



IFF SCOPE covers



10 Key Categories of Fashion & Lifestyle Business:

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

AGENDA



27 - 28 March 2019
Renaissance Hotel, Mumbai

27 th MARCH, WEDNESDAY - DAY 1		
09.00 am	REGISTRATION & BREAKFAST MEET	
09.00 - 11.30 am	@ GRAND BALL ROOM A&Z COMBINED – NIFT ALUMNI CONCLAVE	Hall B – SUCCESS STORIES
09.00 - 10.00 am	Breakfast Networking & Inspiration Session with NIFT Faculty, FMS Students & NIFT Star Alumni	Jury Briefing
10.00 - 11.30 am	<p>TO START WITH A QUICK 10 MINUTES CHAIR YOGA SESSION</p>  <p>Moderator: Devangshu Dutta, Founder, Third Eyesight</p> <p>Panel: Shilpee Sharma, Head of Design and StyleHub, Shoppers Stop</p> <p>Sharad Walia, Brand Director, Park Avenue Raymond Apparel</p> <p>Manisha Agarwal, Head - Human Resources, Puma India</p> <p>Abhishek Yadav, Design Head, Spykar Lifestyle</p> <p>Narendra Kumar, Designer & Creative Director, Amazon Fashion</p> <p>Rohit Aneja, Director, Marketing & Business Development, Paragon Apparels/ Alcis</p> <p>Sartaj Mehta, Design Director, Pepe Jeans, London</p>	<p>FASHION INTELLIGENCE – INSIGHTS ON FASHION & LIFESTYLE BUSINESS</p> <p><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></p> <p>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. Fashion today, not tomorrow:</i> Shorter lead times allow brands to offer products that customers want in real-time. <i>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></p> <p>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></p> <p>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></p> <p>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>PRESENTATIONS BY SHOPPING CENTRES FOR ISCA 2019</p> <p>CSR INITIATIVES DLF Mall of India, Noida Lulu International Mall, Kochi Select CITYWALK, New Delhi Infiniti, Malad</p> <p>MARKETING & PROMOTIONS Ambience Mall, Gurugram DLF Place, Saket, New Delhi DLF Mall of India, Noida Infinity Malad, Mumbai Inorbit Malad, Mumbai MGB Felicity Mall, Nellore Nexus Malls P & M Mall, Jamshedpur Pacific Mall, Tagore Garden, New Delhi Phoenix Marketcity, Chennai Phoenix Marketcity, Pune Select CITYWALK, Delhi</p> <p>Finalists to present 2 minutes AV – followed by Q&A</p>
11.30 – 11.40 am	<p>HOW DIGITAL TECHNOLOGY IS TRANSFORMING THE ENTIRE SUPPLY CHAINS</p> <p>7 Minutes Insights by Joshua Lin*, Vice President Sales – Infor Nexus</p> <p>This INSIGHTFUL PRESENTATION will be extremely relevant for Fashion & Lifestyle companies to understand the need of strengthening their end-to-end supply chains to keep up with customer demand and agility.</p> <p><i>Joshua Lin has served to many global retailers to digitize & aid their suppliers with supply chain finance including Columbia Sportswear, Levi Strauss & Co. and Deckers.</i></p> 	

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

11.40-2pm @ GRAND BALL ROOM A&Z COMBINED – INAUGURAL SESSION		@ Hall B – SUCCESS STORIES
11.40 am - 01:00 pm	<p>IFF INAUGURAL PANEL 1 – DIGITISATION AND THE FUTURE OF FASHION / DECHIPHERING THE NEW CODES OF FASHION BUSINESS: India's fashion and lifestyle market* estimated at US\$ 201 billion in 2017 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.</p>	<p>Inaugural Panel 1:</p> <p>Abhishek Ganguly, MD, Puma India Mukul Bafana, CEO, Arvind Internet Prakash Nedungadi, Group Head - Consumer Insights and Brand Development, Aditya Birla Group Sandeep Kataria, CEO, Bata India Vasanth Kumar, MD, Lifestyle Lalit Agarwal, CMD, V Mart</p> <p>Moderator: B S Nagesh, Founder, TRAAIN</p>
01:00 pm – 02:00 pm	<p>IFF INAUGURAL PANEL 2 - OPPORTUNITY TO EXPAND IN NEWER MARKETS INTELLIGENCE & INSIGHTS from RETAILERS EXPANDING TO TIER 2 & 3 CITIES -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: Debashish Mukherjee, Partner & Head, Consumer & Retail Industries, India, A.T. Kearney</p>	<p>Inaugural Panel 2:</p> <p>Sunil Nayak, CEO, Reliance Jewels Lalit Agarwal, CMD, V Mart Rahul Vira, CEO Skechers South Asia Rajesh Seth, COO, FBB, Future Group Anand Aiyer, Business Head – Easybuy, Landmark Group Amit Chaudhary, Co Founder, Lenskart Arun Goel, VP, Product Management, ShopClues Viren Razdan, MD, Brand-nomics</p>
		<p>PRESENTATIONS BY SHOPPING CENTRES</p> <p>TURN AROUND SUCCESS STORIES Growel's 101 Mall, Mumbai Pacific Mall, Tagore Garden, New Delhi Phoenix United, Bareilly Prozone Mall, Aurangabad</p> <p>Finalists to present 2 minutes AV – followed by Q&A</p>

ON GROUND JURY FOR PRESENTATIONS BY MALLS FOR ISCA INCLUDES:

<p>B S NAGESH, Founder TRRAIN Debashish Mukherjee, Partner & Head, Consumer & Retail Industries, India, A.T. Kearney Anuj Kejriwal, CEO & Managing Director, ANAROCK Retail Advisors Viren Razdan, MD, Brand-nomics Bimal Sharma, Head – Retail, Advisory & Transaction Services, CBRE South Asia Munish Baldev, Co Founder & CEO, J S Martin Akash Srivastava, Director – BD, Chaayos / Sunshine Teahouse Arjun Shyam Sumaya, MRICS, Head, West India - Retail & Leisure Advisory, JLL Karan Pethani, Chief Real Estate, Future Group R A Shah, Head, Property, Trent</p>	<p>Gopinath Ravindranath, Head- BD, Arvind Lifestyle Brands & Retail Sanjeev Rao, Director, Sales & Development, Raymond Ankur Kohli, Head – Property, Bata India Manish Vig, Head - Business Development Malls, Aditya Birla Fashion Manish Kapoor, Director - Sales, Pepe Jeans Katja Larsen, Head of Sales and Marketing, APAC – Actiforce 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 Yashish Khullar, BD Head, Madame</p>	<p>Suvneet Ahuja, Head- Business Development, Reliance Brands Akshat Agarwal, Head of Retail Expansion, ITC Wills Lifestyle 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</p>	<p>Sameer Singh, Director – Ops, BD, Expansion & SCM – LOTS Lalit Jain, VP, Property Project & Planning, Spencer's Retail Nimish Shah – COO, West & East Region, Lifestyle Siddharth Baid, AVP, Lenskart Sourav Talukdar, BD Head, Levi's Sanjay Motwani, Head Properties, Globus Deepak Gupta, BD Head, Puma India Shashank Kulkarni, Head – Real Estate, McDonald's India Neerav Sejpal, Director BD, Pizza Hut, Yum! Saurabh Singhal, BD Head, Hidesign Aakash Koparkar, GM (West) Retail Ops, Bata India</p>
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27th MARCH, WEDNESDAY - DAY 1 Continued of India Fashion Forum (IFF) 2019, Renaissance, Mumbai

02.00 pm – 02.30 pm | Lunch



Matinee Sessions in 3 Halls – CX Forum Sessions @ Hall A, Success Stories - ISCA PRESENTATIONS BY MALLS @ Hall Z & Trusted Program in Hall B

TIME	@ HALL A - CUSTOMER EXPERIENCE (CX) SESSION	@ HALL Z – SUCCESS STORIES	@ HALL B – TRUSTED PROGRAM
02:30 pm 03:30 pm	<p><u>BUILDING A PLAYBOOK FOR THE CUSTOMER OF THE FUTURE.</u> There is a lot of noise in retail about disruption, channels, journeys, & experience. With debates on the future of the store, emergence of new channels, and new technology, many retailers are stuck on a FOMO treadmill, focusing on their own microcosm without a clear understanding of the end goal—the customer of the future.</p>	<p>PRESENTATIONS BY SHOPPING CENTRES FOR ISCA 2019 Finalists to present 5 minutes AV followed by 10 minutes of Q&A. UPCOMING SHOPPING CENTRES The biggest attraction this year will be <u>presentations by upcoming malls</u> to a jury consisting of IPCs and RETAILERS who will assess their projects on FOLLOWING: pre-defined parameters.</p>	<p>Customer Centric Retail Standards Trainer: Ramesh Koregave, Director Strategy & International Business, Quality Austria Central Asia Registered Candidates include: Abdullah Siddique, CCA&Dept Manager, Shoppers Stop Prince Thomas, CCA & Dept Manager, Shoppers Stop Namrata Shrivankumar, Asst Manager, Sr. Concept</p>

	<p>What does the customer of the future (who is actually common across many retailers) want from a shopping experience? What are other retail verticals doing to serve the same customers and therefore the 'minimal viable experience' required from other verticals? How do I re-design my business 'system' to serve the needs of this customer vs. think of channel optimisation within my business? In a discussion with business leaders, we want to address these questions and help develop a framework to build a playbook to serve the customer of the future.</p> <p>Anchor: Mukul Bafana, CEO, Arvind Internet</p> <p>Panel: Anil Shankar, CCA & VP - IT, Shoppers Stop Deepak Kishanchand, Head - IT, South Asia & Middle East, Levi Strauss Lalit Agarwal, CMD, V Mart Mahadevan Iyer, SVP - Customer Loyalty & Analytics, and Business Transformation, Lifestyle - Landmark Group Mridumesh Rai, President, Sara Futura Group Pawan Sarda, Group Head- Digital, Future Group India Rahul Vira, CEO Skechers South Asia Prashant Bhatia, Managing Partner, Cambridge</p>	<p>PRESENTATIONS Based on Pre-defined Parameters:</p> <ol style="list-style-type: none"> 1. Background of Promoter/s, Builder, Key Vendors & Key People Responsible for Planning, Execution & operations 2. Justification of Size & Usage 3. Location advantage & Catchment 4. Positioning 5. Design 6. Zoning & Tenant Mix 7. Anchor to Vanilla Ratio 8. Space allocation for all major categories like Fashion & Lifestyle, Consumer Electronics, Home & Interiors, Food & Grocery, Leisure & Entertainment, F&B etc 9. Lease/strata model 10. Parking 11. Facilities 12. Safety & Security 13. Legal Requirements & Licenses 14. Financing & Revenue Model 15. Green Initiatives 16. Marketing & Promotion Plans 17. Launch Plans 18. Mall Management Plans 	<p>PRESENTATIONS BY:</p> <p>AIPL Joy Street, Gurugram Boulevard Walk, Greater Noida West</p> <p>M3M Urbana, Gurugram</p> <p>Orion Uptown, Bengaluru</p> <p>Phoenix Marcketcity, Lucknow</p> <p>Reach Airia, Gurugram</p> <p>The Retail Park, Ahmedabad</p> <p>Urban Square Mall, Udaipur</p> <p>Vegas Mall, Dwarka, New Delhi</p> <p>VR Chennai</p> <p>KW Group, Delhi 6</p>	<p>Manager, Lifestyle Sagar Narendra Sawant, Sr. Concept Manager, Lifestyle Wilfred Paul Karathra, Manager, Regional Audit – Lead, Lifestyle Tarang Uppal, Manager, Regional Commercial – Lead, Lifestyle Ramesh Rajagopalan, Sr Lead Auditor, Reg F&B, DNV GL Chitra Muttiah, Sr Lead Auditor, DNV GL Haresh Kedar, SM, Phoenix Mall, Puma Nandan Prasade, SM, Seawoods Mall, Puma Fhirdoz Momin, SM, Linking Road, Puma Farhan Mirza, SM, Growels Mall, Puma Ashish Dhupkar, SM, Ininiti Mall, Puma Ayub Shaikh, SM, Colaba, Puma Vishal Rai, ARM, Puma Amit Bhardwaj, ARM, Puma Subham Mukerjee, ARM, Puma Leeladhar Soratiya, ARM, Puma Ashwin Fulwani, ARM, Puma Sonam More, Sketchers Harshala Singh, Sketchers Susobhan Pal, Sketchers Varun Patil, Sketchers Ramji Yadav, Sketchers Alok Gupta, Country Head- Risks&Compliance Head QACA</p> <p>IRF TRUSTED MARK</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>
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27th MARCH, WEDNESDAY - DAY 1 Continued of India Fashion Forum (IFF) 2019, Renaissance, Mumbai

TIME	@ HALL A - CUSTOMER EXPERIENCE (CX) SESSION	@ HALL Z – SUCCESS STORIES	@ HALL B – TRUSTED PROGRAM
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<p>03:30 pm 04:30 pm</p>	<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 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>PANEL: Tushar Ahluwalia, Co-founder and CEO, StalkBuyLove.com Siddharth Baid, AVP, Lenskart Ayushi Gudwani, Founder & CEO, FableStreet Sanjay Roy, Executive Director – Sales, Puma India Prashant Bokil, Head IT, The Mandhana Retail Ventures Pawan Sarda, Group Head- Digital, Future Group India Shashank Agnihotri, Co-Founder, Rutorange Jyoti Kaushish, Category Head, ShopClues</p> <p>Moderator: Abhishek Jain - VP & Head of International Markets, UNBXD</p>	<p style="text-align: center;">Session Partner</p> <p style="text-align: center;"> site leads</p>	<p>UPCOMING SHOPPING CENTRES PRESENTATIONS CONTINUED</p> <p>Followed by SUCCESS STORIES OF COLLABORATIONS</p> <p>Nominees Include:</p> <ol style="list-style-type: none"> 1. Phoenix Marketcity, Chennai 2. Pacific Mall, Dehradun 3. Style Hashtags, Nexus Malls 4. Infiniti Mall + Max <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 Anuj Kejriwal, CEO & Managing Director, ANAROCK Retail Advisors Viren Razdan, MD, Brand-nomics Bimal Sharma, Head – Retail, Advisory & Transaction Services, CBRE South Asia Katja Larsen, Head of Sales and Marketing, APAC – Actiforce</p>	<p>Session 2: PRELIM GROUP DISCUSSION</p> <p>Retail Standards & Customer Service – Participants' Understanding of the subject matter.</p> <p>Session 3: CUSTOMER EXPECTATIONS 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 <p>Session 4:</p> <ul style="list-style-type: none"> - Introduction to Retail Standards - Regulatory Compliance in Retail <ol style="list-style-type: none"> 1. Customer Service, Feedback and Dispute Resolutions - 2. Customer data, their safety & privacy <p style="text-align: center;"></p>
<p>04:30 pm 04:37 pm</p>	<p>THREE MISTAKES TO AVOID IN ONLINE FASHION 7 MINUTES INSIGHTS by Vargab Bakshi, International Partnerships Lead, Shopify</p>			
<p>04.37 pm 05.30 pm</p>	<p>DECODING A 360 DEGREE PERSPECTIVE OF THE CUSTOMER JOURNEY</p> <ul style="list-style-type: none"> - Understanding what drives, changes and excels the customer relationship with the brand <i>Connecting with the Customer:</i> Exploring the changing dynamics of the new digital customer ecosystem Leveraging data to create a single customer view^{1,2,3} - What drives the customer experience^{1,2,3}? - What impacts the customer experience^{1,2,3}? - What are the customer expectations from the brand? <p>Evaluating what drives a consumer to transition in their journey from a consumer mentality to a shopper mentality.</p> <p>Exploring what activates brand awareness and emotional engagement with a brand to determine strategies for driving sales.</p>	<p>Moderator: Amin Kassam, Chief Retail Operations, Shoppers Stop</p> <p>Vinay Bhatia, CEO - Group Loyalty & Analytics, Future Group Rajesh Sethuraman, Head - Marketing, Easybuy Format, MAX Retail, Landmark Group Sarfraz Miller, Head – IT, Celio* Future Fashion Shambhav Chauhan, ED, Jade Blue Lifestyle Arun Gupta, CTO, Praxis Home Retail</p>		

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

<p>5.30 to 7.30pm @ HALL A - CUSTOMER EXPERIENCE (CX) SESSION</p> <p>5.30 to 5.37pm - 7 MINUTES INSIGHTS by Gunish Chander Jain, MD, BlueKaktus Leveraging technology for automation and improving speed to market in the supply chain (amongst brands and manufacturers)</p>	<p>5:30 to 7.30pm @ Hall Z – SCAI ROUNDTABLE with MALLS & RETAILERS</p> <p>FASHION & LIFESTYLE AND THE RETAIL SPACES OF TOMORROW. Mega Round Table with Fashion & Lifestyle Retailers & Shopping Centre Developers</p>
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<p>5.37 to 6.30pm - 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>Moderator: Parag Dhakan, Head IT, Tommy Hilfiger and Calvin Klein</p> <p>Panel : Pooraan Jaiswal, Group CTO, TBZ Mahadevan Iyer, SVP - Customer Loyalty & Analytics, and Business Transformation, Lifestyle - Landmark Group Gunish Chander Jain, MD, BlueKaktus Navin Pandey, Sr VP, KW Group</p>	<p>Fashion & Lifestyle that occupies ¼th 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 SCAL 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>6.30 to 7.30pm CX FORUM MEGA ROUND TABLE FASHION MEETS TECHNOLOGY: 2020 IS ROUND THE CORNER, WHERE ARE WE ?</p> <p>Divergence in convergence, everyone agrees that technology is changing the way we do business and consumers perceive a brand and decide their shopping preferences. Everyone is doing something different and yet they are trying to reach the same goal. Technology providers are stretching imagination on what their solutions can do which early adopters are using to differentiate until competition catches up. The debate is all about:</p> <ol style="list-style-type: none"> 1. What is the future of fashion enabled by technology? 2. What are the technology trends that are influencing the fashion industry? 3. What do retailers want and expect from technology providers? 4. What are global trends that have yet to catch on in India? 5. What are Indian experiments that stand out against the global arena? 6. Is digital design a reality? 7. Is technology only for fast fashion retailers? 8. What will the winner look like in 2020? 	<p>Moderator: Arun Gupta, CTO, Praxis Home Retail</p>	
<p>Panel: Vinod Kapote, Head – IT, Trent Pooraan Jaiswal, Group CTO, Tribhovandas Bhimji Zaveri Deepak Kishanchand, Head - IT, South Asia & Middle East, Levi Strauss Sarfaraz Miller, Head – IT, Celio* Future Fashion Sandeep Shetye, CTO, Globus</p>	<p>Mukul Bafana, CEO, Arvind Internet Divesh Dutta, Director, Global Sales, HotWax Commerce Venkat Terugu, CEO, Ciphercode Tech. Solutions Raj Parakh, Co-Founder@ Fabulyst Siddhant Rana, India Head, Shopify Gold</p>	<p>MODERATORS: Abhishek Ganguly, MD, Puma India</p> <p>Anuj Puri, Chairman, Anarock Property Consultants</p> <hr/> <p>SHOPPING CENTRES PANEL</p> <p>Bipin Gurnani, President & CEO, Prozone Gopal Machani, JMD, MG Group Goutam Karmakar, President Leasing, M3M India Manoj K. Agarwal, CEO, Viviana Malls Munish Khanna, CRO, Express Avenue Mall Pankaj Kumar Jain, MD, KW Group Rajendra Kalkar, President – West, Phoenix Malls Shibu Philips, Business Head, Lulu Mall Shubhojit Pakrasi, VP - Mall, P&M and Hitech Infrastructure Arijit Chatterjee, COO, Junction Mall (DMMSPL) Nandini Taneja, VP, Reach Group</p> <p>RETAILERS PANEL</p> <p>Akhil Jain, ED, Jain Amar Clothing (Madame) Amit Chaudhary, Co Founder, Lenskart Navin Vaswani, MD, Saffron Lifestyle Mridumesh Rai, President, Sara Futura Group Rahul Vira, CEO Skechers South Asia Rajesh Jain, MD & CEO, Lacoste India Sanjay Vakharia, CEO, Spykar Lifestyles Shital Mehta, CEO & Executive Director, Max Fashions Vasanth Kumar, MD, Lifestyle Sandeep Kataria, CEO, Bata India R A Shah, Head, Property, Trent Lalit Jain, VP, Property Project & Planning, Spencer's Retail Narendra Pratap Singh, Director Business Development, Samsonite Pallav Atreja, Business Head - EBO & Ecommerce, MAS Holding</p>

IMAGES SHOPPING CENTRE AWARDS (ISCA) 2019
Cocktails & Entertainment & Dinner



Concurrent Focus Zone:
WHAT IS INNOVATION IN FASHION?
Case Studies, Discourses from NIFT and Fashion Innovators Club



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.

GO TO NEXT PAGE FOR AGENDA OF 28TH MARCH >>>>>>>>>>



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 09:30 am	BREAKFAST Session : Participants: Buying/ Sourcing/ Merchandising/ Category/ Retail Design & VM heads of Progressive fashion brands, retailers - hypermarkets, department stores and brand/ specialty stores - distributors and franchisees. Designers of innovative new products that have the potential to create new consumption categories. 	CONSUMER FORECAST 2020 by Puneet Dudeja , Sales Director – WGSN, South Asia	Session 5: Recap of Day 1 THE CHALLENGE OF SERVING A GLOBAL CUSTOMER IN THE PHIGITAL ERA	
28 TH MARCH 10:00 am 11:00 am	MOST EFFECTIVE TECH IMPLEMENTATIONS 1. In- store Technology Adoption 2. Omnichannel Technology Implementation 3. Customer Experience Technology Implementation Duet presentation By India's Most Vibrant Partners (Brands/Retailers with Tech partners) 2 minutes Video Presentation – followed by Q&A	NOMINEES:: <ul style="list-style-type: none"> •Gerard Khan, Partnership,OMUNI, Arvind Internet •Manoj Krishnan, CIO, & Aliasgar Panjwani, Regional IT Head, West-Lifestyle •Kumarswamy Hiremath, Head Marketing, Delopt •Venkat Terugu, CEO, Ciphercode Tech. Solutions •Priya Mehrotra, Marketing Operations & Aakash Mathur, Manager Lifestyle •Varun Kapoor, Logic ERP •Chandra Shekhar, Executive VP, Mobiquest 	FASHION RETAIL QUIZ Conducted by WGSN  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.	Session 6 PRACTICES AND SYSTEMS 1. Sustainability 2. HR practices 3. Communication 4. Goods and Services 5. Terms and conditions of sale 6. Transactions and Accounting 7. IT Ecosystem
11:00 am 12:00 noon	MOST EFFECTIVE TECH IMPLEMENTATIONS continued On Ground Jury Anil Menon , IT innovation, Tata Starbucks Arun Gupta , Managing Partner & Director, Ingenium Advisory Kiran Komatla , VP-IT, Burger King Meheriar Patel , Group CIO, Jeena & Company Krishna Dhumal , Dy. Director - IT, GJEPC Rajiv Rajda , CIO, All Time Plastics	KEY DRIVERS FOR DESIGN & PRODUCT DEVELOPMENT  Big data, future trends, relevance of trends, consumer behavior... Panel: Katja Larsen , Head of Sales and Marketing, APAC – Actiforce Peush Narang , Head, India & Sri Lanka, Cotton USA Shruti Behal , VP-Product Design & Development, Pretty Secrets Nameet Srivastava , Head Ethnic and Designer Wear, Raymond Sanmitra Chitte - Dean, School of Management, World University of Design Ashish Dhir , AVP, Technopak Advisors		

28th MARCH, THURSDAY – Day 2 Continued of India Fashion Forum (IFF) 2019, Renaissance, Mumbai




TIME	@ HALL A –CUSTOMER EXPERIENCE (CX) SESSIONS	@ Hall Z – IFF SESSIONS	@ HALL B – TRUSTED PROGRAM
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12:00 noon 12:07 pm	7 MINUTES INSIGHTS by Sabhari Shankar , CEO, Wondersoft		12:00 noon to 12:50 pm LUXURY FASHION IN INDIA – 'Luxury Fashion in India - Consumers Perspective'. Insight Partner istitutomarangoni the school of fashion, art & design	Session 7: BENCHMARKING CUSTOMER SERVICE – Customer Centricity across various retail operations Master class by
12:07 noon 01:00 pm	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. Moderator: Gurukeerthi Gurunathan , Co-founder & SVP Tech, Caratlane Shilpa Sharma , Co – Founder, Jaypore Amit Chaudhary , Co Founder, Lenskart Jacqueline Mundkur , Senior CX Thought Leader and Practitioner Manoj Krishnan , President – IT, Landmark Group Ganesh Subramanian , Founder & CEO, Stylumia		Moderator: Rachana Singh , Business Consultant & Professor of Fashion Business - Istituto Marangoni Panel Sandeep Gonsalves , Co-founder, SS HOMME Tina Tahliani Parikh , Executive Director, Ensemble Amit Pratihari , Director Retail, Forevermark India Rajendra Kalkar , Center Head, Palladium Mall Abhay Gupta , Founder & CEO, Luxury Connect	 Nagesh, Founder, TRRAIN Case studies, Problems & Solutions SOPs/ Policy Manuals – Documentation, Approvals, Amendments, Communication of Policies, Empowerment of staff to execute/ implement.
	12:50 pm to 01:00 pm A QUICK 10 MINUTES CHAIR YOGA SESSION		12:50 pm to 01:00 pm A QUICK 10 MINUTES CHAIR YOGA SESSION	
01:00 pm 02:00 pm	SHOPPING CENTRES OF FUTURE : Building Phygital ecosystem for unified consumers journey, leveraging technology & experiences. With increasing relevance of physical & digital ecosystems to co-exist as unified journey for consumers, globally retailers are leveraging technology for a seamless Phygital experience. This this futuristic and all encompassing discussion will sight examples of What's being done in India so far and how malls and retailers can partner on this platform. Moderators: Harshvardhan Singh Chauhan , Central Head of Marketing, DLF Shopping Malls Rohiet Singh , COO- Tommy Hilfiger India		CEOs RAPID FIRE In the VUCA (volatile, uncertain, complex and ambiguous) 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. Co Moderators: Rajesh Jain , MD & CEO, Lacoste India Vidhya Srinivasan , ED & CFO, Puma India	
	Mega Round Table Gopinath Ravindranath , Head- BD, Arvind Lifestyle Brands & Retail R A Shah , Head, Property, Trent Preeti Chopra , National Head – Business Development, Raymond Manish Vig , Head - Business Development Malls, Aditya Birla Fashion Sumit Ghildiyal , VP, Business Development, Max Fashion, Landmark Group Preeti Chopra , National Head- BD, Raymond	Narendra Pratap Singh , Director Business Development, Samsonite Siddharth Baid , AVP, Lenskart Yashish Khullar , BD Head, Madame	Panel: Sanjay Vakharia , CEO, Spykar Lifestyles J P Shukla , Co-founder & CEO, 1-India Family Mart Jacqueline Kapur , Founder & CEO, Ayesha Accessories Shambhav Chauhan , ED, JadeBlue Lifestyle Aasheesh Mehdiratta , CEO, SSIPL Avnish Kumar , Director, Neeru's Ensembles Akhil Jain , ED, Jain Amar Clothing (Madame) Himanshu Chakrawarti , CEO Unlimited, Arvind Lifestyle Brands Mridumesh Rai , President, Sara Futura Group	

28th MARCH, THURSDAY – Day 2 Continued of India Fashion Forum (IFF) 2019, Renaissance, Mumbai

02.00 pm – 02.30 pm | LUNCH

Time	@ Hall A –Customer Experience (CX) Sessions	@ Hall Z – IFF SUCCESS STORIES 02:30 pm to 05:30 pm	@ HALL B – TRUSTED PROGRAM
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<p>02:30 pm 03:30 pm</p>	<p>THE FINAL BASTION – CUSTOMER EXPERIENCE Everyone loves deals, but fatigue is setting in with the tsunami of offers and promotions. Customers want experience – be it on the web, mobile, social media, bots, or in-store; they expect reduced friction towards their seamless shopping experience. Technology can change the rules of the game, customers change the game ! Retailers and Technology providers discuss and debate the future of retail and customer engagement and retention !</p> <p>Panel:</p> <p>Srinivas Rao, Sr. Vice-President, Marketing, Lifestyle Debosmita Mazumder, Head – Marketing, Puma India Abhishek Shetty, Head – Marketing PR & Loyalty, Celio* Future Fashion Amit Pratihari, Director Retail, Forevermark India</p> <p>Moderator : Arun Gupta, CTO, Praxis Home Retail</p>		<p>PRESENTATIONS BY IFA FINALISTS Finalists to present 2 minutes AV – followed by Q&A</p> <p>JURY: B S NAGESH, Founder TRRAIN 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 Prof. M. Annaji Sarma, Chairperson - Dept of Fashion Management Studies (FMS), NIFT Prof. (Dr.) Susheel Raturi, FMS, NIFT Puneef Dudeja, Sales Director – WGSN, South Asia Katja Larsen, Head of Sales and Marketing, APAC – Actiforce</p>	<p>DESIGN CONCEPTS Nadeem Ahmed, Real Estate Manager, Daniel Wellington Sumeet Bhattacharjee, Dy. Manager Marketing, Ethnix by Raymond Aditya Kothari, DGM, Marketing, Lifestyle - SS18 Cosmetics window display Varun Nair, RVM – West Lifestyle - AW18 Handbags window display Vaidehi Gajiwala, Regional Trainer ,TCNS & Bilal – W Yashish Khullar, Manager BDM, Madame Mohit Goyal, Brand & Marketing Head, Ancestry</p>	<p>Session 8</p> <p>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>03:30 pm 03:37 pm</p>	<p>7 MINUTES INSIGHTS – by Surendra Nayak, Head - Sales & Marketing, Logic ERP Solutions</p>		<p>MARKETING & PROMOTIONS Sandeep Saha, Regional Sales Manager, Blackberrys Sidhartha Gaurav, Marketing Manager, Central Nadeem Ahmed, Real Estate Manager, Daniel Wellington Piyush Morjaria, Marketing Head, Max Fashion Debosmita Majumder, Marketing Head, PUMA India Vikas Bissa, Head Retail Marketing, Raymond Mridumesh Rai, President, Ruosh Soumya Shetty, Marketing Manager, Spykar Vaidehi Gajiwala, Regional Trainer ,TCNS & Bilal - W</p>	<p>FASHION INNOVATIONS Rajesh Sethuraman, Head Marketing, Easybuy Vikas Bissa, Head Retail Marketing, Raymond Praveen Premkumar, Director, Varaha Mridumesh Rai, President, Ruosh Yogita Sali, Head-Product Development & Quality services, Corporate Style - By Raymond Made to Indian</p>	<p>Discussion over Tea</p>
<p>03:37 pm 04:30 pm</p>	<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>Panel:</p> <p>Tushar Ahluwalia, Co-founder and CEO, StalkBuyLove.com Manoj Krishnan, President – IT, Landmark Group Rajul Jain, CEO & Co-Founder, INCREEF (Incredible Efficiency) Tejinder Singh, COO, Arvind Internet Surendra Nayak, Head - Sales & Marketing, Logic ERP Solutions</p> <p>Moderator: Gaurav Kapil, SVP & Head - CX, Ops, Marketplace & Supply Chain, Craftsvilla</p>	<p>NEW LAUNCHES Mohit Goyal, Brand & Marketing Head, Ancestry Deepika Savant, Marketing Manager, Bath and Body Works Siddharth Gaurav, Central Nadeem Ahmed, Real Estate Manager, Daniel Wellington Melanie Fernandes, Marketing Head, Park Avenue</p>	<p>FASHION START UPS Bhavneef Thukral, Founder, Fashionnex Raj Parakh, CBO, Fabulyst Vijay Johal, Founder, Truffle Collection Samik Sarkar, Co Foudrer, Rust Orange Arvind Saraf, Founder, Wishbook</p>	<p>Examination</p> 
<p>04:30 pm 04:37 pm</p>	<p>LOOKING FOR BLACK SWANS AND GREY RHINOS : WIN CONSUMERS BY A BIG MARGIN 7 MINUTES INSIGHTS by Ganesh Subramanian, Founder & CEO, Stylumia</p>		<p>NEW LAUNCHES Mohit Goyal, Brand & Marketing Head, Ancestry Deepika Savant, Marketing Manager, Bath and Body Works Siddharth Gaurav, Central Nadeem Ahmed, Real Estate Manager, Daniel Wellington Melanie Fernandes, Marketing Head, Park Avenue</p>	<p>FASHION START UPS Bhavneef Thukral, Founder, Fashionnex Raj Parakh, CBO, Fabulyst Vijay Johal, Founder, Truffle Collection Samik Sarkar, Co Foudrer, Rust Orange Arvind Saraf, Founder, Wishbook</p>	<p>Examination</p> 
<p>04:37 pm 05:30 pm</p>	<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>Panel:</p> <p>Amin Kassam, Chief Retail Operations, Shoppers Stop Sandeep Narain, SVP-Retail Operations & VM, Max (Landmark Grp) Ganesh Subramanian, Founder & CEO, Stylumia Vishal Gupta, Director- Retail, Puma India Shilpa Sharma, Co – Founder, Jaypore Moderator: Mohit Dhanjal, Retail Director, Raymond</p>	<p>NEW LAUNCHES Mohit Goyal, Brand & Marketing Head, Ancestry Deepika Savant, Marketing Manager, Bath and Body Works Siddharth Gaurav, Central Nadeem Ahmed, Real Estate Manager, Daniel Wellington Melanie Fernandes, Marketing Head, Park Avenue</p>	<p>FASHION START UPS Bhavneef Thukral, Founder, Fashionnex Raj Parakh, CBO, Fabulyst Vijay Johal, Founder, Truffle Collection Samik Sarkar, Co Foudrer, Rust Orange Arvind Saraf, Founder, Wishbook</p>	<p>Examination</p> 

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05:30 pm 06:30 pm

@ HALL B – NIFT FINALE SESSION

INNOVATIONS ACROSS THE GLOBE

Opening Remarks:

Panel:



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.

Prof. M. Annaji Sarma, Chairperson - Department of Fashion Management Studies, NIFT

Presentation by NIFT FMS Professors/ Faculty
Dr. Susheel Raturi
Dr. Srinivasa Rao
Bhaskar Banerjee/ Dr. Ruchika
Dr. GHS Prasad

Sanjay Roy, Executive Director – Sales, Puma India
Akhil Jain, ED, Jain Amar Clothing (Madame)
Pranav Khanna, Founder, Ideas That Scale / Frajorden

Moderator: Devangshu Dutta, Founder, Third Eyesight

06.30 pm to 07.30 pm IFF GRAND FINALE: SOLOX @ GRAND BALL ROOM A&Z COMBINED



10 Vibrant Fashion Professionals 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

Jury Chair: B S Nagesh, Founder, TRRAIN

Jury Panel:

Viren Razdan, MD, Brand-nomics
Harinder Sahni, Founder & MD, Wazir Advisors
Vernon Yeo, Head of Marketing and Branding, Lenzing – AMEA
Prof. Raghuram Jayaraman
 Head - Industry & Alumni Affairs, NIFT

Katja Larsen, Head of Sales and Marketing, APAC – Actiforce
Lavin Lekhraj, Director, Cotton World
Ayushi Gudwani, Founder & CEO, FableStreet
Lavanya Nalli, Vice Chairman, Nalli
Manoj Gupta, CEO and Co-Founder of Craftsvilla
Akhil Jain, ED, Jain Amar Clothing (Madame)
Samik Sarkar, Co-Founder, Rustorange
Debosmita Mazumder, Head – Marketing, Puma India
Praveen Premkumar, Director, Crea India
Vineesh Chadha, Co founder, Turms



07.30 pm onwards

Images Fashion Awards - Cocktails, Celebrations & Dinner

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