



**N.I.R.S.**  
NORTH INDIA  
RETAIL SUMMIT  
2 0 1 6

**RETAIL TRANSFORMATION &  
WINNING STRATEGIES**  
IN THE CONNECTED WORLD

**DECEMBER 15, 2016**  
**JW MARRIOTT, AEROCITY DELHI**

CONFERENCE • EXHIBITION • RECOGNITION

*Theme: Retail Transformation and Winning Strategies in the Connected World - Building Successful Retail Models and Growing the Retail Ecosystem in a Technology and Digitally-enhanced Retail atmosphere to delight the New Age Consumers*

*“The mission of the North India Retail Summit is to be the **RETAIL CATALYST** connecting businesses, people, knowledge, products, designs, and ideas for profitable avenues of growth and expansion for Retailers, Brands , Retail Real Estate players and Technology solution providers in tune with the dynamic consumer preferences and evolving retail channels and formats, building into successful partnerships for growth.”*

## CONFERENCE AGENDA

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10:00 – 10:30 = **NIRS RESEARCH: CONSUMER DRIVEN TRENDS FOR THE NEXT GROWTH STORY IN RETAIL – FACTORS THAT EVERY RETAILER MUST KNOW FOR GROWING CONSUMPTION AND PROFITABILITY**

The New Factors Catalysing Consumption and People’s Aspirations for a Better Lifestyle and Living - *How Brands, Retailers, e-Retailers and Retail Centres can grow this opportunity and benefit from it*

- **EVOLUTION OF CONVENIENCE IN RETAILING**

- Increasing **convenience** being sought with hectic lifestyles and increasing disposable incomes
- Competition in the convenience space is intensifying and the concept and delivery of convenience is evolving, every retailer must **customize his formula** offering different modes of convenience for consumers

- Delivery, click-and-collect, subscription models, replenishment automation and IoT commerce are some of the **most popular avenues** through which retailers are offering convenience
- Shoppers seek more convenience-based offerings, retailers will meet this demand by developing methods to assist in **frictionless shopping**, particularly through **connected devices**
- **NEW CONCEPTS IN RETAILING**
  - Integration of **augmented reality** in marketing efforts aims to build consumer relationship
  - Boost sales and add value to the shopper experience which further help in customers “**try**” **before they buy**, e.g., with a 3D product preview, Virtual fitting rooms
- **OMNICHANNEL**
  - Omnichannel equals a **seamless experience** - With more competition than ever before, an *experiential ambience* and *immersive experience* is the only criteria through which the retailer can differentiate himself from other retailers and create brand value
- **Anurag Mathur, Partner and Leader – Consumer & Retail, PwC**

**10:30 – 12:00 = INAUGURAL AND KEYNOTE – THE NORTH SIDE GLORY: CREATING A BLOCKBUSTER RETAIL ECONOMY**

- Growth and opportunities from new retail concepts
- Magnifying the power of exemplary brands from North to grow into national and international repute and prestige
- Embracing Digital and Omnichannel as key propositions to the established ways of doing business
  - Digital transformation in-store - tailored experiences - convergence of multiple technologies - seamless, synchronized experiences to shoppers - across all physical and digital channels. Fast-moving retailers have recognized the value of serving digitally-savvy shoppers with omnichannel capabilities.
- The role of Next-generation in pioneering new ideas and taking ahead established decades-old businesses – Embracing innovation and speed with values and heritage
  - Advances in technology, the Internet of Things, and a belief in accelerating change means the next generation retailer has to be quicker, smarter and more connected. What are the ways in which Next-generation leaders are

looking differently over established ways of doing business and inducing new techniques in order to balance the new modern environment.

- **Moderator: B S Nagesh, Founder, TRRAIN**
- **Anant Daga, CEO, W (TCNS Clothing Company)**
- **Bishwanath Ganguly, Country Manager, Forever New**
- **Murali Parna, CEO, Sagar Ratna**
- **Pearl Uppal Kachru, CEO, Talking Threads (talkingthreads.in)**
- **Rishab Soni, MD, SSIPL Retail**
- **Yogeshwar Sharma, Executive Director, Select CITYWALK**

**12:00 - 13:30 = THE CEOs AGENDA: RETAILING IN THE NEXT DECADE - MASTERSTROKES FOR SURVIVAL AND GROWTH - HOW CAN RETAILERS FIGHT BACK WITH CHANGING ENVIRONMENT**

**- *Innovate or Perish***

- Driving Revenue & Growth
- Creating a profitable business vs. increasing market share - How can you achieve both sustainably
- Stay ahead, grow your revenues, delight your customers - How can you improve your multi-channel order management and fulfillment systems
- How to create a unique customer experience that is both personal and relevant
- Blending offline & online
- Identify new ways to win customers and own customer relationships
- To explore the market in a way and looking out on the way for first mover advantage
- Think more like an agile start-up – and start innovating and experimenting right now
- How do customers see brand today, compared to other competitors (both new and traditional)
- What is the core thing that brands do that customers can't get elsewhere? Will this still be unique in ten years
- Which other businesses are (or could be) closer to customers than brand is
- How easy (or difficult) is home delivery for products
- What role does information and intelligible data play in our sector – and how can customers best access it
- What about other incursions into the value chain, such as payment providers and digital wallets

- Which parts of our business – categories, geographies, stores – will be profitable in five years' time
- **Moderator: Anurag Mathur, Partner and Leader – Consumer & Retail, PwC**
- **Ayush Mehra, Director, Study By Janak**
- **Hitesh Arora, Director, Kipps Mart**
- **Lalit Agarwal, CMD, V-MART Retail**
- **Raj Rao, MD, NYC.PIE**
- **Rajat Tuli, Founder, Happily Unmarried**
- **Ranabir Mitra, CFO, adidas Group**
- **Samik Roy, Country Head, Microsoft Business Applications (Microsoft Dynamics)**
- **Vishal Malik, Retail Head, Intex**

**13:30 – 14:30 – Lunch**

**14:30 – 15:45 = TITANS OF THE NORTH: CREATING REAL VALUE AND TREND-SETTING BUSINESS MODELS**

Certain geographies have often been identified closely with the spirit of enterprise in India. North India, in general, has contributed in throwing up some of India's foremost business leaders, a trend which continues even now. Many of these entrepreneurs from the north have successfully created large brands and retail businesses. We bring some of them in this session who share their journey & success story.....

- **Moderator: Rahul Singh, Founder and CEO, The Beer Café**
- **Asheeta Chhabra, Director, Chhabra Triple Five Fashions (Chhabra 555)**
- **Dr A K Tyagi, Executive Director, Haldiram's**
- **Gaurav Dhingra, Owner, Defence Bakery**
- **Gauravjit S. Kochhar, Director, Giggles**
- **Rajendra Mohan, Owner, Pall Mall**
- **Varija Bajaj, Founder, Designer and Owner, Varija Design Studio, Varija Home, Varija Life**

15:45 - 16:45 = 'OMNICHANNEL' AS THE GAME-CHANGER - THE DIGITAL IMPERATIVE FOR EVOLVING RETAIL TO THE NEXT LEVEL



*Omnichannel Trends Revolutionizing Retail - Innovations and Trend-setting Ideas to create the next "Aura" of Retail*

- Building a richer and more integrated *immersive* experience in-store, on mobile and website interfaces
  - Mobile and digital interfaces as a third social space for consumers to interact, buy and share – a social space and my-space for the millennial shoppers
  - Evaluating the newest technology offerings and how they set the bar in retail
  - What different technology solutions can help you prosper in a fast changing and competitive environment
  - How can you establish which technology is best suited to create superior customer experiences
  - What questions should you be asking to fully understand the pros and cons of each solution
  - Technology can control all activities within your offline and online store at ease – finding affordable solutions and platforms
  - How to manage the biggest complexity of inventory and logistics - Increase in the number of stores or / and increase in the inventory, gathering of information and managing it becomes tough - only technology will simplify these complex situations.
  - POS is undergoing major changes because of broadband access, the need and ability of inventory visibility, customers ordering online, returns and pick up in the stores – understand the latest development in technology for managing this efficiently
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- **Lead Presentation and Moderator: Siddhartha Tripathi, HCL**
  - **Anupam Bansal, Executive Director, Liberty Group**
  - **Darpan Kapoor, Vice Chairman, Kapsons Group**
  - **Gautam Maheshwari, Director, Shades of India ([shadesofindia.com](http://shadesofindia.com))**
  - **Nitin Kochhar, VP - Categories, ShopClues.com**
  - **Pankaj Acharya, Founder & CEO, Mad(e) In India**
  - **Pradipta Kumar Sahoo, Business Head – Safal, Mother Dairy**
  - **Sunaina Harjai, Founder, Hats off Accessories**

**16:45 - 17:05 = NIRS SOLO \* Stories \* Opinions \* Learnings \* Outcomes \* – PEOPLE WITH PASSION CAN CHANGE THE WORLD – LET PASSION MOVE YOU TO BE GREAT**

Behind every success is effort ...

Behind every effort is passion ...

Behind every passion is someone with the courage to try...

Passion is everything. Following your passion is the secret to overcoming the setbacks all entrepreneurs face and it builds resistance against the inevitable naysayers who will question your vision. It's also an essential ingredient in successful communication. If you're not passionate about your ideas, nobody else will be.

Passion is the powerful feeling of enthusiasm we all have inside of us. We are all enthusiastic and passionate about something, whether its finance, food or a favorite sport.

Successful entrepreneurs are abundantly passionate -- but not necessarily about the product. They're passionate about their missions. They're passionate about what their products or services mean to the lives of their customers. They're passionate about changing the world or disrupting an established category.

Listen to the life-changing story of this immensely successful founder and entrepreneur which will inspire you and your dreams.

- **Rajesh Mahajan, MD, Maspar**

**17:05 - 18:30 = THE CHANGING HIGH SIGN OF NORTH RETAIL REAL ESTATE – WHAT THE CONSUMERS AND RETAILERS EXPECT FROM MALLS TODAY, AND HOW DEVELOPERS ARE GEARING TO MEET THOSE ASPIRATIONS**

North India has for long been the silent crusader, building and strengthening its real estate development as one of the most sought after destinations in the country. India has also emerged at second position in the 2016 Global Retail Development Index by A.T Kearney. There is little doubt that the country is becoming an attractive destination for global retailers with further liberalisation of the FDI policy and creation of business friendly environment. The growing potential of Indian retail market is already manifested by the entry of several marquee global retailers in last one year. India has become a key market for global retailers, and they are intent on capitalising on the growing opportunities in the country.

We discover what are the mall developers and retailers planning for tomorrow on creating the next-generation of retail spaces, and what are the consumer demands from the malls of tomorrow. Some robust positive indicators been:

- The real estate market has been encouraging in the northern region. The real estate sector in the North India has seen a boom in 2010 with the end users coming to forefront. The reality financiers, speculators and the short-term investors were missing from the market.
- According to the report 'Beyond the Top 10 Cities of India', Jaipur, Lucknow are among the top 10 small property markets and the property rates in Lucknow are highest among the top 10 small cities.
- In Property markets that are still emerging, a robust pipeline of 354 million sq ft of supply is planned for the next three years. Affordable pricing is one of the biggest advantages of retail development in tier II and III cities and towns.
- Gurgaon, Noida, Jaipur, Neemrana and Lucknow are rated as best cities to invest in North India as experts believe most of these cities are witnessing good development, investment in infrastructure, and have a good existing or developing economic base which is or will attract more people, thus driving the need for real estate especially for commercial retail.
- Jaipur and Lucknow are capital cities and enjoy good investments into infrastructure by the state governments, while also enjoying good connectivity and have seen healthy investor participation, albeit largely in the commercial real estate sector. Moreover, all the identified cities are also witnessing the impact of the industrial development in and around the regions. Additionally, property prices in these cities are relatively affordable.
- The advent of the metro and the 'Smart City' label has added to the advantages in many cities. It will help mall developers to set up a base before the prices go high after its development.
- Big giants are coming for commercial real estate in north India like Blackstone having invested in 'Nexus' malls.

- **Moderator: Yogeshwar Sharma, Executive Director, Select CITYWALK**
- **Abhishek Bansal, Executive Director, Pacific Malls**
- **Bhavik Jhaveri, Founder & CEO, Pretr**
- **Harsh Vardhan Bansal, Director, Unity One and Director, Vegas Mall**
- **Jagmohan Batra, MD, Minodes India**
- **Rahul Kumar, MD & CEO, Red Mango**
- **Shabnam Singhal, Managing Partner, SIRIUS D&E**
- **Sharad Sachdeva, CEO, Lite Bite Foods**
- **Varun Shrotriya, Director and Founder, Studio 13 Design**
- **Veer Kaul, MD, Head Masters Salon**

**19:00 hrs onwards – NORTH INDIA RETAIL HONOURS**

- *followed by* **Cocktails and Dinner**