

PHYGITAL RETAIL CONVENTION

10th – 11th November 2021

AGENDA

Theme: Retail Reimagined – Aligning Retail with New-Age Connected Consumers

10th November 2021

09:50 - 10:00 hrs

Welcome and Introduction to PRC 2021

Anish Trivedi, President & CEO, Alenda Media

10:00 – 10:15 hrs

Research Presentation: 10 ‘PHYGITAL’ TRENDS THAT YOU NEED TO KNOW IN 2022

Phygital is governed by the three “I’s:” Immediacy, Immersion, and Interaction. The first two “I’s”, immediacy and immersion, come from the digital realm, while the final “I,” interaction, comes from the physical realm. A successful Phygital strategy must combine all three of these elements.

Anurag Mathur, Partner & Leader - Consumer and Retail business, Strategy&, part of the PwC network

10:15 – 11:20 hrs

INAUGURAL SESSION: RETAIL REIMAGINED – Aligning Retail with New-Age Connected Consumers

The line — however slim — that existed between in-store and online retail experiences was eliminated during the pandemic. Initially, consumers shopped online because there was no alternative. While disappointed by shop closures, people had little choice but to shop online, even the laggards.

But then something interesting happened.

Even as restrictions eased and states lifted quarantines, people continued to shop online because it was safer — and easier. Those who may have been late adopters recognized what Gen Z already knew: there’s a convenience and simplicity to online shopping that in-store experiences can’t replicate, starting with never having to leave the house.

By June 2021, when asked to consider the ways in which COVID-19 restrictions had influenced their consumer behavior, over half of respondents in a PwC survey said they had become more digital. Ecommerce was no longer a temporary solution, but rather the predominant way consumers shopped. The retail industry will be forever changed as a result.

In such an environment, it is important for retailers, retail real estate, entrepreneurs, investors, and technology startups to re-evaluate the landscape and assess and rethink their game plans. Learning, cooperating, collaborating, and celebrating the opportunity that is lying ahead is the way forward.

Alvira Khan Agnihotri, Managing Director, Being Human Clothing (FAFH)

Damodar Mall, CEO – Grocery, Reliance Retail

Devarajan Iyer, CEO, Lifestyle

William Bissell, Chairman, Fabindia

Sandeep Kataria, Global CEO, Bata (Livestream from Switzerland)

Tushar Ved, President, Major Brands

Session Moderator: B S Nagesh, Founder, TRRAIN

11:20 – 11:30 hrs

KEYNOTE ADDRESS: The Phygital Approach to Malls

Pushpa Bector, Executive Director, DLF Retail

11:30 – 11:50 hrs

KEYNOTE ADDRESS: From Underdog to Icon: The Man with the Heart of an Entrepreneur, the Soul of a Merchant and the Mindset of an Exponential Growth Leader

From his first paying job as a Merchant at Proline Sportswear, to being a Product Manager for Levi's in 2001 and leading a striking turnaround for Benetton in eight years as CEO to returning in 2016 as MD of Levi's, Sanjeev Mohanty's achievements and legendary achievements are folklore of fashion industry in the region. His bold vision, retail as well as eCommerce know-how, in addition to his intensity and speed of execution, have rocketed him to becoming one of India's most prominent icons of fashion retail over the past two decades.

Twenty years in which India's fashion consumption transformed into a dynamic, enlarging, exciting universe coupled with a massive retail revolution.

As he bids goodbye to his India stint to head Levi Strauss & Co's US and Canada, a USD 3bn operation, the most important, complex and cutthroat market in the world — becoming the first Indian to lead an iconic fashion brand in those markets — he reflects on the many learnings, and envisions the still-to-be-maximised promise of fashion retail in India, and how the future of fashion consumption is likely to be driven in the country.

Sanjeev Mohanty, Managing Director & SVP : South Asia - Middle East & Africa, Levi Strauss & Co

11:50 – 12:45 hrs

CEOs STRATEGY MEET: Retail Realigned with Connected Consumption

Retailers, accustomed to playing on the margins, were facing unprecedented timeframes and enormous ramifications for their businesses. According to McKinsey, companies acted 27 times faster to meet increasing customer demand for online purchasing and services than they would have done before the COVID-19 crisis. In other words, companies took 22 days to implement changes that previously would have taken them 20 months.

Developing a future-fit company that can navigate times of volatility, uncertainty and crisis is top of mind for most CEOs today. How do you create strong business models -- across consumption categories -- that are disruption-proof and responsive to market challenges and continuously evolving consumers?

Abhishek Ganguly, MD, PUMA India & Head South Asia

Devang Sampat, CEO, Cinépolis India

Rahul Vira, CEO, Skechers India

Vineet Gautam, CEO, Bestseller India

Vishak Kumar, CEO, Madura Fashion & Lifestyle, Aditya Birla Fashion and Retail Ltd.

Session Moderator: **Anurag Mathur**, Partner & Leader - Consumer and Retail business, Strategy&, part of the PwC network

12:45 – 12:55 hrs

KEYNOTE ADDRESS: Building a world-class post-checkout experience for customers outside marketplaces

Gautam Kapoor, COO & Co-Founder, Shiprocket

12:55 – 13:30 hrs *Lunch break*

13:30 – 14:20 hrs

PANEL DISCUSSION: Fashion Reimagined: Converting Change to Progress

It is clear that to serve and inspire fashion shoppers, retailers and brands need to think through conventional business models and



boost consumption through product innovation and faster inventory turns.

The pandemic has changed the consumption patterns in consumers. From want based purchases, now consumers are shifting to need based purchases. However, new arenas are opening up for the industry. Work from home wear and lounge wear will be big segments moving forward along with basic clothing. Consumers will look for quality and durability, instead of fashion and trends primarily. Brands will be creating lines for the next season which will be more relevant to consumers and exploring new product categories as well.

Key Points:

- Is there a hybrid future for fashion in the making? How can physical stores up the ante?
- Omnichannel retail: Perfecting the 360-degree customer experience
- Optimising tech for market reach, business scale
- Road to speeding up innovation and fashion inventory cycles
- Responsible fashion: Pivoting to match sustainability expectations

Manish Kapoor, CEO, Pepe Jeans India

Mevin Murden, Director of Education, Istituto Marangoni Mumbai

Muhamed Fawaz, CEO, HiLITE Mall

Pankaj Vermani, Founder and CEO, Clovia

Rohiet Singh, COO, PVH Arvind Fashion Pvt Ltd

Session Moderator: Sakshi Goel, Senior Director – Retail, CBRE

14:20 – 14:30 hrs

KEYNOTE ADDRESS: The New Supply Chain Paradigm in the Post Pandemic World

Anshuman Singh, Chairman and Managing Director, Stellar Value Chain Solutions

14:30 – 15:20 hrs

PANEL DISCUSSION: Malls & Digital Integration with Brands & New Age Consumers

What does the term 'Phygital' mean for retail destinations and locations? How can retail real estate developers and retail tenants co-create destinations and experiences that reflect the reality of today's shopper behaviour? Collaboration will be the key and tenants and mall owners need to rework conventional partnership structures to jointly drive new lifestyle, social and retail offers. The onus rests on both occupiers and retail real estate leaders to build consumer confidence, co-create digital triggers, drive demand and re-energise topline across all key verticals.

How can digital experiences and tools be infused in brick and mortar retail to deliver phygital shopper experiences?

- The Phygitalisation of Retail Spaces : The Retailer – Shopping Centre collaboration
- The True Phygital World : Unlocking the Power of Shopping Centres for Experiential Online Experience
- Consumption needs a strong boost. How can Mall-Retailer partnerships lead the way?

Deepak Aggarwal, Founder & MD, Kazo

Harsh Bansal, Director, Vegas Mall & Unity Group

Jatin Goel, Executive Director, Omaxe Group

Mukesh Kumar, CEO, Infiniti Malls; Chairman, SCAI

Rajesh Jain, MD & CEO, Lacoste

Sanjay Vakharia, CEO, Spykar

Sanjeev Rao, CEO, Being Human Clothing (FAFH)

Session Moderator: Pankaj Renjhen, COO & Jt. Managing Director, ANAROCK Retail

15:20 – 15:30 hrs

CASE STUDY: What physical-first brands can learn from digital-first brands?

Paras Batra, Co-founder and CMO, Leaf Studios

15:30 – 16:30 hrs



PANEL DISCUSSION: The Last Mile Promise: When the Supply Chain Goes Phygital - From the Hype to the How

Session Focus: Supply Chain

“Promises to keep promises” aptly describes how digital technologies are enticing retailers with promises of better efficiencies and agility in their supply chains to live up to their customer promise.

The expectations of omnichannel customers—speed and flexibility, transparency, authenticity, and ethical standards—is challenging the supply chain to emerge as a key customer experience and sales driver.

While new digital interventions such as IoT, machine learning, blockchain, warehouse automation, and automated guided vehicles (AGVs), what is the evolution required to derive the best from these technologies to build digital prowess in the retail supply chain.

Anil Menon, Head of IT, LuLu Group India

Anurag Saxena, CIO, BIBA

Atul Mehta, COO, Shiprocket

Gurukeerthi Gurunathan, Co-Founder & CTO, Caratlane

Manoj Patel, CIO, House of Anita Dongre

Prashant Bokil, CTO, Being Human

Ranjan Sharma, CIO and Head of Supply Chain, captive eCommerce & Quality Assurance, Bestseller India

Satish Panchapakesan, Sr. Vice-President and Chief Information Officer, Arvind Fashions

Session Moderator: Siju Narayan, Retail Industry Practitioner and Chief Experience Officer Rexemptor Consult

16:30 – 16:40 hrs

CASE STUDY: Warehouse management & supply chain logistics for D2C brands

Saurabh Singhal, Co-founder & Head of Supply Chain, mCaffeine

16:40 – 17:25 hrs



PANEL DISCUSSION: Perfecting the ‘Phygital’ Shopping Experience: Unifying the Complete Ecosystem for Engaging Hyper-Connected Consumers

Session Focus: Omnichannel

Website, mobile application, social selling, connected store, virtual or augmented reality, click-and-collect... The phygital era brings the perfect combination of physical commerce (retail) and digital commerce (web) to which the marketplace will bring a new dimension. How is this done? By offering customers a platform available 24 hours a day, allowing them to access products and choose the delivery methods that suit them best, and blend it with the best of the experiential touch-and-feel ambience.

Integrating these is key and we understand from the best retailers how they have integrated everything to bring a seamless experience together:

- Analytics
- Omnichannel
- In Store Technologies
- AR/VR
- Ecommerce – D2C
- Marketplace
- Physical touchpoints
- Virtual store

- o Experiential studio / showroom

Hariharan Iyer, Group CIO, Raymond Group
Kashyap Vadapalli, Chief Marketing Officer & Business Head, Pepperfry.com
Kunal Turukmane, Head - Strategy and Project Management, Being Human (FAFH)
Manoj Kansal, Director of Engineering, Myntra
Praveen Shrikhande, Chief Digital and Information Officer, Aditya Birla Fashion and Retail
Priyanka Chauhan, Head-Key Accounts(E-commerce) , Bestseller
Jitender Joshi, CEO, Ambab
Session Moderator: Navin Joshua, Founder/Director, GreenHonchos

17:25 – 17:30 hrs

Launch of India D2C Year Book 2021

Navin Joshua, Founder/Director, GreenHonchos

17:30 – 17:40 hrs

CASE STUDY: **Shiprocket**

Rishubh Satiya, Founder, Plix

17:40 – 19:30 hrs

RETAIL BUSINESS DEVELOPMENT TOWN HALL: RETAILERS VIEWPOINT ON ‘PHYGITAL’ SHOPPING SPACES

What Retailers Expect From Future-Ready ‘Phygital’ Shopping Centres

For a long time, we talked about ‘experiential’ shopping spaces, and now the time has come to evolve them to ‘phygital’ spaces. Developers are embracing feedback more and more from the Retailers on how the current shopping centres need to embrace the phygital element, as well as their inputs for all future shopping centre developments. After all, nobody has their ears closer to the shopper than the retailers – the big box retailer, the boutique stores, as well as the online retailers. It is only with their constant feedback and inputs that developers can create the right mix of shopping spaces.

We bring the developers who create iconic experiences, and leading retailers who are redefining the digital experience together in this collaborative discussion – a hotbox of ideas that have Malls embracing *Phygital* retail to add value to the customer’s journey.

- The next centres creation - Mix, design, relationships, digital revolution
- Drive customers back to the malls, when engagement with digital devices is on the rise
- Create new reasons and seasons to visit the mall
- Enhance omni channel experience for customers
- Elevating the shopping centre spatial experience to the tribe of Online Shoppers
- Mall Environments that engage Digital Millennials
- Incorporating Distribution into Shopping Centres
- Accelerating Developer–Online Retailer Collaboration: both need each other

Retail BD:

Abhishek Raj, COO, Lacoste India
Akash Srivastava, AVP-Business Development, Jubilant Foodworks
Amit Garg, Head BD, Cinepolis India
Indranil Banerjee, National BD Head, Wow! Momo
Kanika Malkotia, AVP – BD, PVR
Lokesh Chopra, Head Of Sales and Business Development, Alcis Sports Pvt. Ltd.
Arun Sharma, Operations Head Retail, Spykar
Manik Dhodi, Director Real Estate, Adidas Group India
Manish Vig, Retail Head, VIP Industries Ltd
Nikhil Tiku, Senior General Manager- Real Estate & Business Development, Reliance Brands
N P Singh, Director – BD, Samsonite South Asia

Preeti Chopra, National Head BD –Retail, Raymond Apparel Ltd.
Priyaranjan Manay, Head of Marketing, Pepe Jeans India
Rahul Seth, Co-Founder, Burger Singh
Ranjeet Thakur, Director Business Development, Chaayos
Ravi Pratap, Head BD, Licious
Sahil Kansal, Head Property, Infiniti Retail (Croma)
Shirish Handa, Chief Growth & Product Design Officer, Inox
Shadab Khan, Head BD, Being Human Clothing
Sudeep Nagar, COO, BlueStone
Sumit S Suneja, Head - Business Development & Franchise, Bestseller
Veena Premjani, GM Business Development & Operations, Lofa
Vivek Shrivastava, BD Head, Benetton Group

Shopping Centres:

Abhishek Bansal, Executive Director, Pacific Malls
Bipin Gurnani, President & CEO, Prozone INTU Properties
Harsh Bansal, Director, Vegas Mall & Unity Group
Mukesh Kumar, CEO, Infiniti Malls; Chairman, SCAI
Shibu Philips, Business Head-Malls, Lulu International Shopping Malls

Session Moderators:

Rajneesh Mahajan, CEO, Inorbit Malls

19:30 – 19:45 hrs

COCKTAILS

19:45 Onwards

IMAGES RETAIL TECH ICONS GALA followed by Dinner

19:45 – 19:55

WELCOME ADDRESS:

Navin Joshua, Founder/Director, GreenHonchos

PARALLEL SESSION: 5:30 – 6:30 PM





FOCUSED GROUP MEET: Deep Dive: Building a world-class post-checkout experience for customers outside marketplaces

In today's scenario, how can sellers provide the experience that marketplaces have enabled customers with? Deep dive into a step-by-step post-checkout journey both from a seller's as well as a buyer's point of view.

Anil Menon, Head of IT, LuLu Group India
Anurag Saxena, Head of IT, BIBA
Atul Mehta, COO, Shiprocket
Gurukeerthi Gurunathan, Co-Founder & CTO, Caratlane
Manoj Patel, CIO, House of Anita Dongre
Mohit Malik, CTO, Chaayos
Prashant Bokil, CTO, Being Human
Rajgopal Nayak, Chief Technology Officer, Metro Brands Limited
Rajneesh Sharma, CIO, Campus Shoes
Rupendra Nigam, Head of IT, Spykar
Sandeep Mistry, Vice President, Head IT & Digital - Pantaloons & Jaypore, Aditya Birla Fashion & Retail Limited
Sandeep Jabbal, VP –IT, Jubilant Foodworks

11th November 2021

RETAIL STRATEGY	RETAIL TECHWAY
	<p><i>10:30 – 10:50 hrs</i></p> <p>Research Presentation: Use of Analytics across the retail value chain</p> <p>Amit Khanna, Partner & Leader, Front Office Transformation, PwC</p>
<p><i>10:50 – 11:50 hrs</i></p> <p>PANEL DISCUSSION: Redefining Reach and Profitability in Food Service</p> <p>When the customer can't come to your restaurant, take the food and hospitality to the consumer. This is the approach which most F&B businesses mastered in the last year.</p> <p>This phygital experience is to provide the experience of the interactive environment of the aromas of their favorite restaurant, but with the immediacy of online ordering and the reassuring ambience of their home or outdoors.</p> <p>While aggregators have captured the wallets of convenience-driven customers, brick and mortar restaurants remain positive on the business outlook — given Indians' cultural fondness for cuisine and the experience of hospitality. How can the restaurant business build new models for profitability?</p> <p>Key Points:</p> <ul style="list-style-type: none"> ○ Changing expectations in food safety, hygiene and quality ○ The elusive foodservice profitability formula ○ The coexistence of online and offline models ○ Putting the hospitality back in foodservice ○ Maximizing the off-premise business ○ Coupling entertainment, live shows, games with food ○ Food as a social experience ○ Putting the Omnichannel experience into food experience (just as Fashion has mastered Omnichannel so well) <ul style="list-style-type: none"> ▪ Ankit Patel, CEO, The Belgian Waffle Co ▪ Anurag Katriar, ED & CEO, deGustibus Hospitality (President NRAI) 	<p><i>10:50 – 11:50 hrs</i></p>  <p>PANEL DISCUSSION: What It Takes To Win In The D2C Business Model?</p> <p>Winning in the D2C business starts with understanding the Consumer grabbing their attention, and fulfilling to their needs on an ongoing basis.</p> <p>D2C is a mindset not a business model.</p> <p>The amount of products, content, pictures being shared and uploaded in the internet is growing exponentially leading to distraction for the consumer and all the more difficulty in your brand and products being spotted by the consumers. This is further accentuated by demand uncertainties due to environmental and market conditions.</p> <p>In fact brands have just have 3 seconds to catch consumer attention. In other words, We live in a 3 second world.</p> <p>In this panel discussion, You will get to hear from the esteemed panel members on how they are dealing with catching attention and also fulfilling the demand on an ongoing basis. What are the next practices in dealing with this and how can a brand prepare to deal with this opportunity or challenge across key dimensions of business people, process and technology.</p> <ul style="list-style-type: none"> • Dharmender Khanna, Head of Digital transformation, SSIPL • Mittul Parikh, GM - Omni Channel, Spykar • Satish Panchapakesan, Sr. Vice-President and Chief Information Officer, Arvind Fashions

<ul style="list-style-type: none"> ● Chaitanya Chitta, Co-Founder, SLAY Coffee ▪ Kabir Jeet Singh, Founder, Burger Singh ▪ Mohit Pruthi, Vice President - Head Retail Marketing Brand Communication, Bharti Realty ▪ Raghav Verma, Co-founder, Chaayos ▪ Sagar Daryani, Co-Founder & CEO, Wow! Momo ▪ Shibu Philips, Business Head-Malls, Lulu International Shopping Malls ▪ Shriram PM Monga, Principal Consultant, SRED ▪ Tarak Bhattacharya, ED & CEO, Mad Over Donuts ▪ <i>Session Moderator:</i> Mohit Khattar, CEO, Graviss Foods (Baskin Robbins) 	<ul style="list-style-type: none"> ● Vaibhav Baweja, Head of E-Commerce – Jack & Jones, Vero Moda, ONLY, Bestseller India ● <i>Session Moderator:</i> Ganesh Subramanian, Founder & CEO, Stylumia
	<p><i>11:50 – 12:05 hrs</i></p> <p>KEYNOTE ADDRESS: Enterprise Social Commerce Platform</p> <p>NDHGO is a Social Commerce Platform that allows businesses to create their own market place using social networks and bring native commerce experience to their customers in a single unified platform.</p> <p>Kumar P. Saha, Founder, NDHGO</p>
<p><i>12:05 – 13:05 hrs</i></p> <p>PANEL DISCUSSION: Phygital: Best of Both Worlds - Using Phygital to Get Customers Back to the Stores and the Malls</p> <p>Maximizing both online and offline to fuel each other has become one of the top priorities of retailers today. While e-commerce will continue to be an essential element of retail strategy, the future success of retailers will ultimately depend on creating a cohesive customer experience, both online and in stores.</p> <p>Offering services and experiences that cannot be had online is one way to win. To personalize and drive the experiences, many brands in US are offering customers everything from hyper-personalized fragrance recommendations, pre-booked fitting rooms, and reserved tables at the in-store café to entice them back into the stores.</p> <p>Some unique strategies which forward-thinking retailers are already using:</p> <ul style="list-style-type: none"> ○ display stands for virtual changing rooms – becoming the norm in forward-thinking, future-ready retail stores ○ curated user reviews on products in phygital retail displays - assist undecided consumers in making difficult buying decisions in store ○ We are constantly sifting through reviews online. Why not do the same in stores? After all, user generated content is increasingly valued by consumers as a reputable source of product evaluation <p>How can retailers be prepared for this new “phygital” world that we are all living in today? And maximize their returns and the customer experiences on the biggest investment they make</p>	<p><i>12:05 – 13:05 hrs</i></p> <div style="text-align: right;">  <p>omuni Powered by Arvind Internet</p> </div> <p>PANEL DISCUSSION: Creating a profitable online-offline business through store based omnichannel retail</p> <p>The current world has fast forwarded the online retail from sub 5% to upto 40% of P&L in fashion & lifestyle. The scale has changed however many are still struggling with profitability. The session will talk about how the convergence of online & offline through a store based omnichannel retail is increasing topline numbers as well as improving profitability.</p> <ul style="list-style-type: none"> ● Importance of new journeys for the omnichannel customer ● Impact on profitability through decentralizing retail store-based models. ● Comparing Omnichannel P&L with traditional P&L ● Case studies of profitable omnichannel. <ul style="list-style-type: none"> ▪ Ayaan Agnihotri, Head Digital Marketing, Being Human Clothing (FAFH) ● Jermine Menon, Head of Marketing, NUMI Paris ● Kapila Sethi, Head Of Marketing, DLF Limited ● Meetu Grover, Head of Retail Excellence, Benetton Group ● Priyaranjan Manay, Head of Marketing, Pepe Jeans India ▪ <i>Session Moderator:</i> Tapan Acharya, Chief Revenue Officer, OMUNI

<p>– that is the STORE?</p> <ul style="list-style-type: none"> ● Abhishek Trehan, Executive Director, Trehan Group ● Amit Sharma, Managing Director, Miraj Entertainment Limited ● Bidyut Bhanjdeo, Head S&D, LFS & E-Commerce, Raymond Limited ● Chaitanya Chitta, Co-Founder, SLAY Coffee ● Kumar P. Saha, Founder, NDHGO ● Rajiv Nair, Group CEO, Kaya ● Samir Srivastav, CEO, Jean-Claude Biguine Salon and Spa, India ● Subodh Mehta, Senior VP and Head - Home Furniture Business, Godrej Interio ● <i>Session Moderator:</i> J P Biswas, Managing Partner, Stonehenge Consulting 	
	<p>13:05 – 13:15 hrs</p> <p>CASE STUDY: Growing Unconventionally as a D2C Brand</p> <p>Dhruv Madhok, Co-founder, Arata</p>
<p>13:30 – 14:30 hrs Lunch break</p>	
<p>14:30 – 15:30 hrs</p> <p>PANEL DISCUSSION: Evolution of Phygital in Lifestyle and Living</p> <p>What’s in a Lifestyle – One Style Meets All, and That is Phygital.</p> <p>Phygital is seducing consumers in high-end and high-involvement categories in Lifestyle and Living, and for retailers ready to take the plunge it’s an opportunity to seize and many more customers to reach. Consumer Lifestyles now straddle the Physical and Digital Worlds across these categories where once it was necessary to touch, feel, try on, because it was a long term asset and an investment.</p> <p>AR and VR is creating more immersive ‘phygital reality’ that seamlessly transitions consumers between online and offline channels. In the wake of COVID-19, retailers using AR saw a 19% spike in customer engagement, with conversion rates increasing by 90% for customers engaging with AR versus those that don’t.</p> <p>‘Try before you buy’ - offers brands and consumers a phygital reality route by enabling people to virtually try on clothing or view an object, such as a sofa, in your house without having to buy it or head to a store.</p> <p>Some worldwide examples:</p> <ul style="list-style-type: none"> ○ Dulux Paint Expert AR app - do-it-yourselfers can see what different paint colors will look like on their walls ○ ASOS ‘See My Fit’ tool - allows shoppers to see how 	<p>14:30 – 15:30 hrs</p> <p>PANEL DISCUSSION: What Does it Take to Build a Profitable Phygital Business : Growth, Customer Satisfaction and User Retention Strategies in a Phygital World</p> <p>Session Focus: Customer Experience/User Retention</p> <ul style="list-style-type: none"> ○ CX Experience ○ Customer Engagement ○ User Growth ○ Minimizing Customer Acquisition Cost ○ Customer Churn Management ○ Referral plans ○ Loyalty and Rewards ○ How do you create a Merchandise Plan – nimble enough to move, wide enough to have every product possible of each known brand <ul style="list-style-type: none"> ● Abhijit Das, Head of Marketing, Delhi Duty Free ■ Anay Agarwal, Head Loyalty & Analytics, Grocery, JioMart, Reliance Retail ■ Deven Pabaru, Chief Executive Officer, Stellar Value Chain Solutions ■ Rohit Khetan, Head of Marketing and Strategy, Ginesys ■ <i>Session Moderator:</i> Santanu Saha, Partner Consulting, PwC

<p>products look in different sizes and on different body types</p> <ul style="list-style-type: none"> ○ L’Oreal’s ‘tap and try’ tool - lets users virtually test make-up and hair color products <p>We discuss with the leaders encompassing a wide world of Luxury, Home, Accessories, Entertainment on growing their businesses and these categories.</p> <ul style="list-style-type: none"> ● Abbas Jabalpurwala, CEO, Timezone India ● Pradeep Hirani, Chairman & Founder, Kimaya Fashions ● Raghunandan Saraf, Founder & CEO, Saraf Furniture ● Uddhav Poddar, MD & Group CEO, Bhumika Group ● <i>Session Moderator: K Radhakrishnan</i>, Co Founder, Tata Starquik.com 	
<p><i>15:30 – 15:45 hrs</i></p> <p>CASE STUDY: Enabling Optimised Shipping Solution</p> <p>Sudeep Das, Head of Business operations, Smitch</p>	
<p><i>15:45 – 16:00 hrs</i></p> <p>KEYNOTE ADDRESS: Future proofing growth through a data foundation: The every data strategy</p> <p>Vasanth Kumar, Business Mentor, Wooqer</p>	
<p><i>16:00 – 17:30 hrs</i></p> <p>PANEL DISCUSSION: New Concepts & Regional Aspirations - How Can a Retailer Grow by Adding ‘Phygital’ to his Arsenal</p> <p>Many retailers have a plethora of advantages in leveraging their intuitive knowledge about local tastes and preferences and catering to local needs effectively. Combine that with stronger relationships with local vendors, understanding of local distribution landscape and know-how of the regulatory environment, and now let’s add Phygital element to that and they become unbeatable. Many Retailers have been in the game for 20-30 years, and are getting stronger each year with their customer fulfilment capabilities in both store formats, and online world, thus bringing a never before imagined strength to their phygital presence.</p> <p>A great area of strength and further encouragement is the possibility to grow further as a large segment of new consumers is still waiting to be tapped – with new concepts, new formats, newer price points, and stores where the bricks and mortar merges with digital seamlessly – the possibilities made real with phygital.</p> <p>We discuss strategies of growth:</p> <ul style="list-style-type: none"> ○ Razor sharp focus on your existing market: Many retailers have held their prominence in tier two and three cities with a razor-sharp focus on their 	

<p>traditionally strong markets. Competition has come and gone, but hasn't been able to dent their market. How have they maintained this eagle eye for keeping their loyal customers and further tapping into the new ones?</p> <ul style="list-style-type: none"> ○ New customers in existing Regions: what are the strategies they are using to acquire newer and younger customers who are phygital-hungry? ○ Ambition to go national: Retailers are growing ambitious about a pan-India presence and are further starting to expand across a wider footprint, after securing a presence in local regions. Their ambition to become true pan-India retail giants has been accelerated thanks to the added ammunition given by Phygital. What have been the learnings and hits and misses in their expansion gameplan? <ul style="list-style-type: none"> ● Abhinav C Ajmera, President- Leasing, Omaxe Limited ● Ashish Gupta, Head-Leasing, Elan Group ● Atul Talwar, Director BD, Pacific Mall ● Darpan Kapoor, Vice Chairman, Kapsons ● Jaimin Gupta, Founder/ Director, VS-Virendra Sehwag (Sports Brand)/ Barcelona Brand ● Karthikeyan V, COO, MR.D.I.Y INDIA ● Manik Dhodi, Director Real Estate, Adidas Group India ● Ravinder Choudhary, AVP- Leasing & Marketing, Vegas Mall ● Shubhojit Pakrasi, Sr Vice President –Leasing, Bhumika Group ● Sidhant Keshwani, Managing Director, Libas ● Sumit S Suneja, Head - Business Development & Franchise, Bestseller ● Vimal Sharma, CEO, SMOOR Chocolates ▪ Vivek Sandhwar, Chief Product Officer and Head Marketing & VM, Raymond Apparel Ltd. ● <i>Session Moderator:</i> Rehan Huck, Co-Founder & COO, Propel (A Venture of ILC Group of Companies) 	
<p><i>17:30 – 17:45 hrs</i></p> <p>CASE STUDY: Shiprocket Engage seller story</p> <p>Atikulla Merchant, Co-Founder, Bikester Global Pvt Ltd</p>	
<p><i>18:30 Onwards</i></p> <p>Cocktails</p>	
<p><i>19:30 Onwards</i></p> <p>IMAGES RETAIL AWARDS</p>	

