



MASSMERIZE 2009

Road Map for Fast Moving Consumer Goods (FMCG) sector in India

July 23, 2009, Federation House, New Delhi

1030 Hrs	Registration
1100 - 1130 Hrs	Inaugural Session
	Moderation by: Mr V K Topa, Adviser to Secretary General, FICCI
	Welcome Address by: Dr Amit Mitra, Secretary General, FICCI
	Inaugural address by Shri Anand Sharma, Hon'ble Minister of Commerce and Industry, Government of India
	Release of FICCI Technopak report
	Vote of thanks by Mr Shantanu Khosla, Chairman, FICCI FMCG Committee
1130 -1145 Hrs	Networking Tea Break
1145 – 1315 Hrs	Business Session I
	Fast Moving Consumer Goods: A Perspective
	Session Chair: Shri Rahul Khullar , Commerce Secretary, Government of India*
	Presentation on FICCI-Technopak Report "FMCG Sector, The Road Ahead" Mr. Raghav Gupta , President, Technopak Advisors
	Counterfeits & Pass-off products: Stay Ahead of the curve Mr Ashok Gupta, Executive Director, Hindustan Unilever Ltd. and Chairman, FICCI Brand Protection Committee
	Exploring new territories: Reaching bottom of the pyramid Mr Kurush N Grant, Chief Executive, Tobacco & FMCG division, ITC Ltd.
	Leveraging technology in low margin game: Mr Ravi Mathur, CEO GS1 India
	Needs & Expectations of Evolving Consumer: Evolving trends and spends: Ms Saloni Nangia, Vice President, Mindscape
	Q & A
1315-1415 Hrs	Networking Lunch
1415 – 1515 Hrs	Business Session II
	Goods and Services Tax (GST): Future Perfect Tax Regime
	Session Moderation : Mr Siddarth Zarabi , Economic Policy Editor, CNBC TV18
	Presentation on GST by Mr Satya Poddar, Partner, Ernst & Young
	Special Address by: Shri Satish Chandra, Member Secretary, Empowered Committee of State Finance Ministers
	Panel Discussion
	Shri Arbind Modi, Joint Secretary (Tax, Policy & Legislation-I), Department of Revenue, Ministry of Finance, Government of India*
	Dr Mahesh Purohit, Director, Foundation for Public Economics and Policy Research
	Dr Kavita Rao, Senior Fellow, National Institute of Public Finance and Policy, New Delhi
	Mr Deepak Acharya – General Counsel & Director – Procter & Gamble India
	Q & A

1515 - 1530	Networking Tea Break
1530 – 1630 Hrs	Business Session III
	Fillip to FMCG sector: New age consumers and modern retail
	Session Chair: Mr Martin Dlouhy , Managing Director, Metro Cash & Carry*
	Evolving Retail: Organized and Unorganized: Mr Vinod Sawhny , President and COO, Bharti Retail
	Channel Partnership & Key Account Management: Mr Praveen Someshwar , Executive Director- Bottling Operations, PepsiCo.
	Competition posed by “private labels” to Established Brands: Mr Atulit Saxena , Chief Operating Officer - Future Brands, Pantaloon Retail India Ltd.
	Increasing focus on health & Wellness: Mr Shrijeet Mishra , Executive Director – Foods, Hindustan Unilever Ltd.
	Q&A
1630 – 1645 Hrs	Networking Tea Break
1645 – 1745 Hrs	Panel Discussion
	Leveraging current economic scenario
	Session moderation: Mr Shivnath Thukral , Managing Editor of NDTV Profit*
	Mr Shantanu Khosla – Managing Director, P&G
	Mr Dalip Jolly , Managing Director – Fena (P) Limited
	Dr Rajat K. Baisya , Head of the Department of Management Studies, IIT Delhi
	Mr Dharmakirti Joshi , Director and Principal Economist, Centre for Economic Research CRISIL

* **Invited**