

Massmerize 2018
“Consumer LEADS”
Retail, FMCG & E-Commerce Conference
October 09, 2018 | Hyatt Regency, New Delhi

0900 Hrs - 1000 Hrs	Registration
1000 – 1110 Hrs	Inaugural Session - Venue: Ballroom 1&2
	<p>Welcome Address: Mr. Rashesh Shah, President FICCI & Chairman and Chief Executive Officer, Edelweiss Group</p> <p>Opening Remarks: Mr. Krish Iyer, Chair-FICCI Retail & Internal Trade Committee and President & CEO, Walmart India Pvt. Ltd</p> <p>Keynote Address: Mr. Sanjiv Mehta, Chair FICCI FMCG Committee and Chairman & Managing Director, Hindustan Unilever Limited</p> <p>Keynote Address: Mr. Madhusudan Gopalan, MD & CEO, P&G, India Sub Continent</p> <p>Keynote Address: Mr. Ahmed El Sheikh, President & CEO, PepsiCo India</p> <p>Global Address: Mr. Frederic Widell, Vice president, Head of South Asia & MD, Oriflame India</p> <p>Chief Guest Address: Shri Ram Vilas Paswan, Hon’ble Union Minister, Ministry of Consumer Affairs, Food & Public Distribution, Government of India</p> <p>Vote of Thanks: Mr. Raghava Rao, Co-Chair, FICCI E-Commerce Committee and Vice President Finance & India CFO, Amazon India</p> <p>Moderation By: Mr. Rahul Sharma, Deputy Secretary General, FICCI</p>
1110 – 1140 Hrs	Indian Growth Story: Indian vis-à-vis MNC Perspective: Venue: Ballroom 1&2
	<p>Mr. Rajat Wahi, Partner, Deloitte India in conversation with Mr. Krish Iyer Chair-FICCI Retail & Internal Trade Committee and President & CEO, Walmart India Pvt. Ltd. and Mr. Shashwat Goenka Co-Chair FICCI Retail & internal Trade Committee & Sector Head – Retail, RP - Sanjiv Goenka Group</p>
1140 – 1155 Hrs	<u>Presentation on “Report”</u> - Venue: Ballroom 1&2
	Mr. Rajat Wahi, Partner, Deloitte India
1155 – 1235 Hrs	<p><i>Millennials: from value to values – Reinventing strategies for consumer insights - Venue: Ballroom 1&2</i></p> <ul style="list-style-type: none"> ▪ With the amplification of social networking, every consumer is a potential broadcaster. ▪ Shift from Affluence to Influence arising out of unstoppable forces of demographics, changing values and hyper connectivity, are changing the rules of consumption. ▪ Mass markets of the future will be driven on three fundamentally different principles: trust, values and personalization. Consumer brands and retailers can appeal to future consumers and leverage new technology-enabled ways to influence and sell. <p>Session Moderator: Ms. Ritu Marya, Editor In Chief - Entrepreneur Media & Franchise India Media</p> <p>Session Panelists:</p> <p>Mr. Sanjay Sharma, CEO, MTR Foods</p> <p>Mr. Tarun Bhatia, MD, Investigations and Disputes practice, Kroll</p> <p>Mr. Vikram Agarwal, MD, Greendot Health Foods</p>
	Q & A / Networking with speakers
1155 – 1310 Hrs	<u>Parallel Session</u> – Venue: Ballroom 3
	Cosmetics Regulatory Landscape- Reform Opportunities for Ease of Business

In recent times conducting business seamlessly is a subject that is assuming greater importance and dominating the economic and business discourse. The evolving regulatory framework provides an opportunity to deliberate upon certain challenges that the Cosmetics sector faces to further facilitate doing business in the country.

Session Moderator – Dr. Sonal Shidhore, General Regulatory Affairs Manager, Johnson & Johnson Pvt. Ltd

Session Panelists:

Dr. Prasanna Bangale, Director Regulatory Affairs, India and APAC Feminine Care, (Consumer Division of Johnson & Johnson Pvt. Ltd)

Dr. S P Shani, Deputy Drugs Controller (India), Central Drugs Standard Control Organization, Government of India

Dr. H G Koshia, Commissioner, Food & Drugs Control Administration, Gujarat

Mr. Ashutosh Agarwal, Deputy Director , Legal Metrology Division, Department of Consumer Affairs, , Ministry of Consumer Affairs, Food & Public Distribution, Government of India*

Mr. Rajendra Dobriyal, Regulatory Affairs Director - Global Home Care & South Asia Cluster, Hindustan Unilever Limited

Experiential retail: Confluence of entertainment and shopping - Venue: Ballroom 1&2

- Focus should be towards providing personalized and experiential solutions
- ‘Vini, Vidi, Emi’ (I came, I saw, I bought) – Leveraging technology (AR, VR, AI) to enable visualization, experience and subsequent purchase

1235 - 1310 Hrs

Session Moderator: Mr. Jayant Kochar, Retail Consultant. Ex Founder-MD Lacoste India, Founder - Barista

Session Panelists:

Mr. Raghava Rao, Co-Chair, FICCI E-Commerce Committee and Vice President Finance & India CFO, Amazon India

Mr. Patrik Antoni, Deputy Country Manager - IKEA India

Ms. Pushpa Bector, Executive Vice President & Head – DLF Shopping Malls

Mr. Yogeshwar Sharma, Executive Director & CEO, Select Infrastructure Pvt. Ltd.

1310 – 1400 Hrs

Lunch Break

Painting the markets green: Resonating the core brand values - Venue: Ballroom 1&2

- Sustainable practices
- Echoing brand values to connect with consumers
- Countering counterfeit: Ensuring authenticity of products
- Valuing the consumer shopping cycle

1400-1500 Hrs

Session Moderator: Mr. Akshai Sarin, Founder, ttogether’ and BlessdBuy.com

Session Panelists:

Mr. Rajesh Jain, Managing Director & CEO, Lacoste India Sports & Leisure Apparel Ltd.

Mr. Tanit Chearavanont – Managing Director of C P Wholesale India Private Limited and Director of C P Avant Pvt. Ltd

Mr. Kartik Kaushik, General Manager/Country Head , Henkel Beauty Care India

Ms. Dipanwita Chakraborty, Regional Director, Corporate Responsibility & Sustainable Development, Asia Pacific, Cargill

Mr. Rahul Singh, Founder & CEO of THE BEER CAFÉ

1400-1500 Hrs

Parallel Session – Venue: Ballroom 3

GST: The Year Gone By

GST system was introduced to address challenges related to various duties and taxes, which were paid at the

	<p>central as well as state government levels. With the government enforcing the GST in a uniform manner across the country, the impact on each sector has been distinct due to different tax rules for different categories. In this context, FICCI Massmerize intends to look at assessing the impact of GST.</p> <p>Session Moderator: Ms. Saloni Roy, Senior Director, Deloitte Haskins Sells LLP.</p> <p>Session Panelists: Mr. Upender Gupta, Commissioner - GST Policy Wing, CBIC Mr. Arun Mishra, (Co- Convenor) Additional Secretary (CT) - Bihar Mr. DD Goyal, Executive Director Finance, Maruti Suzuki India Limited Mr. Vineet Jain, Senior Director, Controller India Region, Pepsico India Holdings Private Limited</p>
1500-1540 Hrs	<p style="text-align: center;"><i>Ease of Doing Business- Venue: Ballroom 1&2</i></p> <p>Session Moderator: Mr. Deepak Bagla, MD & CEO, Invest India</p> <p>Speaker on E-Commerce: Mr. Sanjay Sethi, CEO And Co- Founder - Shopclues Speaker on Retail: Mr. Amuleek Singh Bijral, Founder & CEO, Chai Point Speaker on E-Pharmacy Mr. Prashant Tandon, Founder & CEO, 1mg</p>
1540-1600 Hrs	<p>Networking Tea / Coffee</p>
1600 – 1640 Hrs	<p style="text-align: center;"><i>Tribetailing: Leaping beyond mass customization - Venue: Ballroom 1&2</i></p> <ul style="list-style-type: none"> ▪ Custom strategies for different age groups/ different consumer segments (tribes) – Increased hyper-segmentation will require serving the consumers at individual level ▪ Advertising to gradually become passé, consumers to engage more with content instead of manufacturer directed communication ▪ Responsible Advertisements ▪ Right time, right place (device), right message – Mass communication to move to customer messaging and personalized programs ▪ Social media – Ratings, reviews and recommendations <p>Session Moderator: Mr. Anurag Mathur, Partner & Leader, Retail and Consumer, PwC</p> <p>Session Panelists: Mr. Aditya Bagri, CEO – Bagrrys Mr. Vikas Chawla, Co-Founder – Influencer.in & Social Beat Ms. Sabrina Schöder, Managing Director & Partner - Happy Thinking People Asia-Pacific Mr. Abhishek Ahluwalia, Head – eCommerce, India - Mondelēz International CA Kunal Singhal, Managing Director, EAZY ERP Technologies Pvt. Ltd</p>
	<p>Q & A / Networking with speakers</p>
1600 – 1640 Hrs	<p style="text-align: center;"><u>Parallel Session – Venue: Ballroom 3</u></p> <p><i>Redefining luxury: From made to order products to a Wow! Experience</i></p> <p>With the luxury market fast developing and growing in the country it is only imperative to deliberate upon the fast evolving customer needs and the various opportunities it brings for the luxury industry.</p> <p>Session Moderator: Mr. Sanjesh Thakur, Partner, Risk Advisory, Deloitte</p> <p>Session Panelists: Ms. Ritu Beri, Founder - The Luxury League Mr. Karan Bhangay, CEO - Founder - The Indian Luxury Expo Mr. Rahul Kapoor, Co-Founder - Excedo Luxuria Ms. Jharna Gianchandani, Co-Founder, Confidential Couture Ms. Shivani Malik, Marketing Director, Da Milano</p>

	Q & A / Networking with speakers
1640 – 1730 Hrs	<p>Contactless to Connect More: Accelerating Digital Investments - Venue: Ballroom 1&2</p> <ul style="list-style-type: none">▪ Role of technology in shaping Indian E-Commerce supply chain▪ Contactless payments systems▪ Cyber and data security▪ Role of Government: Government policies and incentives to enable digital infrastructure setup <p>Session Moderator: Mr. Joydeep Bhattacharya, Partner, Bain & Company & Head of Bain India's Consumer Products and Retail practices</p> <p>Session Panelists:</p> <ul style="list-style-type: none">Ms. Neeru Sharma, Co-founder and Director-InfibeamMr. Max NG., Associate Director, AsiaPay GroupMr. Kapil Makhija, CEO- UnicommerceMr. Robert Levine, COO, UnikenMr. Jasjit Sethi, CEO, TCI Supply Chain SolutionsMr. Sandeep Barasia, Managing Director, Delhivery