

IFF SCOPE covers



10 Key Categories of Fashion & Lifestyle Business:

Textiles, Apparel & Accessories # Sportswear # Footwear # Jewelry, Watches & Eyewear # Home Fashion # Mobile & Gadgets # Beauty

27 - 28 March 2019
Renaissance Hotel, Mumbai

Proposed Agenda with speakers invited

27th MARCH, WEDNESDAY - DAY 1

08.30 am	REGISTRATION & BREAKFAST MEET	
09.00 - 10.30 am	@ GRAND BALL ROOM A&Z COMBINED – NIFT ALUMNI CONCLAVE	
	<p>FASHION INTELLIGENCE – INSIGHTS ON FASHION & LIFESTYLE BUSINESS <i>The world's most successful fashion companies operate on two tenets: "Putting customers first", and "meeting their demands better and faster than anyone else".</i> IFF PRELUDE takes you through the 6-point game-plan for a powerful fashion business. Because, let's face it, in the millennial culture of zero-to-minimal brand-stickiness, if you don't get any of these right, customers will go to someone who does do it right.</p> <p>First-mover advantage: <i>Reducing lead time means always having a first mover advantage over rival brands.</i> Fashion today, not tomorrow: <i>Shorter lead times allow brands to offer products that customers want in real-time. Many retailers try to forecast what customers might buy months ahead; it is more profitable to sync with customers and offer them what they want to buy NOW.</i></p> <p>Width over depth: <i>Instead of producing more quantities per style, fast fashion majors produce roughly 10,000-12,000 styles a year. More width in your merchandise means more choices and higher chances of getting it right with the consumer.</i> Customer research. <i>Powerful fashion retailer empower sales associates and store managers to be at the forefront of customer research. Real-time customer research allows sharp product design strategies that accurately meet customer expectations.</i> End-to-end tech: <i>Companies investing in end-to-end digitisation have stronger bottom-lines that those who just deploy tech in the front-end. Technology needs to be deep and across-the-board through the supply chain, not just used to create superficial 'Wows' at the front-end.</i> Brand experience: <i>Some fast fashion giants spend less than 0.5% of sales on advertising against the industry average is 3.5%. Instead, use store locations, store displays and product dynamism as key elements of marketing and brand experience.</i></p>	
 <p>Opening Remarks & Chair: Sarada M Muraliedharan, DG, NIFT</p>	<p>Moderator: Devangshu Dutta, Founder, Third Eyesight</p> <p>Engagement Felicitators: Anand Jain, Director, Sarbi Apparel Sanjay Shukla, Triburg Sportswear Manjula Tiwari, CEO, Future Style Lab & Cover Story Gaurav Mahajan, President - Group Apparel, Raymond</p>	<p>Presenters & Panelists: Sanjeev Mohanty, MD - South Asia, Middle East & North Africa, Levi's Jyotsna Shahi, Director Sourcing - Myntra Fashion Brands, Myntra Designs Atul Ujagar, Country Director, Nike Indian Sub Continent Nikhil Mohan, MD, Blackberrys Nidhi Dua, Country Manager, Marks & Spencer Nagendra Pratap Singh, Director, Creative Head (Raymond and Colorplus), Raymond</p> <p>Nikhil Chandra, Co-Founder, Prink Lifestyle Retail Raja Harbinder Singh, Country Manager, Carrefour Global Sourcing Nitin Mohan, MD, Blackberrys Rohit Aneja, Director, Marketing & Business Development, Paragon Apparels/ Alcis Narendra Kumar, Creative Director, Amazon Geetika Srivastava, Chief, Lifestyle Merchandising, ABFRL - Pantaloons Juhi Pandey – Craft & Social Design Tarun Mathur, Head of Design - Menswear, Benetton Deepak Chakravarty, Head Visual Merchandising & Retail Marketing, Bata India</p>

Hall B – SUCCESS STORIES

PRESENTATIONS BY SHOPPING CENTRES FOR ISCA 2019

Jury Briefing followed by Presentations

Most Outstanding Shopping Centre Professionals

Finalists to present 2 minutes AV – followed by Q&A

27th MARCH, WEDNESDAY - DAY 1 Continued of India Fashion Forum (IFF) 2019, Renaissance, Mumbai

10.30 am – 11.30 am	@ GRAND BALL ROOM A&Z COMBINED - IFF CATEGORY & INNOVATION CONCLAVE	@ Hall B – SUCCESS STORIES
10:30 am – 10:40 am	WINNING WITH FASHION INNOVATION This INSIGHTFUL RESEARCH PRESENTATION on Consumer perspective on Innovation and evolving shopper behaviour will be extremely relevant for Fashion & Lifestyle brands & retailers, category managers, merchandisers and marketing professionals.	PRESENTATIONS BY SHOPPING CENTRES FOR ISCA 2019 GREEN INITIATIVES CSR INITIATIVES TRANSFORMATIVE INNOVATION INITIATIVES Finalists to present 2 minutes AV – followed by Q&A
10:40 am – 10:50 am	CONSUMER INSIGHTS ON EVOLVING CATEGORIES Update on emerging trends in lifestyle categories - deep insights on how the new categories are evolving over the last year based on in-depth details of buying behaviour of more than a million customer base of online retailers.	
10:50 am – 11:30 am	DRIVING RETAIL SHELVES TO HIGHER PROFITABILITY Massive inflow of new products in to the market, retail shelf space allocation is as huge a challenge as it is for new/ innovative products to get on store shelves. In this open house brands and retailers take up issues in each of the key categories of department stores and discuss how all stakeholders can work this out to add more action on the shelves – driving in efficiencies, innovations and higher profits for self and customers?	

11.30 am - 01:00 pm	@ GRAND BALL ROOM A&Z COMBINED – INAUGURAL SESSION	
11.30 am - 01:00 pm	IFF INTRO by MoC, IFF OUTGOING CHAIRMAN'S WELCOME ADDRESS & INTRODUCTION OF IFF 2019 CHAIRMAN J Suresh , Managing Director & CEO, Arvind Lifestyle Brands IFF 2019 CHAIRMAN'S KEYNOTE IFF INAUGURAL PANEL – DIGITISATION AND THE FUTURE OF FASHION / DECHIPHERING THE NEW CODES OF FASHION BUSINESS: India's fashion and lifestyle market* was estimated at US\$ 201 billion in 2017, and this statistic may well double in the next five years. The opportunity is beyond doubt, but the achievement of this would depend on India's fashion companies mastering a few things. Physical and Digital retail are converging and creating profound changes across the industry. What are the needs now to stay at pace for future? What are the innovations, new technologies, in store experiences and the resources for a successful strategy? How do they pivot e-commerce, social, and brick-and-mortar strategies to deepen consumer connections? The Fashion Leaders discuss all this in this inaugural session.	Inaugural Panel: Suresh J , Managing Director & CEO, Arvind Lifestyle Brands Arjun Sharma , Chairman, Select Group Ashish Goel , Founder CEO, Urban Ladder Sanjay Behl , CEO, Raymond Vasanth Kumar , MD, Lifestyle Sandeep Kataria , CEO, Bata India Rishi Vasudev , Head – Myntra Jabong Fashion & Lifestyle Categories Mukul Bafana , CEO, Arvind Internet Moderator: B S Nagesh , Founder, TRAAIN

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01.00 pm – 02.00 pm	@ GRAND BALL ROOM A&Z COMBINED – INTELLIGENCE & INSIGHTS from RETAILERS EXPANDING TO TIER 2 & 3 CITIES	@ Hall B – SUCCESS STORIES
01:00 pm – 02:00 pm	<p>OPPORTUNITY TO EXPAND IN NEWER MARKETS -Fashioning Retail Innovation to Serve Evolving Customers of Emerging Markets. The dynamics of the fashion and lifestyle industry are changing dramatically. To succeed amid the shifting tides, brands and retailers need to identify newer opportunities to expand to increase their customer base.</p> <p>Co Moderators: Rahul Vira, CEO Skechers South Asia and Sukanya Dutta Roy, COO, Colorbar (Beauty)</p>	<p>PRESENTATIONS BY SHOPPING CENTRES FOR ISCA 2019</p> <p>CONSUMER ENGAGEMENT INITIATIVES/ MARKETING & PROMOTIONS TURN AROUND</p> <p>Finalists to present 2 minutes AV – followed by Q&A</p>
	<p>Sunil Nayak, CEO, Reliance Jewels Lalit Agarwal, CMD, V Mart Anupam Bansal, ED, Liberty Shoes Anant Daga, MD, TCNS Clothing Kedar Apsankar, President & COO, ABFRL</p>	<p>Peyush Bansal, Co Founder, Lenskart Rajesh Seth, COO, FBB Vinay Challani, MD & CEO, Soch Himanshu Chakrawarti, CEO Unlimited, Arvind Lifestyle Brands Suresh Sadhwani, CEO, Brand Factory</p>

02.00 pm – 02.30 pm | Lunch
**02:30 pm - 05:30 pm = Matinee Sessions in 3 Halls –
CX Forum Sessions @ Hall A, Success Stories - ISCA PRESENTATIONS BY MALLS @ Hall Z & Trusted Program in Hall B**
ON GROUND JURY FOR PRESENTATIONS BY MALLS, FASHION & LIFESTYLE BRANDS & RETAILERS FOR ISCA & IFA
On Ground Jury includes:

Janne Einola, Country Manager, H&M India*
B S NAGESH, Founder TRRAIN
Debashish Mukherjee, Partner & Head, Consumer & Retail Industries, India, A.T. Kearney
Ajay Kaul, Senior Director, Everstone Group
Anuj Kejriwal, CEO & Managing Director, ANAROCK Retail Advisors
Viren Razdan, MD, Brand-nomics
Harminder Sahni, Founder & MD, Wazir Advisors
Bimal Sharma, Head – Retail, Advisory & Transaction Services, CBRE South Asia
Pramod Arora, Chief G&DO, PVR Group
Karan Pethani, Chief Real Estate, Future Group
Gopinath Ravindranath, Head- BD, Arvind Lifestyle Brands
R A Shah, Head, Property, Trent
Sanjeev Rao, Director, Sales & Development, Raymond & Retail
Manish Vig, Head - Business Development Malls, Aditya Birla Fashion

Amol Akolkar, Director - Store Development, Tata Starbucks
Sumit Ghildiyal, VP, Business Development, Max Fashion, Landmark Group
Shashidhar Patil, Sr. VP- Store Design & Projects, Building Services - SPAR Hypermarkets
Suvneet Ahuja, Head- Business Development, Reliance Brands
Akshat Agarwal, Head of Retail Expansion, ITC Wills Lifestyle
Akash Srivastava, Director – BD, Chaayos / Sunshine Teahouse
Arjun Shyam Sumaya, MRICS, Head, West India - Retail & Leisure Advisory, JLL
Deepak Yadav, Head-Retail Expansion, Shoppers Stop
Manik Dhodi, Director Real Estate, Adidas India
Narendra Pratap Singh, Director Business Development, Samsonite
Pallav Atreja, Business Head - EBO & Ecommerce, MAS Holding
Rohiet Singh, COO- Tommy Hilfiger India
Sandeep Kakkar, Sr GM - Commercial & Company Secretary, SSIPL Retail
Manish Chandra, Head-Business Development, Skechers
Sameer Singh, Director – Ops, BD, Expansion & SCM – LOTS
Lalit Jain, VP, Property Project & Planning, Spencer's Retail
Nimish Shah – COO, West & East Region, Lifestyle

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TIME	@ HALL A - CUSTOMER EXPERIENCE (CX) SESSION	@ HALL Z – SUCCESS STORIES	@ HALL B – TRUSTED PROGRAM
02:30 pm 03:15 pm	<p>THE VIRTUALIZATION OF RETAIL : TAPPING THE POWER OF VR, AR & OTHER EMERGING TECHNOLOGIES TO CREATE IMMERSIVE BRAND EXPERIENCES</p> <p>What potential does these technologies hold - will it redefine (physical) retail as we know it? Exploring how Fashion companies are applying them From earning to business strategies - from consumer communications, streamlining inventories and tailoring offers, to shaping product development.</p> <p>7 MINUTES INSIGHTS Followed by Panel Discussion</p> <p>Panel : Vikram Idnani, SVP & Head-IT, Reliance Retail Shrijeet Mishra, Chief Innovation Officer & Head Group Services, Aditya Birla Group Piyush Chauhan, SVP & CIO, Arvind Lifestyle Brands Pooraan Jaiswal, Group CTO, TBZ Vivek Bali, COO-Sephora India</p>	<p>PRESENTATIONS BY SHOPPING CENTRES FOR ISCA 2019 NEW LAUNCHES Finalists to present 2 minutes AV – followed by Q&A UPCOMING SHOPPING CENTRES The biggest attraction this year will be presentations by upcoming malls to a jury consisting of IPCs and RETAILERS who will assess their projects on FOLLOWING: pre-defined parameters.</p> <p>Background of Promoter/s, Builder, Key Vendors & Key People Responsible for Planning, Execution & operations Justification of Size & Usage Location advantage & Catchment Positioning Design Zoning & Tenant Mix Anchor to Vanilla Ratio Space allocation for all major categories like Fashion & Lifestyle, Consumer Electronics, Home & Interiors, Food & Grocery, Leisure & Entertainment, F&B etc Lease/strata model Parking Facilities Safety & Security Legal Requirements & Licenses Financing & Revenue Model Green Initiatives Marketing & Promotion Plans Launch Plans Mall Management Plans</p> <p>Finalists to present 5 minutes AV followed by 10 minutes of Q&A.</p>	<p>Customer Centric Retail Standards</p> <p>Trainer: Ramesh Koregave, Director Strategy & International Business, Quality Austria Central Asia</p> <p>Session 1: Why Standards in Retail? Why benchmarking is crucial in retail business to serve customers? <u>Theme Presentation</u> Moving Toward An Empowered Customer -Centric Culture</p> <p>Session 2: Prelim Group Discussion</p> <p>Retail Standards & Customer Service – Participants' Understanding of the subject matter.</p> <p>IRF TRUSTED MARK</p>
03:15 pm 04:00 pm	<p>HELPING CUSTOMERS DISCOVER THE RIGHT PRODUCTS - AN AI DRIVEN APPROACH.</p> <p>Choice is good, but unable to find products on a online retail site leads to a bad online shopping experience for the shopper, a lost opportunity for the online retailer and a possible win opportunity for a competing online retailer where the shopper is able to find the product with ease. It is a well-known fact through research that online shoppers have multiple online retail sites to search from and will always go back to the online retailer that provides them with the best online shopping experience. Ensuring shoppers with a high intent to buy a product, find it, is critical to all online retailers. Technology offers an opportunity to do just that to online retailers in their quest to attract and retain customers.</p>	<p>Session Partner  UNBXD</p> <p>Roundtable PANEL: Karan Behal, Founder and CEO/ Kunal Asar, Vice President - Offline Retail Strategy, PrettySecrets.com Vishakha Singh, Founder, RedPolka.com Nathasha Kumar, Founder and Creative Director, Vajor.com Yashika Punjabee, Creative Director & Co Founder, TheLabelLife.com Vivek Gaur, CEO and Co-founder, Yepme.com Reena Chhabra, CEO, Nykaa (FSN Brands) Sujayath Ali, CEO & Co-founder at Voonik.com Sanjay Sethi, CEO & Co-Founder, ShopClues.com</p>	<p>Session 2: Prelim Group Discussion</p> <p>Retail Standards & Customer Service – Participants' Understanding of the subject matter.</p> <p>IRF TRUSTED MARK</p>

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TIME	@ HALL A - CUSTOMER EXPERIENCE (CX) SESSION	@ HALL Z – SUCCESS STORIES	@ HALL B – TRUSTED PROGRAM	
04.00 pm 04.45 pm	<p>DECODING A 360 DEGREE PERSPECTIVE OF THE CUSTOMER JOURNEY</p> <p>- Understanding what drives, changes and excels the customer relationship with the brand</p> <p><i>Connecting with the Customer:</i> Exploring the changing dynamics of the new digital customer ecosystem Leveraging data to create a single customer view:</p> <p>- What drives the customer experience? - What impacts the customer experience? - What are the customer expectations from the brand? Evaluating what drives a consumer to transition in their journey from a consumer mentality to a shopper mentality. Exploring what activates brand awareness and emotional engagement with a brand to determine strategies for driving sales.</p>	<p>7 MINUTES INSIGHTS</p> <p>Followed by Panel Discussion</p> <p>PANEL :</p> <p>Amin Kassam, Chief Retail Operations, Shoppers Stop Vinod Kapote, Head - IT, Trent – Westside Arun Naikar, Head Ecommerce, Fab India Tarun Bali, IT Head, The Body Shop India & Srilanka Chidanand A C, Head - IT & KM, Titan Co. Russell Lemos, Head IT, Loreal India Anand Aiyer, SVP & Business Head – Easybuy, Landmark Group Vinay Bhatia, CEO - Loyalty & Analytics, Future Group</p>	<p>UPCOMING SHOPPING CENTRES PRESENTATIONS CONTINUED</p> <p>Followed by</p> <p>SUCCESS STORIES OF COLLABORATIONS</p> <p>Duet performance By India's Most Vibrant Malls & Retailers // Driving customers during weak days // Creating new reasons/ seasons to shop in the mall // Enhancing omni channel experience for customers / / Adding to the brick and mortar experience // Great launch of a concept</p> <p>2 minutes AV followed by interaction with the jury & audience</p> <p>Jury: B S NAGESH, Founder TRRAIN Debashish Mukherjee, Partner & Head, Consumer & Retail Industries, India, A.T. Kearney Ajay Kaul, Senior Director, Everstone Group Anuj Kejriwal, CEO & Managing Director, ANAROCK Retail Advisors Viren Razdan, MD, Brand-nomics Harminder Sahni, Founder & MD, Wazir Advisors Bimal Sharma, Head – Retail, Advisory & Transaction Services, CBRE South Asia</p>	<p>Session 3: CUSTOMER EXPECTATIONS</p> <p>As customers, what all we expect while surfing/ visiting/shopping</p> <ul style="list-style-type: none"> - Hyper markets, super markets and convenience stores - Department stores – Primarily large format - Specialty stores – Fashion/ Footwear/ Home Fashion/ Electronics.... - Health resorts and spas - standalone organizations or part of a hotel offering- therapeutic services such as massages, saunas, baths and manicures - Parlors and salons offering beauty, facial, hair, skin and nail care services - Gyms, Fitness and Wellness Centres - Restaurants & Eateries - Multiplexes or movie theaters - Family Entertainment Centres, Gaming & Play Zones, Water/ Ice Parks etc. - Retailer of Medicines on prescription / OTC - Jewellery and Bullion retailers - e-Retailers and Service Providers
04.45 pm 05.30 pm	<p>CURATING FASHION THROUGH DATA</p> <p>Creating value from data - efficiently turning insight and trends around to change the business model and better serve your customer driving quality, timely decisions based on quality analytics. Effectively gaining and analyzing people powered data to improve services data-driven product suggestions online with authentic stories - all the while keeping the brand true to the core.</p> <p>7 MINUTES INSIGHTS by Wondersoft Followed by Panel Discussion</p>	<p>PANEL</p> <p>Puneet Chhabra, Head – IT, Cantabil Retail Ajay Tyagi, IT Head, Lacoste India Sanjay Kumar Ambasta, Head IT, Woodland Raj jaiswal, Head of IT Department, Mineral Fashions Manu Indrayan, MD, 612 League</p>	<p>Session 4:</p> <ul style="list-style-type: none"> – Introduction to Retail Standards – Regulatory Compliance in Retail <p>1. Customer Service, Feedback and Dispute Resolutions – 2. Customer data, their safety & privacy</p> <p>IRF TRUSTED MARK</p>	

27th MARCH, WEDNESDAY - DAY 1 Continued of India Fashion Forum (IFF) 2019, Renaissance, Mumbai – 5:30 pm to 7:00pm



@ HALL A - CUSTOMER EXPERIENCE (CX) SESSION	@ Hall Z – SCAI ROUNDTABLE with MALLS & RETAILERS			
<p>MASTERING MARKETING: WAYS TO ATTRACT THE NEXT WAVE OF CONSUMERS By latest technology, leveraging <u>social media</u>, developing dynamic, shopable content , email personalization, powerful blogs to drive loyalty and sales , Voice enabled content, updating fans through instagram stories and finally demonstrating your brand.</p> <p>7 MINUTES INSIGHTS Followed by Panel Discussion</p> <p>Panel Debosmia Mazumder, Head – Marketing, Puma India Uma Talreja, Chief Marketing & Chief Customer Officer, Shoppers Stop Jasleen Kaur Gumber, Head of Marketing, Benetton Saloni Arora, Head of Marketing, Forever 21 Madhumita Dutta, Head Marketing & Digital, Raymond Sushil Agarwal, VP - IT, Vedant Fashions Pallavi Barman, Head Marketing & Operations, HRX by Hrithik Roshan</p>	<p>FASHION & LIFESTYLE AND THE RETAIL SPACES OF TOMORROW. Mega Round Table with fastest growing Fashion Chains and Retail Space Developers Fashion & Lifestyle that occupies ¾th of mall space face unprecedented challenges in view of mass migration of consumers to mobile and e-commerce. While Shopping centres worldwide are gearing up to this phenomenon by adding more and more unique experiences, Convenience, and Options, what's happening at shopping centres in India? The mega SCAI roundtable brings together some of most vibrant retail space creators and retailers to dive deep in to the subject and chart out a road map for all stakeholders to plan future expansion.</p>			
<p>CX FORUM MEGA ROUND TABLE FASHION x TECHNOLOGY: PRODUCT & PROCESS INNOVATION THROUGH TECHNOLOGY</p> <p>What is the future of fashion enabled by technology? What are the technology trends that are influencing the fashion industry? Using new digital fashion design and creation technologies together to truly personalize the consumer experience (end-to-end).</p> <p>7 MINUTES INSIGHTS Followed by Panel Discussion</p> <table border="0" data-bbox="157 987 951 1414"> <tr> <td data-bbox="157 987 520 1414"> <p>Pawan Sarda, Group Head-Digital, Future Group India Jyoti Ranjan Nayak, Head IT/ERP ALCIS SPORTS Kunal Mehta, GM- IT, Lifestyle Business, Raymond Reema Dalvi, Deputy Director IT, Bagzone Lifestyles Ena Bansal, Chief Digital Strategist, Vajor.com</p> </td> <td data-bbox="520 987 951 1414"> <p>Sandeep Shetye, CTO, Globus Rajneesh Sharma, CIO, DLF Brands Subhasis Sarkar, CIO, ITC Lifestyle Vikram Ramprakash, Head Of Sourcing, Benetton Group Bhavesh Vora, Head IT, Baggit Rajath Kedilaya, Head – IT, Chumbak Design Ramesh Ramalingam, AVP Sourcing Ops, Arvind Lifestyle Brands Preeta Sukhtankar, Founder, TheLabelLife.com (Curated collection of Sussanne Khan, Malaika Arora Khan & Bipasha Basu)</p> </td> </tr> </table>	<p>Pawan Sarda, Group Head-Digital, Future Group India Jyoti Ranjan Nayak, Head IT/ERP ALCIS SPORTS Kunal Mehta, GM- IT, Lifestyle Business, Raymond Reema Dalvi, Deputy Director IT, Bagzone Lifestyles Ena Bansal, Chief Digital Strategist, Vajor.com</p>	<p>Sandeep Shetye, CTO, Globus Rajneesh Sharma, CIO, DLF Brands Subhasis Sarkar, CIO, ITC Lifestyle Vikram Ramprakash, Head Of Sourcing, Benetton Group Bhavesh Vora, Head IT, Baggit Rajath Kedilaya, Head – IT, Chumbak Design Ramesh Ramalingam, AVP Sourcing Ops, Arvind Lifestyle Brands Preeta Sukhtankar, Founder, TheLabelLife.com (Curated collection of Sussanne Khan, Malaika Arora Khan & Bipasha Basu)</p>	<p>MODERATOR: Anuj Puri, Chairman, Anarock Property Consultants</p> <p>IPCs PANEL Shishir Bajjal, Chairman & MD, Knight Frank India</p> <p>SHOPPING CENTRES PANEL</p> <p>Bipin Gurnani, President & CEO, Prozone Mukesh Kumar, CEO, Infiniti Malls Nirzar Jain, Chief Leasing Officer, Nexus Malls Nishant Vishwanath, CEO, Mantri Malls Pankaj Renjhen, COO, Virtuous Retail Rajendra Kalkar, President – West, Phoenix Malls Rajneesh Mahajan, Executive Director, Inorbit Malls S Raghunandan, Bhartiya City Centre Shashie Kumar, COO RETAIL, Brigade Group Shibu Philips, Business Head, Lulu Mall South City Projects Surjit Singh Rajpurohit, COO, Amanora Mall Vishal Mirchandani, CBO, Puravankara Yogeshwar Sharma, Executive Director, Select CITYWALK Manoj K. Agarwal, CEO, Viviana Malls Manmohan Bagree, VP – Marketing & Commercials Sandeep Runwal, Director, Runwal Group S K Syal, MD, Bharti Realty</p>	<p>RETAILERS PANEL</p> <p>Abhishek Ganguly, MD, Puma Ajit Joshi, President & COO, Urban Ladder Amit Chaudhary, Co Founder, Lenskart Dilip Kapur, Founder President, Hidesign Gautam Saraogi, CEO, Go Colors James Munson, MD, M&S India Mridumesh Rai, President, Sara Futura Group Rajesh Jain, MD & CEO, Lacoste India Sandeep Kataria, CEO, Bata India Sanjeev Mohanty, MD - South Asia, Middle East & North Africa, Levi's Shailesh Chaturvedi, MD & CEO, Tommy Hilfiger Apparels India Shital Mehta, CEO Max Fashions, Landmark Group Tushar Ved, President, Major Brands Vasanth Kumar, MD, Lifestyle Vinay Nadkarni, CEO, Globus Vishak Kumar, CEO, Madura Fashion & Lifestyle, Aditya Birla Retail Vivek Bali, COO-Sephora India Navin Vaswani, MD, Saffron Lifestyle</p>
<p>Pawan Sarda, Group Head-Digital, Future Group India Jyoti Ranjan Nayak, Head IT/ERP ALCIS SPORTS Kunal Mehta, GM- IT, Lifestyle Business, Raymond Reema Dalvi, Deputy Director IT, Bagzone Lifestyles Ena Bansal, Chief Digital Strategist, Vajor.com</p>	<p>Sandeep Shetye, CTO, Globus Rajneesh Sharma, CIO, DLF Brands Subhasis Sarkar, CIO, ITC Lifestyle Vikram Ramprakash, Head Of Sourcing, Benetton Group Bhavesh Vora, Head IT, Baggit Rajath Kedilaya, Head – IT, Chumbak Design Ramesh Ramalingam, AVP Sourcing Ops, Arvind Lifestyle Brands Preeta Sukhtankar, Founder, TheLabelLife.com (Curated collection of Sussanne Khan, Malaika Arora Khan & Bipasha Basu)</p>			
	<p>Special invitees: Abhishek Bansal, ED, Pacific Malls Nikhil Chaturvedi, MD, Prozone Capital Shopping Centres Daljeet Singh, Director cum Managing Partner, Advance India Arjun Sharma, Chairman, Select Group</p>	<p>Nikhil Chaturvedi, MD, Prozone Capital Shopping Centres Harshavardhan Neotia, Chairman, Ambuja Neotia Group Rahul Saraf, MD, Forum Group Raj Singh Gehlot, CMD, Ambience Group</p>		

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<p>07.30 pm onwards</p>  <p>INDIA BRAND SHOW</p>	 <p>IMAGES SHOPPING CENTRE AWARDS (ISCA) 2019 Cocktails & Entertainment & Dinner</p>	<p>Nominees include: Brigade Orion Mall, Bengaluru Brookefields Plaza, Coimbatore City Centre, Raipur Creativity, Pune DLF Promenede, Delhi Elante Mall, Chandigarh Espalande One, Bhubaneswar Express Avenue, Chennai Forum Mall Koramangala, Bengaluru Growels, Mumbai Infinity Mall, Malad, Mumbai</p>	<p>Inorbit Mall, Malad, Mumbai Inorbit Vadodara Junction Mall, Durgapur Lulu International Mall, Kochi Mall of India, Noida Mantri Square Mall, Bengaluru Oberoi Mall, Mumbai Orion, Panvel P & M Mall, Jamshedpur P & M Mall, Patna Pacific Mall, Dehradun Pacific Mall, Tagore Garden, Delhi</p>	<p>Phoenix Market City, Pune Phoenix Market City Kurla, Mumbai Phoenix United Mall, Lucknow Prozone Mall, Aurangabad Prozone Mall, Coimbatore Quest Mall, Kolkata Select CITYWALK, Delhi VR Mall, Bengaluru VR Mall, Chennai VR Mall, Surat VR Punjab</p>	<p>Upcoming Malls Pacifice Mall, Dwarka Mantri Arena, Bengaluru Pacifice Mall, Netaji Subhash Place, Delhi Grand Marina Mall, Chennai Urban Square Mall, Udaipur Orion Uptown, Bengaluru V R Chennai Lulu, Bengaluru Lulu Lucknow Lulu Trivandrum Prozone Nagpur</p>
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28th MARCH, THURSDAY – Day 2 of India Fashion Forum (IFF) 2019, Renaissance, Mumbai


09:00 am - 02:00 pm = Morning & Pre Lunch Sessions in 3 Halls – IFF Sessions @ Hall A, CX Forum Sessions @ Hall Z & Workshops in Hall B

TIME	@ HALL A – CUSTOMER EXPERIENCE (CX)	@ Hall Z – IFF SESSIONS	@ HALL B – TRUSTED PROGRAM
09:00 am 11:00 am	<p>MOST EFFECTIVE TECH IMPLEMENTATIONS</p> <ol style="list-style-type: none"> In- store Technology Adoption Omnichannel Technology Implementation Customer Experience Technology Implementation <p>Duet presentation By India's Most Vibrant Partners (Brands/Retailers with Tech partners) 2 minutes Video Presentation – followed by Q&A</p> <p>On Ground Jury</p> <p>Amit Bahl, Global IT Leader Arun Gupta, CTO, Praxis Home Retail Kiran Komatla, VP-IT, Burger King Meheriar Patel, Group CIO, Jeena & Company Ranjit Satyanath, CIO, Infiniti Retail (Croma) Krishna Dhumal, Dy. Director - IT, GJEPC Rajiv Rajda, CIO, All Time Plastics</p>	<p>WGSN BREAKFAST MEET Participants: Buying/ Sourcing/ Merchandising/ Category/ Retail Design & VM heads of Progressive fashion brands, retailers - hypermarkets, department stores and brand/ speciality stores - distributors and franchisees. Designers of innovative new products that have the potential to create new consumption categories.</p> <p>RETAILING IN THE AGE OF AI WGSN Presentation & Round Table Conducted by Priya Sachdeva, Business Director - South Asia, WGSN</p> <p>Followed by FASHION RETAIL QUIZ Conducted by WGSN Puneet Dudeja, Sales Director – WGSN, South Asia Urvashi Gupta, Account Director - WGSN, South Asia</p> <p>The Quiz Show @ Images events have been popular with both top and middle management. IFF once again brings the Quiz by WGSN to test the knowledge and passion of fashion and retail professionals on the business that they are in.</p>  	<p>Session 5: Recap of Day 1 THE CHALLENGE OF SERVING A GLOBAL CUSTOMER IN THE PHIGITAL ERA Masterclass by Shweta Pandey, Director Counsel, Head Legal & Member, Board of Directors, Target Corp. India</p> <p>Session 6 – PRACTICES AND SYSTEMS</p> <ol style="list-style-type: none"> Sustainability HR practices Communication Goods and Services Terms and conditions of sale Transactions and Accounting IT Ecosystem

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TIME	@ HALL A - CUSTOMER EXPERIENCE (CX) SESSIONS	@ Hall Z – IFF INSIGHTS	@ HALL B –TRUSTED PROGRAM
11:00 am 11:45 am	<p>IN STORE TECH Examining ways of using omnichannel technology to amplify the consumer experience and drive footfall back instore. Looking at ways of linking the store to the customer data to elevate their experience. How to drive conversion within the in-store purchase journey.</p> <p>7 MINUTES INSIGHTS Followed by Panel Discussion</p> <p>Panel Yakeen Gazi, IT Head, Reliance Brands Kumar Sambhav, Head-Digital, Bata SEA & APAC Prashant Bokil, Head IT, Mandhana (Being Human) Deepak Kishanchand, Head - IT, South Asia & Middle East, Levi Strauss & Co.</p>	<p>FASHION RETAIL QUIZ continued Conducted by WGSN</p> <p>Participants & Panel invited: Christian Westphal, Creative Director – Design & VM, ABFRL H.S Vishwanath, Senior Director, Product Development and Sourcing, Levis Strauss India Priyadarshani Rao, Creative Director, Mineral Manjula Tiwari, CEO, Future Style Lab & Cover Story Mohita Indrayan, Director, 612 League</p> 	<p>Session 6 Continued PRACTICES AND SYSTEMS</p> <ol style="list-style-type: none"> 1. Sustainability 2. HR practices 3. Communication 4. Goods and Services 5. Terms and conditions of sale 6. Transactions and Accounting 7. IT Ecosystem 
11:45 am 12:30 pm	<p>FROM ONLINE TO OFFLINE AND BACK Why would a digitally born brand foray into bricks and mortar? And, what do they know that we don't? Exploring the reasons behind a reverse entry onto the high street, and the role that data plays in decision-making. Phygital is the new wave.</p> <p>7 MINUTES INSIGHTS Followed by Panel Discussion</p> <p>Panel Gurukeerthi Gurunathan, Co-founder & SVP Tech, Caratlane Manohar Kamath, CXO & Chief Myntra Fashion Girish Rao, Chief Digital Transformation officer, Future Group Pankaj Kankar, CTO, Lenskart Sanjay Netrabale, CTO, Pepperfry Sandeep Mistry, Head – IT, Aditya Birla Fashion & Retail Jacqueline Mundkur, Senior CX Thought Leader and Practitioner</p>	<p>LUXURY FASHION IN INDIA – 'Luxury Fashion in India - Consumers Perspective'.</p> <p>Insight Partner</p> <p>Moderator: Rachana Singh, Business Consultant & Professor of Fashion Business - Istituto Marangoni</p> <p>Panel Anjali Gaekwar, Country Head, Christian Louboutin Maithili Ahluwalia, Founder, Bungalow 8 Payal Khandwala, Fashion Designer</p> <p>CEOs MEGA ROUNDTABLE In the VUCA world, how do you ensure your Business isn't Disrupted? What do you do to stay ahead of the curve? Yesterday's disrupters are today's incumbents.</p> 	
12:30 pm 01:15 pm	<p>BRINGING AI TO RETAIL Retail trends/ priorities and key drivers that are set to impact retail strategies combined with Retailing in an age of Artificial Intelligence. AI is the buzz, AI manifests in many ways – bots, ML, DL, the array is large. What are retailers doing to leverage this new trend and what are the business drivers ?</p> <p>7 MINUTES INSIGHTS Followed by Panel Discussion</p> <p>Panel Invited Vivek Biyani, Director Tech, Future Group Shreesh Palekar, Director IT, Raymond Kuruville Markose, Chief Digital Officer, Titan Co. Mohit Seth, Head Of Digital, Nike Sushil Tuteja, CIO, Genesis Colors</p>	<p>Co Moderators: Pulkit Trivedi, Director Industry Verticals (India), Facebook</p> <p>Sandeep Mukim, MD, Proline India Deepak Chhabra, MD, Crocs India Rajesh Kadam, COO, Inc 5 Jaydeep Shetty, CEO, Mineral Rahul Jashnani, MD, Jashn Vijay Jain, CEO & Founder, Orra Fine Jeweller Sanjay Vakharia, CEO, Spykar Lifestyles Shekhar Tewari, CEO, Enamor</p> <p>Ojas Nishar, Director, Vitamins Avnish Kumar, Director, Neeru's Ensembles Gautam Saraogi, CEO, Go Colors Aasheesh Mehdiratta, CEO, SSIPL Satyen Momaya, CEO, Celio India Kalyan Kumar, Chief Buying Officer, Jabong Kamal Kotak, Director, Major Brands Ayush Mehra, Director, Study by Janak Fashions Rohan Batra, MD, Cravatex Brands (Fila India) Jacqueline Kapur, Founder & CEO, Ayesha Accessories Hitesh Vaswani, MD, Saffron Lifestyle</p>	<p>Session 7:</p> <ul style="list-style-type: none"> – Case studies, Problems & Solutions – SOPs/ Policy Manuals – Documentation, Approvals, Amendments, Communication of Policies, Empowerment of staff to execute/ implement.


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TIME	@ HALL A –CUSTOMER EXPERIENCE (CX) SESSIONS	@ Hall Z – IFF SESSIONS	@ HALL B – TRUSTED PROGRAM
01:15 pm 02:00 pm	<p>UI/UX – THE ULTIMATE CONQUEST Everyone has a website, many have mobile apps; how do these compete with each other and with other channels to provide the customer an ubiquitous and seamless experience ? Do they generate revenue or drive customers to stores ? What works and how to get there</p> <p>7 MINUTES INSIGHTS: User Experience matters especially to retain customers with intuitive designs that reduce friction towards purchase.</p> <p>Followed by Panel Discussion Panel Invited Manoj Agarwal, Chief Transformation Officer & CIO, Future Group Neeraj Singh, CIO & President Apparel & Retail Business, Aditya Birla Group Shilpa Sharma, Co – Founder, Jaypore Srinivas Rao, Sr. Vice-President, Marketing, Lifestyle</p>	<p>CEOs ROUNDTABLE Continued</p>	<p>Session 7 continued</p> <p>Solutions – SOPs/ Policy Manuals – Documentation, Approvals, Amendments, Communication of Policies, Empowerment of staff to execute/ implement.</p> <p></p>

02.00 pm – 02.30 pm | LUNCH


Time	@ Hall A –Customer Experience (CX) Sessions	@ Hall Z – IFF SUCCESS STORIES	@ HALL B – TRUSTED PROGRAM
02:30 pm 03:15 pm	<p>CUSTOMER LOYALTY Loyalty is redefined with the new age of retail with customer seeking the best experience, deals and promotions. Thus, loyalty requires significant effort from brands and retailers that extends to the end-to-end customer service and experience. Technology offers multiple options to engage and become the first consideration set for customers.</p> <p>7 MINUTES INSIGHTS: Loyalty programs transforming with the changing customer desires and how can brands and retailers attract and retain customers - Followed by Panel Discussion</p> <p>Vinay Bhatia, CEO - Loyalty & Analytics, Future Group Vikram Idnani, SVP & Head-IT, Reliance Retail Srinivasan Kannan, Head IT - Jewellery Division & IT Excellence, Titan Co. Srinivas Gopinath GM - Digital and Analytics at Aditya Birla Fashion and Retail Mridumesh Rai, President, Sara Futura Group</p>	<p>PRESENTATIONS BY IFA FINALISTS Finalists to present 2 minutes AV – followed by 2 minutes Q&A</p> <p>MOST PROFITABLE DESIGN CONCEPTS followed by 2 minutes Q&A</p>	<p>Session 8 BENCHMARKING CUSTOMER SERVICE –</p> <p>Customer Centricity across various retail operations</p> <p>Masterclass by Shalini Chakravorty, INSEAD, Diversity & Inclusion Leader, Walmart Int.</p>

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TIME	@ HALL A –CUSTOMER EXPERIENCE (CX) SESSIONS	@ HALL Z – IFF SUCCESS STORIES	@ HALL B – TRUSTED PROGRAM
03:15 pm 04:00 pm	<p>ENHANCING SUPPLY CHAIN CAPABILITIES FOR A GREAT CUSTOMER EXPERIENCE While most retailers understand the importance of providing a consistently positive customer experience, many struggle with legacy systems that fail to address customer experience needs. To successfully serve omnichannel demand now and in the future, retailers must recognize and accept that changing market dynamics which necessitates adjustments to the old ways of doing things. As customer behaviour is evolving in the Omnichannel environment, getting the right fashion products to the right sales channels can be a highly complex process. This Conclave will demonstrate how to be supply chain ready for the next phase of retail evolution.</p> <p>7 MINUTES INSIGHTS - Followed by Panel Discussion Panel Invited Manoj Krishnan, President – IT, Landmark Group Tushar Ahluwalia, Co-founder and CEO, StalkBuyLove.com Prashant Potnis, CTO, Spykar Lifestyles Rajul Jain, CEO & Co-Founder, INCREFF (Incredible Efficiency)</p>	<p>PRESENTATIONS BY IFA FINALISTS Finalists to present 2 minutes AV – followed by 2 minutes Q&A</p> <p>MOST EFFECTIVE MARKETING & PROMOTIONS CAMPAIGNS</p> <p>MOST EXCITING INNOVATIONS</p> <p>MOST VALUABLE FASHION START UPS</p> <p>JURY: B S NAGESH, Founder TRRAIN Debashish Mukherjee, Partner & Head, Consumer & Retail Industries, India, A.T. Kearney Anuj Kejriwal, CEO & Managing Director, ANAROC K Retail Advisors Viren Razdan, MD, Brand-nomics Harminder Sahni, Founder & MD, Wazir Advisors Bimal Sharma, Head – Retail, Advisory & Transaction Services, CBRE South Asia</p>	<p>Session 9 Mystery Audit Class By Kapil Malhotra, Founder and Managing Director, Total Solutions Group (TSG)</p> <p>Why Mystery Shopping 1. Evaluating adherence to standard operating procedures 2. Measuring and monitoring customer experience on a regular basis</p> <p>Discussion over Tea</p> <p>Examination IFF TRUSTED MARK</p>
04:00 pm 04:30 pm	<p>PROFIT @ FASHION RETAIL With changing consumer preferences and shrinking loyalty led by huge discounting in the apparel market, how do you stay relevant to consumers and still make money from retail.</p> <p>Rohiet Singh, COO- Tommy Hilfiger India Amin Kassam, Chief Retail Operations, Shoppers Stop Sandeep Narain, SVP-Retail Operations & VM, Max (Landmark Grp) Mohit Bhayana, Head of Retail, Marks and Spencer India</p> <p>Moderator: Mohit Dhanjal, Retail Director, Raymond</p>		
04:30 pm 05:00 pm	<p>FASHION INNOVATION & SUSTAINABILITY Manish Mandhana, CEO, Mandhana Retail Ventures (Being Human) Peush Narang, Head, India & Sri Lanka, Cotton USA Sanjeev Lekhraj, Director, Cotton World</p>		
05:00 pm 06:00 pm	<p>INNOVATIONS ACROSS THE GLOBE Innovations across the globe are transforming not only life & lifestyle of consumers but also creators' approach towards the entire process of designing, developing and presenting fashion to the consumers. NIFT faculty & Students under expert guidance of senior NIFT Alumni engaged in leading fashion houses across the globe present in this session some of the most happening innovations and how Indian fashion creators are reacting to such developments.</p> <p></p>		
	<p>Chair: Sarada M Muraleedharan, DG, NIFT Moderator: Devangshu Dutta, Founder, Third Eyesight Panelists Invited: J J Valaya, Manish Arora, Sabyasachi Mukherjee Ritu Beri, Ashish Soni, Director, IKOS Designs</p>	<p>Mohita Rastogi, CDO, Future Lifestyle Fashions Nihal Rajan, VP, & Head of Design-MFB @ Myntra Designs Karunesh Vohra, Domain Expert - Business of Design (fashion & Lifestyle), Nameubqt Design Thinking School Rajesh Gupta, Director - Innovation, Levi's Strauss & Co., South Asia</p>	

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06.00 pm 07.00 pm	IFF GRAND FINALE: SoloX		
	 <p>Jury Chair: B S Nagesh, Founder, TRRAIN 10 Vibrant Fashion CEOs to make 3 minutes Presentation to the Jury & audience #Untold Stories #Mega Life Lessons #Bold Opinions #Outstanding Outcomes #Biggest Business Dreams – followed by Q&A</p>	<p>Ajit Joshi, President & COO, Urban Ladder (Home) Ajoy Chawla, SVP - Strategy & Business Incubation, TitanCo. Anjana Reddy, CEO USPL (Collectabilia, Wrogn, Imara) Lavanya Nalli, Vice Chairman, Nalli Rajiv Mehta, Founder, KAN D:FY Sports Rajiv Suri, MD & CEO, Shoppers Stop Shilpa Sharma, Co – Founder, Jaypore</p>	<p>Sanjeev Mohanty, MD - South Asia, Middle East & North Africa, Levi's (Fashion) Sundeep Chug, CEO & MD, Benetton India Vasanth Kumar, MD, Lifestyle Vikas Gupta, CEO, ITC Lifestyle Vishak Kumar, CEO, Madura Fashion & Lifestyle, Aditya Birla Retail</p>

07.00 pm onwards	<p>Images Fashion Awards</p>  <p>Cocktails, Celebrations & Dinner</p>	<p>Nominees Include: aLL Ancestry at Home Ayesha Bath and Body Works Being Human Benetton Calvin Klein Charles and Keith Citikart</p>	<p>Clovia Coverstory Daniel Wellington Easybuy Home Centre Jack & Jones Louis Phillippe KLM Fashion Mall Kompanero Kushal Jewellery Lee Cooper</p>	<p>Lifestyle Lotto Lux Macho Madame Manyavar Major Brands Metro Mochi Neerus Only</p>	<p>Pantaloons Parx Raymond Rupa & Co. Shaze Shingora Shoppers Stop Skechers Spykar Style Bazaar Tanishq The Arvind Store</p>	<p>Tommy Hilfiger Van Heusen Vero Moda V-mart W Startups & Tech Fashionnex Samshék Spoyl DeMoza Arvind Internet</p>
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Concurrent Program: Advanced Certificate Program on Customer Centric Retail Standards

 2.30pm to 6pm on 27th March and 9.30am to 6pm on 28th March.

Conducted by Qualified Trainers on ISO & Retail Standards
Profiles of participants:

Category 1: Customer Service/ Operations/ Compliance / Legal/ Regulatory/ Corporate Affairs / marketing/ HR professionals in retail organisations

Category 2: Trainers, Auditors and Marketing Professionals of Certification Bodies and also Retail Consultants

All registered candidates have to participate in the entire program, group discussions and take exams and will be given certificates after successful completion and getting required pass marks as below:

Category 1: 50% Category 2: 70%

Objective of the program:

How to deliver 360 degree customer centric service in retail ?

How to assure customers that you value their TRUST ?

Understanding of Technical Requirements of Trusted Mark Certification - preparation, audit and the entire certification process.

**Agenda Session Titles, brief, speakers, dates and timings are subject to change*