is expected to bring over 1,00,000 consumer facing businesses across the country into the fold of modern retail following IRF standards in next 5 years time. This session will explain the scheme, the ‘Trusted’ mark, its standards, CB requirements, application, audit, approval and certification process.

It will be important for CBs to attend this programme as they would need to understand the audit process and skill sets required before they apply initially for provisional approval from Quality Council of India and subsequently go in for accreditation from National Accreditation Board for Certification Bodies (NABCB). CBs thus approved/ accredited will conduct the audit of applicant’s businesses operating in any one or more channels like brick and mortar, ecommerce and omni channel.

The session will also be important for compliance team of retailers as they would know the benefits of the ‘Trusted’ mark which will be established as the seal of excellence in customer service and assurance of retailers adhering to leading global practices, policies and procedures — prescribed as ‘standards’ in the IRF ‘Trusted’ certification scheme document. Under this certification scheme, applicant’s businesses are audited under a set of stringent and comprehensive criteria. Applicants qualify to obtain the ‘Trusted’ certification will be able to display the ‘Trusted’ mark on their shop fronts/ e-page and all marketing and communication materials as an outward sign of their commitment to ‘Trusted’ standards.

19:30 – 22:00  IMAGES RETAIL TECHNOLOGY AWARDS powered by

Honouring excellence in digital innovation and implementation in the retail industry.

- Awards hosted by: Rajiv Makhni, Managing Editor, Technology, NDTV
1.087 billion people travelled internationally in 2013, spending $1159 billion, prompting brand executives to name travel retail as the ‘sixth continent’! With the Delhi Airport acclaimed as the ‘World’s best Airport’ recently, and largely so on the breath-taking ambience and experience created by the retail spaces there, it is no exaggeration on the opportunity and scope in this transit retail segment – be it food, fashion, electronics, lifestyle and luxury goods. The second big opportunity is definitely along the upcoming railway transit systems – the Indian Railways and the Metro Rail, and along prime highway locations. Most of the retailers plan to scale up and are upbeat about the future development of these transit locations. Hear from the brands and retailers on how to develop this future piece of opportunity and play it out into their retail expansion plans.

- **Moderated by:** Himanshu Chakrawarti, CEO, Hi-Care Services and formerly CEO, The Mobile Store
- **Atul Ahuja,** Vice President-Retail, Apollo Pharmacy
- **Gopalakrishnan Sankar,** CEO, Reliance Footprint
- **Pankaj Renjhen,** MD, Retail Services, JLL
- **Sumeet Soni,** Brand Director, Premium Apparel, Raymond
- **Yashovardhan Gupta,** Director & CEO, CROSS (Exclusive Global Licensee-Torero Corporation)
- **Zubin Cooper,** CEO, Bentel Associates

**Introduction of the session and speakers:** Rajiv Makhni, Managing Editor – Technology, NDTV

10:00 – 11:15 : HOW INTERNET OF THINGS (IOT) CAN MAXIMIZE THE JOY OF RETAIL : IN STORE CUSTOMER ENGAGEMENT - POS & BEYOND

Everyone has a Point of Sale, everyone has in-store signage and BTL activities to engage the customer. What are new opportunities with new technologies like BLE, Beacons, hyperlocal networks,
endless aisles, digital mirror, and a lot more? Of all the technology trends taking place right now, the biggest one is the Internet of Things. It is THE one thing that’s going to give businesses and consumers the most disruption as well as the most opportunity. Internet of Things creates new possibilities limited only by imagination. How do you fit it into your retail gameplan.

- **Moderated by:** Veneeth Purushotaman, CIO, Bharti Retail
- Rajiv Makhni, Managing Editor, Technology, NDTV
- Chirantan Kislae, CIO, The Mobile Store
- Serveshe Gupta, Founder & MD, USG Tech Solutions
- Sujayath Ali, Co-Founder & CEO, Voonik.com
- Sunil Nair, Head Technology & Business Solutions, Max Hypermarket

**Introduction of the session and speakers:** Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC

**11:15 – 12:30 : THE POWER OF CAPITAL AND THE ‘INDIA OPPORTUNITY’ PROMISE:**

**DEVELOPING THE NEXT LEVEL OF ENTREPRENEURS, START-UPS, IDEAS AND GROWTH PHASE IN RETAIL**

A great idea needs belief and capital. How do the creators of capital find the right avenues to invest and how do they sift through the next big idea to make it into a promising return on their investments. Many leaders say they believe in three things – the *size of the opportunity* – is the idea saleable and scalable; the *proposition* – does the conviction and rigour of following it through come across; and third, the *execution capability* of the promoters. With the second largest internet users in the world, where are the areas and retail models entrepreneurs and investors are looking at? Are they rewarding ideas and ventures where true omnichannel and digital are being co-created along with experiential physical spaces. How are the PE funds looking at the omnichannel sector in the long run, and what have been the learnings from both the investors’ and investees’ point of view. Funding has been rolling into the retail and technology enabled ventures at a fast pace – is the capital going where it really matters, and are the right ventures getting the funding. What is it that lures investors, to put their money in a particular venture? How do you decide when is it right to approach the capital markets and how to plan the whole IPO issue? How can you make your start-up ventures attractive to make the right pitch for attracting seed funding. This session will bring insights into:

- Where Funds foresee growth opportunities in Retail & Digital sector
- Best sources of capital and financial support for expansion
- Growth and Omni-channel opportunities for retail
- What are tech Pace Setters cooking into the E-Labs
- Role of Accelerators in boosting the entrepreneurial environment
- The factors that are boosting investor interest in e-commerce
- E-retail start ups and investors – how the synergy will happen

- **Moderated by:** Bijou Kurien, Member, Strategic Advisory Board and Mentor, L Capital Asia (LVMH Group)
- Alok Goel, MD, SAIF Partners
- Atul Goel, Managing Director, E - City Ventures
- Bharat Banka, Founder & Ex-CEO, Aditya Birla Private Equity
- Darpan Sanghvi, Founder, MyGlamm.com
- K Vaitheswaran, Founder, Indiaplaza.com & E-commerce entrepreneur, Visionary and Mentor
- Rishab Soni, MD, SSIPL
- Sandeep Sharma, Co-Founder, YepMe.com
- Vikram Upadhyaya, Chief Mentor, GHV Accelerator and Greenhouse Ventures

*Introduction of the session and speaker:* Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC

**11:15 – 11:30:** MARKETING AUTOMATION FOR A PERSONALISED OMNI-CHANNEL RETAIL EXPERIENCE

- **VeerChand Bothra,** Chief Innovation Officer, netCORE Solutions

*Introduction of the session and speakers:* Rajiv Makhni, Managing Editor – Technology, NDTV

**11:30 – 12:30:** METADATA MEETS THE CONSUMER : HOW AND WHERE TO KNOW EVERYTHING THAT MATTERS ABOUT YOUR CUSTOMER - ANALYTICS DRIVEN RETAILING, RETAIL DRIVEN ANALYTICS

In the beginning analytics was about Loyalty, Market Basket Analytics, Up-sell, Cross-sell, Associations and correlations; today it has extended to abandoned cart, dwell time, lost sales, availability, replenishments, merchandise strategies. Where is the future of analytics for a true omnichannel retailer and those on either side (physical and online)?

- **Co-Moderated by:** Subra Krishnan, VP, Products & Marketing, Vizury
- **Co-Moderated by:** Nadeesh Ramachandran, Industry Head, Retail, Google
- **Alan Thomson,** Director, IRISYS (UK)
• Kiran Murthi, CEO, Askmebazaar.com
• Sai Sudershan, COO, Omved
• Tejas Kadakia, Co-Founder, EasyRewardz
• TP Pratap, Co-Founder and Chief Marketing Officer, QwikCilver & Woohoo.in
• Vikram Adige, Director, AIMIA
• Vinayambika Kidiyur, Senior VP, Retail & Manufacturing, Cognizant

Introduction of the session and speakers: Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC


THE CREATOR, THE CZAR AND THE PIONEER IN A THREE-COURSE RETAIL SPREAD - In a highly satisfying spread of big-ticket insights, the ‘Rupert Murdoch of India’ RAGHAV BAHL, engages in an exclusive, candid conversation with Retail Czar KISHORE BIYANI, and Retail Pioneer B S NAGESH

• the Modern Indian consumer
• the Politics
• the Technology Transformation
• the Digital Interplay in our lives
• the Consumption Drivers for propelling the economy forward …
• the Promise of the Modern India …
… through the eyes of true pioneers and thought influencers, in a very candid and open discussion.

RAGHAV BAHL
Often called the ‘Rupert Murdoch of India’, Raghav Bahl is a journalist, entrepreneur, media baron and one of the most respected business leaders of India. Built a highly diversified media company, Network 18, which has news operations at its core, and layered with a rich assortment of entertainment and film properties. A foremost commentator on global economics, his first book ‘Superpower? The Amazing Race Between China’s Hare and India’s Tortoise’ was published in 2010 and remained on India’s bestseller list for several weeks. His second book on global growth outlooks ‘SuperEconomies: America, India, China and the Future of the World’, was released in April 2015.

KISHORE BIYANI
Founder and Group CEO, Future Group
Widely credited as among the first-movers of modern retail in India, Kishore is a mentor and role model for many Indian entrepreneurs and a thought leader in Indian business. A believer in the group’s corporate credo, ‘Rewrite Rules, Retain Values,’ considers Indianness as the core value driving the group.

BS NAGESH
Founder, TRRAIN (Trust for Retailers and Retail Associates of India)
Nagesh has been the guiding force from the first Shoppers Stop store set-up in Andheri, Mumbai, to a national presence with 74 stores in 35 cities across India. Has been selected as one of the top 50 managers in India in a survey of Managers who can influence Indian business in the 21st century. Was inducted into the Retail Hall of Fame at the World Retail Congress in 2008. Recipient of Retail Professional of the Year award at ICICI Retail Excellence Awards, 2005.

Introduction of the session and speakers: Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC

14:00 – 15:00: THE NEW RULES OF SUCCESS – REJIGGING THE RETAIL THINKING IN TERMS OF PRODUCT AND CATEGORY INNOVATION, STORE FOLIOS, HR POLICIES, MARKETING CHANNELS, AND CUSTOMER DELIGHT STRATEGIES

Retail is as dynamic as it gets, and that is the reason it’s our life, our profession and most of all - our passion. The retail landscape goes through a tectonic shift every five years or so, and we as retail leaders have to turn the thinking around on its head to reinvent our gameplan. We as retailers must get back to differentiating and giving consumers another reason to pull into our stores - the hero – innovation: new formats, immersive experiences, category choices and assortments, customer service ethos … that add value and have a clear point of difference will win. With the fast changing technology, rising consumerism, changing marketing preferences where customers are very clear what marketing messages they want to see, where and when – what requisites we need to build into our frontline staff at the stores, reinvent the sizes and ambience of our stores and web interfaces, look at the evolving digital mediums of reaching our consumers at the time and place of their choice. We get the ball rolling onto a series of ideas that will define the retail thinking for the landscape of tomorrow.

- Moderated by: Sadashiv Nayak, CEO, Future Value Retail
- Arjun Basu, Co-Founder, Mydala.com
- C K Venkatraman, CEO, Jewellery, Tanishq
- Mohit Khattar, MD, Godrej Nature’s Basket
• Rajesh Jain, MD & CEO, Lacoste
• Isak Halfon, Global Expansion Head, SUITE BLANCO, Madrid
• Vineet Gautam, Country Head, Bestseller (Jack & Jones, Vero Moda, ONLY)
• Vijay Jain, CEO, Orra

Introduction of the session and speakers: Rajiv Makhni, Managing Editor – Technology, NDTV

14:00 – 15:00 : BUILDING THE NEXT-GENERATION OF TALENT IN RETAIL – THE DIGITALLY EMPOWERED RETAIL LEADER AND FRONTLINE ASSOCIATES TO SERVE THE DIGITAL SAVVY RETAIL CONSUMER IN THE OMNICHANNEL ERA

Today, in this era of digital evolution, it is essential for retail leaders and human resources professionals to realise the impact of the fast-paced, ever-changing digitalisation in their jobs and workplaces – not only today, but in the future as well. To serve a digitally empowered consumer, we need retail associates to be trained in the digital mindset as well. This session will lead directions and developing trends within the HR domain in the light of the digital boom.

• Moderated by: Rahul Singh, Founder & CEO, The Beer Café
• B Venkatramana, President - Group HR, Landmark Group
• MVS Murthy, Chief - People Office, nuFuture Digital (Future Group)
• Sachin Kamat, Director - Employee & Customer Engagement, Enrich Salons
• Samir Srivastav, CEO, JCB Salons

Introduction of the session and speakers: Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC

15:00 – 16:00: THE ‘SUPERSTORES’: THE NEXT LEVEL OF EVOLUTION FOR SUPERSTORES AND HOW TO DRIVE CONSUMPTION USING THE HYPERLOCAL MODELS AND APP-ENABLED WORLD

Supermarkets have changed over the years, getting bigger, staying open longer and offering a wider variety of food products. But those changes have only just begun. As shoppers increasingly embrace multichannel shopping, using more grocery formats to buy their groceries, larger stores will need to evolve to rebuild their appeal and integrate the appeal and convenience of the smartphone shopping too. The most important facet of driving consumption and powering awareness about new categories is heralded by modern retail formats. Retailers today have aisles or entire stores dedicated to natural and organic products that most consumers never had heard about. Many specialty retailers like
Whole Foods in the US are strongly engaged on social media and have sway among tech-savvy consumers – how can we build that category innovation and build empowered consumers. The next aspect to grow is the ‘hyperlocal’ model – where modern trade format and e-commerce players can come together to form a ‘synergistic and fruitful partnership’ - some examples being – supermarkets serving as delivery points for products purchased on the site; as a further extension to sell private labels; become partners to sell home and fashion products extending their assortment from grocery and food items…and many other such avenues can be formed to reach consumers through their trusted modern trade format stores by simplifying last-mile distribution and reach the consumer through the channel closest and most accessible to consumers.

How can we leverage on some key trends that have helped stores to grow internationally:
- Focusing on non-food products that people want at larger stores, such as clothing and homewares
- Using digital capabilities to make it easier to shop in-store, such as utilising navigation technology to help people find products
- Building their appeal as leisure destinations

If there was ever a place to discover the newest flavor profile of a product, how to speak to a specific target audience or a way to explore the latest inventions in the world of grocery retail and drive the consumption story ahead … these leaders show you how it is to be done.

- **Lead Presentation and Moderated by:** Devendra Chawla, Group President – Food, FMCG, Brands, Future Group
- **C. Gopalakrishnan**, Founder, N Stores
- **Jamshed Daboo**, MD, Trent Hypermarkets
- **Mohit Kampani**, CEO, Spencer’s Retail
- **Navneet Singh**, Founder & CEO, Peppertap
- **Raka Chakrawarti**, Founder & CEO, Gourmetdelight.in
- **Rohit Chadda**, Co-Founder, Foodpanda.in
- **Sundaram Srinivasan**, CEO, Kruti

*Introduction of the session and speakers: Rajiv Makhni, Managing Editor, Technology, NDTV*
What are the recent disruptive business models pursued by emerging entrepreneurs, retailers and technology innovators? How are retailers – both pure play and brick and mortar retailers - leveraging opportunities? Physical retailers are turning to other channels of engagement; how do they integrate and offer a unified brand message and consistent engagement with the customer?

To capture the recent mobile disruptions, innovations in digital interfaces and on-the-go shopping trends, we get expert views from leading digital strategy experts, retail technology heads, online entrepreneurs, technology solutions developers and incubation experts.

- **Lead Presentation**: Sunando Banerjee, Business Leader - Asia Pacific and Middle East, OpenBravo
- **Moderated by**: Badal Malick, VP and Head of Omnichannel, Snapdeal
- Abnesh Raina, CEO, PlumSlice Labs
- Amit Bahl, Head of Online Technology – Omni Channel, Future Group
- Anil Shankar, CIO, Shoppers Stop
- Anita Punja, Executive Director, Advisory Consulting, PwC India
- Maheshwaran Calavai, Director - Strategy and Innovation, Target India
- Sharat Potharaju, Co-Founder and CEO, Mobstac
- Venkat Nott, CEO, Vinculum Group
- Yasho Saboo, CEO, Ethos Summit
- Rahul Jashnani, CSA & MD, Jashn

*Introduction of the B-school competition and finalist teams*: Rajiv Makhni, Managing Editor, Technology, NDTV

**16:00 – 17:00 : TOMMY HILFIGER PRESENTS IRF RISING STAR CHALLENGE: CREATING AN OMNI-CHANNEL MODEL THAT BLENDS THE BEST OF SMARTPHONES-AND-SMARTSTORES – CUSTOMERS SHOP 24X7, RETAIL SALES AND PROFITS GROW TWO-FOLDS**

Some of the most talented young minds from the best known B-schools create new models of retail innovation in spurring the next-generation of start-up ideas and touching the next frontier of Omnichannel excellence.

Retail Brands across the globe are experimenting with new and emerging technologies. In keeping with the times, IRF 2015 Rising Star Challenge invites India’s top business Schools teams to suggest a Retail Business plan with the most innovative and unique use of new media and technology for seamless omni channel retail. Marriage of technology, behavioural science and a creative idea to fully
immerse the customer, at every touch point. Not just optimising e-commerce, mobile and store channels to sell effectively, but ensuring a seamless and meaningful customer experience whenever customers interact with the brand.

- **More than 300 students from 20 top B schools of India battle it out for top spot.**

*SOME OF THE PARTICIPATING PRESTIGIOUS INSTITUTES:*

- ISB, Hyderabad
- Welingkar Institute
- XLRI
- KJ Somaiya
- Jamnalal Bajaj
- IIM, Ahmedabad
- SIBM, Pune
- IIM, Kolkata
- Fore School of Management
- IIM, Bangalore
- NMIMS
- BIMTECH
- BIMM
- MICA

*Finalist Teams who made it to the grandstage at IRF:*

- ISB
- IIM-B
- Welingkar’s

*Grand Jury:*

- Shailesh Chaturvedi, CEO, Tommy Hilfiger
- Rajiv Makhni, Managing Editor, Technology, NDTV
- Bijou Kurien, Member, Strategic Advisory Board and Mentor, L Capital Asia (LVMH Group)
- Ankur Joshi, Co Founder, Preter

*Introduction of the session: Pamela Singh Bhutoria, IRF Emcee*
Today’s omnichannel retail era is all about creating a consistent consumer experience. From in-store pick-up of products ordered online to one-click purchases delivered to your doorstep, the consumer demands ease and convenience. The consumer is shopping in-store, online and from any number of devices, the omnichannel era has arrived and retailers want to excel in fulfilling the entire cycle of order placement to delivery in a seamless and congruous fashion. What can all the players in the retail ecosystem, including retailers, vendors and logistics service providers do to get a jump on Omnichannel fulfillment - hear class leading strategies and ideas in this invigorating best practices sharing session.

- **Lead Presentation & Co-Moderated by:** Mohit Tandon, Co-Founder and CSO, Delhivery
- **Co-Moderated by:** Rachit Mathur, Partner & Director, BCG India
- **Bino George**, Head of Business Consultant, Infor Indian SubContinent
- **Mradul Khandelwal**, VP, Business Development, LogiNext Solutions
- **Preeta Sukhtankar**, CEO & Founder, TheLabelCorp.com
- **Ranjit Satyanath**, CIO, Croma
- **Rishi Vasudev**, VP, Fashion, Flipkart.com

*Introduction of the session and speakers:* Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC

The new retail space – the smartphone mobile screen - is audio video enabled, on an ever-ready 24X7 mode, 3-D and Hi-Def, no rentals, no CAM, no nagging upper levels and zoning restrictions – what are the needs of this shopping space! With large number of consumers turning to smartphones, what strategies can businesses roll out to capitalize the growing consumer base? How can brick and mortar businesses capture the mobile opportunity? Also what are the needs of the Shopping Centres to go along with this new space, so they can complement the shoppers’ requirements and delight the consumer in their own ways.

To capture recent mobile disruptions, innovations in digital interfaces and on-the-go shopping trends, we get expert views by bringing together the best of both worlds to debate and ideate on expanding the possibilities for consumer fulfillment and shopping and leisure experiences through the multitude of these spaces.

- **Moderated by:** Manisha Natarajan, Executive Editor, Real Estate, NDTV
- **Anuj Puri**, Chairman and Country Head, JLL
- **Nikhil Chaturvedi**, Director, Prozone Intu and MD, Provogue
With the OmniChannel phenomenon, the Shopping Centres also need to sync in with this space, complementing the physical ambience and leisure seeking environment which the shoppers find a great enchantment for – after all, shopping is not just an activity, it’s a favourite pastime, a hobby, a source of retail therapy for rejuvenation of the mind and the body for many of the younger generation – with the newer mobile enabled surfing habits of the shopper.

While it’s true that online and mobile connectivity have changed consumers’ shopping behavior, it has not changed the need for physical connections. According to Nielsen’s 2014 State of the Shopping Center report, shopping malls are as vital as ever. Consumers still want to visit retail locations because they crave a physical place to congregate, connect, and engage with other people, and shopping centers are fulfilling a large part of that need. Shopping malls are slowly evolving into centralized activity centers, and have become highly integrated into the social fabric of the communities they serve and have become central gathering places for consumers.

We get insights into how Shopping Centres are creating new engagement formats and bringing innovation together with technology and new concepts to ensure Shopping Centres remain the centres of invigoration for the connected consumer and as a lifestyle need.


**Introduction of the session and speakers:** Rajiv Makhni, Managing Editor, Technology, NDTV

**17:15 – 18:30 : FASTER, QUICKER, NOW! KEEPING UP WITH TODAY’S SHOPPER:**
**BEING AGILE - HOW INNOVATORS THRIVE IN THE HIGH VELOCITY ECONOMY AND TECHNOLOGY ERA**

The trends in the retail sector that are driving the need for agility; specifically, the rapid emergence of new forms of in-store promotion known as “shopper marketing,” which combines location intelligence, mobile technology and in-store display technology; massive changes to the in-store payment process, including mobile payment involving Apple Pay and the complete elimination of the concept of the cash-register; the emergence of same-day shipping from titans such as Google, Amazon and Walmart; the rapid installation of “click and collect” infrastructure (i.e. an online purchase, with same day pickup at a retail location); faster ‘store fashion’ with rapid evolution of in-store promotion, layout and interaction; the arrival of intelligent packaging and intelligent “Internet of Things” products; and collapsing product life-cycles, rapid product obsolescence and the implications on inventory and supply chain! Not to mention all the fast changing consumer, taste, fashion and lifestyle and social networking trends influencing today’s purchasing behaviours...how do innovators capture their consumer’s imagination and the share of wallet in this high velocity era.

- **Moderator: Arun Gupta,** Founder, Ingenium Advisory
- **Arvind Mayar,** CEO, Secure Parking Solutions
- **Piyush Kasliwal,** Founder Owner, Merafoodchoice.com
- **Rajesh Saboo,** Head IT Services, Future Group
- **Sachin Oswal,** Omni Channel Head, Shoppers Stop
- **Utkarsh Biradar,** Co-Founder, Momoe
- **Vinod Sharma,** MD, Deki Electronics (SureCount, SureCheck, SureAccess)

**18:30 – 20:00 : CEOs Conclave – By Invitation Only**

Indian consumers are in for a good time! The Indian market and our enterprises are making headlines across the world. Innovative ideas are flourishing like never before. New-age start-ups from India are unveiling the massive opportunities that our country offers -- in terms of both generating new consumption and creating businesses that satisfy emerging demands.
While all these rapid developments are making “Brand India” stronger than ever before and are opening up a new age of opportunities for investments across multiple sectors, the dramatic transformation in consumer behaviour and technology also poses new challenges for many of us, particularly for those in the consumer-facing businesses.

This session with top retail CEOs and Mr. Amitabh Kant will begin with a presentation on emerging trends by PwC followed by discussion of industry veterans and leaders with Mr. Kant to explore these trends and chart out strategies to facilitate India’s future of possibilities as a global consumer and retail superpower.

- **Bharti Gupta Ramola**, Markets and Industries Leader, PwC India
  
  - **Unlocking value in Indian retail**
    - The retail industry in the country has shown immense promise for growth. The changing Indian consumer and a more buoyant economy as compared to other emerging markets, has sustained the interest of the international retailer interested in entering India. Besides, the e-commerce space has seen explosive growth with most online businesses now venturing into the offline space as well. In an age of fierce competition and an increasingly fickle customer, what kind of a product offering will win? Which business operating model will prove to be most adaptable to the changing business environment? How will businesses deal with cost pressures like high rentals and supply chain spend in the future?
    - While the market in India presents a host of opportunities, the key will be in understanding how to tweak existing business strategies and unlock the value presented by the Indian retail industry.

- **AMITABH KANT**, Secretary, Department of Industrial Policy & Promotion (DIPP)
  - Chairman, Delhi-Mumbai Industrial Corridor Development Corporation (DMICDC)
  - Chairman, National Productivity Council
  - Ministry of Commerce & Industry, Government of India

- **Adil Zainulbhai**, Chairman, Quality Council of India (QCI)
  - Former Chairman, McKinsey India

**CLOSING ADDRESS** by Krish Iyer, IRF’15 Chairman and President and CEO, Walmart India

20:00 – 22:00  Images Retail Awards
KNOWLEDGE SERIES at INDIA RETAIL FORUM
– THE ULTIMATE RETAIL KNOWLEDGE PLATFORM –

PRE - IRF EXCLUSIVE KNOWLEDGE SERIES

September 14, 2015 (Monday)

10:00 – 13:00 hrs

KNOWLEDGE SERIES 1: OMNICHANNEL FULFILLMENT TO DRIVE CUSTOMERS IN DELIGHTING CUSTOMERS

Companies are getting closer to closing the gap between digital and offline channels, and they are looking for best practices and global concepts to achieve this. Personalized experiences are rising as companies strive to align sales, marketing, supply chain, and customer service operations around the specific needs of the customer. The benefit of online shopping is that retailers can see which pages consumers clicked on and which items were placed in an abandoned shopping cart. It's more difficult to track similar actions in a physical store, but companies are getting closer to a solution. This master class will give you with an in-depth look at how retailers are merging the online and offline worlds through branding, show rooming, attribution, QR codes, augmented reality, database marketing, order fulfillment and more..

Overview:
- What is the digital mutation about: stakes, impacts, new business models

Strategy:
What is an One retail strategy?
- Acquire a methodology to develop an omni channel strategy tailored to your company?
- How to integrate all online and offline channels and move from a store-centric to a customer centric view of retailing.
- How can I improve how I serve my customers as they shop across our channels?

Transformation:
- Learn about the critical success factors and the major pitfalls to successfully implement such a strategy.
  - How to design their businesses for a 50/50 world
  - How should you design your omni-channel proposition and operating model to maximize long term profits?
  - How can I re-shape my organisation to be more digitally-oriented and customer-centric?
  - Key notes for the success of transformation from Brick and Mortar including change your capex approach, balance between investing and profit, and management way
  - What is the best long term technology roadmap for my business as we transform?

- **International Expert**: PHILIPPE NOBILE, Director and MD, France, Javelin Group

About the International Expert and his Organization:
- Philippe is a managing Strategy Consulting for Javelin Group, the leading Retail & Consumer brands strategy consulting firm
- He owns other companies (Luxury, Wine), is a business angel in digital companies and a stakeholder in 3 large companies
- He advises CEO and executives of top digital and 360 retail best in class companies, including eRetailers, for over 100 projects per year for 15 years now
- MBA from the Dauphine University in Paris
- Featured speaker at NRF, TED, LSA, International Federation of Luxury Brands, Capital Funds conferences …

- Javelin Group is a leading Strategy Consulting firm based in London and Paris, counting 240 consultants and covering every continents, especially UK and US.
- The company has been acquired in 2015 by Accenture for leading the strategy practice for Retail and Consumer goods.

Clients:
KNOWLEDGE SERIES 2: OMNICHANNEL: THE CONSUMER'S TAKE!
CONSUMERS DON'T BUY ONLINE BECAUSE ITS CONVENIENT BUT ITS BECAUSE THE ALTERNATE IS INCONVENIENT

Retail is changing dramatically. Consumers now research, browse and buy across an array of touch points. Consumer today are more sophisticated and savvier than ever before. To win and retain Customers, Leading retailers are now adopting an Omnichannel strategy! One that creates an integrated experience for the customer across all the online and physical retail touch points. Allowing retailers to drive new levels of loyalty, profitability and operational efficiency.

This session aims to address challenges faced by retail in India through a series of case studies that direct brands and retailers to connect and aggregate information across all brick and mortar stores, online stores and back office operations.

The session will be highly interactive followed by series of activities to encourage knowledge and idea sharing among the attendee.

Key Discussions:
1. Online vs Offline the Retail Dilemma
2. Great Indian Retail Challenge
3. Omnichannel Simplified
4. Consumer’s take
5. Global Success Stories (Success vs Failure)
6. How Omnichannel has been embraced by retailers across globe
7. How brick & mortar retailers across globe have defied online giants by adopting right Omnichannel strategies well on time
8. #Omnithon
9. Q/A

Key Takeaways:
1. Why Omnichannel?
2. eCommerce for store profitability
3. 12 Must haves for Retail’s Next Platform

Expert: BHAVIK JHAVERI, Founder, Ambab and Founder & CEO, Pretr

About the Expert and his Organization:

- Bhavik is a serial technoprenure and an "emerging market" observer. He strongly believes in the power of teaming, innovation and crowd sourcing.
- Founder of AmbabInfotech, India-based leading consumer Internet and mobility technology company. Bhavik loves startups and is committed to build strong startup ecosystem in country.
- Successfully founded and built some of the leading ventures in e-commerce, consumer internet and digital media space across India and global Markets.
- Co-founded Craftsvilla.com and was CTO for Smile group’s FashionandYou.com.
- Chief Mentor at Venture Nursery, an India based top Accelerator program.
- Tech partner with TrueFacet and Trenspott leading global startups.
- Founder and CEO of Pretr, revolutionising the way retail operates in India.

- **Ambab** is a leading Internet and mobility engineering company. As a business builder, Ambab partners with the best entrepreneurs & enterprise globally to build their digital footprints from scratch.
- **Pretr** is an omni-channel application for retail which primarily uses internet technology, machine learning and predictive algorithms to take brands and retailers hyper local extending immediate gratification to consumers.

Clients:

- Shoppers Stop
- Metro Shoes
- Croma
- AND India
- DLF Brands
- Indianroots
- Lavie
- Samsonite
KNOWLEDGE SERIES 3: DIGITAL MARKETING: HOW TO MAKE DIGITAL MARKETING WORK FOR CUSTOMER ACQUISITION AND RETENTION: 5 NEW AND EASY WAYS TO TRANSFORM YOUR ONLINE AND MOBILITY MARKETING RESULTS

Technology and consumer behaviour is changing world faster and further than at any point in human history. We are witnessing a tremendous change in the digital space, with Facebook users increasing at a rapid pace – and internet access getting a real boost through introduction of 3G & 4G. These changes have tremendous impact on the way people live, interact with each other, consume media, buy products and share and interact with each other. These changes have a profound impact on Business and Brands.

This inspiring and fast-paced session will help you understand how you can use digital marketing to acquire more customers, retain them and subsequently earn a larger share of wallet. You will get thought provoking and fresh thoughts on omni-channel marketing, mobility and how to keep your customers happy and fiercely loyal.

Brands can no longer operate in the traditional manner- the one way communication route is becoming ineffective, where consumers prefer – engagement, and real time interaction, and the digital space is providing just that desired platform. Marketers and business community are facing major challenges in order to adapt to this rapid transformation. There is a clear need for knowledge sharing in this new evolving field.

International Expert: MICHAEL LEANDER, CEO, The Michael Leander Company

Multi Award Winning Speaker / Judge for Digital, Direct and Loyalty Marketing Awards / Consulting agencies and brands for results / Board member / Keynotes in 40+ countries

- Michael Leander is an award winning marketing thought leader, speaker and change maker.
- Hailing from Denmark he has helped leading global brands embrace change and implement marketing programs that delivered impressive returns.
- Michael is a channel agnostic "tell it as it is" Return on Marketing Investment focused individual with a passion for customer centricity. An internet marketing pioneer since 1995, he still maintains that the trick is in the channel mix.
- A former top executive in public and private corporations, he now spends much of his time sharing his knowledge and ideas with audiences around the world. So far in more than 40 countries on six continents.
- He has opened huge conferences, taught at prestigious business schools and trained global brands such as Nestlé, Unilever, Samsung, IBM, Americana Group and many more.

**Takeaways from this Knowledge Series – What to Expect:**

This condensed DIGITAL KNOWLEDGE SERIES is designed for retailers aiming to increase key metrics through smart use of customer centric digital and mobile marketing initiatives. This inspiring and fast-paced session will help you understand how you can use digital marketing to acquire more customers, retain them and subsequently earn a larger share of wallet. You will get thought provoking and fresh thoughts on omni-channel marketing, mobility and how to keep your customers happy and fiercely loyal.

**Global Brands Trained:**

- SAMSUNG
- IBM
- Nestle
- Unilever
- Americana

**ROUNDTABLES AT IRF –**

September 15, 2015 (Tuesday)

16:45 – 18:15 hrs

**ROUNDTABLE SESSION** powered by **SAP**

REDISCOVER YOUR BRAND SUCCESS IN THE DIGITAL ERA: STAY RELEVANT AND WIN YOUR CUSTOMERS
We as retail leaders and technology experts understand that the digital economy is disrupting businesses, industries and entire value chains. The proof is everywhere, from how we use technology and data as consumers, to how cutting-edge businesses are reshaping the consumer marketplace. Anywhere we look - Fashion, CPG, sports, healthcare, media...to even traditional business into manufacturing, finance to Government - digital transformation is a pervasive force.

Technology is disrupting, influencing and impacting - Consumers buying behaviour, omni touch research journey, mobility, social advocacy and in-the-moment Lifestyle? To answer such challenges & questions, we get insights into technology deployment leveraged by best Brands world over for Value Creation in the Digital Economy. Get an understanding of the framework to transition to digital business and Run Simple.

Roundtable Chair: Veneeth Purushotaman, CIO, Bharti Retail
- Lead Speaker and Moderator: Puran Koul, Director - COE & Solutions Advisory, SAP
- Anupam Bansal, Executive Director, Liberty Group
- Bipin Gurnani, CEO, Prozone Intu
- C. Gopalakrishnan, Founder, N Stores
- Rohan Jetley, Director, TGI Fridays
- Shitanshu Jhunjhunwalla, Director, Turtle
- Vinod Krishnan, CIO & Head – e-Commerce, Usha International

September 16, 2015 (Wednesday)

11:00 – 12:30 hrs

ROUNDTABLE SESSION powered by PLUMSLICE

INNOVATE OR PERISH – NEW RULES OF ENGAGEMENT IN A DISRUPTIVE TECH ENABLED AGE!

The rapid evolution of technology especially, Cloud, Mobile, and Social at the same time during the last few years has had a significant impact on the Digital Commerce business landscape. Also on the horizon are wearable/loT, robotic, and big data technologies that have begun to show the potential of having similar groundbreaking impact on commerce in the next few years resulting in continued shifts
in consumer expectations and behaviors. While this will be challenging to deal with for some companies, other will use these to their advantage and emerge ahead.

In this Roundtable, we lead a discussion on how to address these challenges head on and view these as opportunities instead to get ahead of the competition.

Roundtable Chair: Ranjit Satyanath, CIO, Croma
- Lead Speaker and Moderator: Abnesh Raina, Founder and CEO, PlumSlice Labs
- Badal Malick, VP and Head of Omnichannel, Snapdeal
- CK Nair, CEO, Home Stop (Shoppers Stop)
- Gagan Jain, Co-Founder, Rangrange.in
- Navneet Singh, Founder & CEO, Peppertap
- Pankaj Acharya, Founder & CEO, MAD(e) IN INDIA
- Rajesh Saboo, Head IT Services, Future Group
- Raka Chakrawarti, Founder & CEO, Gourmetdelight.in
- Ruchi Pangasa, Head – Ecommerce, The Walt Disney Company (India)
- Sagar Daryani, Co-Founder, CEO at Wow! Momo Foods
- Shivanandan Pare, Head - Ecommerce, Trendin.com (Madura Fashion & Lifestyle)
- Vivek Biyani, Director, Big Bazaar Direct
- Dhruv Bogra, Sr. Retail Director, Adidas
- Vijay Basrur, Ecommerce Head, Raymond
- Ankit Goyal, VP Business Development, Peppertap
- Sunil Mirani, Future Group
- Sheejo Arvind, Head, Business, Customer Engagement, Commerce & CRM, Invenio Business Solutions

13:15 – 14:45 hrs

ROUNDTABLE SESSION powered by VINCULUM

EMERGING REVENUE OPPORTUNITIES FOR THE eCOMMERCE ECOSYSTEM

The Roundtable will focus on strategies for Brick n’ Mortar Retailers, Ecommerce Marketplaces, eTailers, CPG companies & 3PL companies to succeed in the rapidly evolving eCommerce ecosystem players.
This knowledge sharing & thought leadership platform will allow participants to discuss, share best practices, case studies & brainstorm on what it takes to fulfill these opportunities and grow revenues for each part of the ecosystem.

**Key Takeaways & discussion points:**

- **Brick n’ Mortar Retailers:**
  - From Bricks to clicks: Strategies & new revenue opportunities for Offline Retailers
  - How Retailers can partner with Marketplaces to increase revenue
  - How Retailers can make the customer experience more sticky with a true OmniChannel experience

- **eTailers: Online Businesses, Turbocharged**
  - Opportunities for eTailers to sell to customers globally through cross border fulfillment
  - Improved customer satisfaction & revenue metrics through Multi-channel order management

- **3PLs: From Customers to consumers- The changing role of 3PLs**
  - eCommerce fulfillment as a revenue line for 3PLs
  - How to onboard customers faster
  - How 3PLs can play a major role in shaping their customers’ eCommerce strategy

- **CPG Companies : Bridging the digital divide, Bringing Brands closer to the consumer**
  - How Consumer brands can reach their end users through online channels
  - How they can partner with marketplaces to augment their distribution network

- **Marketplaces: Catalysts for eCommerce Growth**
  - How they can partner with retailers, retailers to scale & fulfill better

- **Lead Presenter and Moderator: Venkat Nott**, CEO, Vinculum Group
- **Chandra Sankholkar**, Head of Business Development – West, Amazon Internet Services
- **Atul Ahuja**, Vice President-Retail, Apollo Pharmacy
- **Nadeesh Ramachandran**, Industry Head, Retail, Google
- **Preeta Sukhtankar**, CEO & Founder, TheLabelCorp.com
- **Rishi Vasudev**, VP, Fashion, Flipkart.com
- **Sujayath Ali**, Co Founder & CEO, Voonik.com
- **Sunil Nair**, Head Technology & Business Solutions, Max Hypermarket
- **Ankit K Jain**, Co-Founder, Askme Grocery
- **Amit Bahl**, Head of Online Technology, Future Group
Amit Nigam, Co-Founder, Askme Grocery
Saurabh Garg, Max
Kanwar Bir, TTK Prestige
Shanu Singh, Godrej Interio
Raka Chakrawarti, Founder & CEO, Gourmetdelight.in

15:30 – 17:00 hrs

ROUNDTABLE SESSION powered by MINDTREE

THE RISE OF THE PHY-GITAL STORE

Are we witnessing the death of the retail store? Or its rebirth and the beginning of the true Golden Age of retailing? It's a passionate debate. One thing is certain, the store of the future will be vastly different. In this fascinating roundtable, we will share ideas about successfully exploiting phy-gital shopper needs. This new breed of shopper interacts with various media and devices, such as cloud apps and connected smart devices, combining online and in-store experiences in whatever way best suits them. They've flipped the traditional supply and demand model. Demand now discovers supply.

However, the Phy-gital journey has many confusing, and often conflicting priorities and buzzwords. How do you prioritize and structure your initiatives in this environment to win over the phy-gital shopper? Thought leaders will share an approach and success stories on how global organizations are making phy-gital real.

Roundtable Chair: Arun Gupta, Founder, Ingenium Advisory

- Lead Speaker and Moderator: Debjyoti Paul, Head, Digital Business, MindTree
- Arjun Basu, Co-Founder, Mydala.com
- Hrishikesh Pore, Head - Grocery Online, My247market.com
- Mohit Dhanjal, Director Retail, Raymond
- Sai Sudershan, COO, Omved
- Shivanandan Pare, Head - Ecommerce, Trendin.com (Madura Fashion & Lifestyle)
- Vijay Jain, CEO, Orra
- Vivek Gaur, Co-Founder, YepMe.com
- Lalit Agarwal, V Mart Retail
- Abel Correa, CIO, Arvind Brands
- Dev Amritesh, President and COO, Dunkin’ Donuts
17:00 – 18:30 hrs

ROUNDTABLE SESSION powered by THOUGHTWORKS

ENHANCING THE PHYSICAL STORE WITH DIGITAL TECHNOLOGIES

The shopping habits of the next generation of shoppers are markedly different. Highly tech-savvy, experimental and impatient, they expect to find in physical stores the features they routinely encounter online - personalised offers and recommendations, detailed product information, comparison between models etc. Retailers unable to provide such compelling customer experiences risk losing market share, brand equity and relevance.

The round-table focuses on finding proven, practical answers to key questions such as:

- What do millennials want from their shopping experiences?
- How to serve millennials profitably?
- What are examples of great uses of digital technologies globally and in India?
- How can digital technologies increase store throughput?
- How to empower sales associates be empowered to sell more?

- Lead Speaker and Moderator: Nagarjun Kandukuru, VP - Global South Strategy, ThoughtWorks
- C K Venkatraman, CEO, Jewellery, Tanishq
- Chirantan Kislae, CIO, The Mobile Store
- Mohit Khattar, MD, Godrej Natures Basket
- Rahul Singh, Founder & CEO, The Beer Café
- Samir Srivastav, CEO, JCB Salons
- Bhupesh Dinger, Director Operations, Enrich Salons
- Yashovardhan Gupta, Director & CEO, CROSS (Exclusive Global Licensee-Torero Corporation)
- Ram Chandra Agarwal, CMD, V2 Retail
- Vijay Jain, CEO, Orra