

FICCI
MASSMERIZE 2010
 Beyond the Obvious
 Dynamic · sustainable · Inclusive
 14th December, FICCI Federation House, New Delhi

1000 Hrs	Registration
1030 - 1100 Hrs	Inaugural Session Welcome Address: Mr. Kurush Grant, Co-chair, FICCI FMCG Committee & Executive Director, FMCG, ITC Opening Remarks: Dr Amit Mitra, Secretary General, FICCI Chairman's Address: Mr. Shantanu Khosla, Chairman, FICCI FMCG Committee & MD, P&G Special address: Mr. Rajan Bharti Mittal, President, FICCI Inaugural address: Shri Anand Sharma, Hon'ble Union minister of Commerce and Industry Release of Knowledge Paper Concluding Remarks: Mr. Saugata Gupta, Co-chair, FICCI FMCG Committee & CEO, Marico
1100 - 1115 Hrs	Networking Tea Break
1115 - 1130 Hrs	Presentation on the Knowledge Paper: FMCG sector- Evolving for the future
1130 – 1140 Hrs	Presentation on 10 big current trends in the FMCG sector highlighting the concerns of all partners/stakeholders
1140 - 1300 Hrs	Business Session I 'Stay Ahead of the Ordinary': The Success mantra
1140 – 1200 Hrs	Celebrity brand endorsements, connecting with the consumers responsibly A celebrity
1200 – 1220 Hrs	Brand Valuation in India – Value creation in the mind and the balance sheet Mr. Raghu Vishwanath – CEO of Verteband/Mr. David Haigh, Chief Executive of Brand Finance PLC, UK/ Mr. R Sridhar, CEO, Brand-Comm
1220 – 1240 Hrs	Striking gold - Making money at the Top of the Pyramid Mr. Dinesh Dayal, COO and Director, Luxury Product Division, L'Oreal India
1240 – 1300 Hrs	Exploring alternate avenues of visibility & distribution : 'Pharmacies' Mr. Ashutosh Garg, Chairman & MD, Guardian Pharmacy
1300 – 1400 Hrs	Networking Lunch

1400 – 1445 Hrs	<p style="text-align: center;">Session II</p> <p style="text-align: center;">Topics suggestion:</p> <p>a) FMCG sector: Building consumer trust b) Green products - Are consumers ready? c) Value creation through consolidation in the FMCG market</p>
	<p>Format options for topics (a) and (b):</p> <p>i) A panel discussion between FMCG players and the consumers ii) A/V on consumer's take on the topic and FMCG players in the panel</p> <p>Format options for topic (c):</p> <p>i) Panel discussion between FMCG players and logistic/supply chain representatives</p>
1445 – 1545 Hrs	<p style="text-align: center;">Business Session III</p> <p style="text-align: center;">FMCG Sector: From NOW to WOW!</p>
1445 – 1500 Hrs	<p>Creating a green product Mr. Peter White, Director for Global Sustainability, P&G</p>
1500 – 1515 Hrs	<p>Ecoflation – Impact on consumer wallet Mr. Jeremy Barker, Partner AT & Kearney & member of the firm's leadership team for sustainability; OR Or Mr. Sudipta Das, Partner & Leader, Climate change and sustainability services, Ernst & Young</p>
1515 – 1530 Hrs	<p>Building a business model with Inclusiveness Khadi representative/ ITC representative/William Bissell, MD -FabIndia</p>
1530 – 1545 Hrs	<p>Inclusiveness on Economic Growth : The Multiplier effect Mr. Pradeep Lokhande, Rural relations</p>
1545 – 1615 Hrs	<p style="text-align: center;">Session IV</p> <p style="text-align: center;">Presentation/ AV on 10 key cutting edge technologies for the FMCG sector</p> <p>Prof. Uday S. Karmarkar, LA times professor of technology and strategy and research director, Centre for Management in Information Economy, Anderson School of Management, UCLA</p>
1615 – 1630 Hrs	<p style="text-align: center;">Networking Tea Break</p>
1630 – 1700 Hrs	<p style="text-align: center;">Session V</p> <p style="text-align: center;">Online Networking – How can it help build a brand?</p> <p>One of the top challenges for consumer goods companies is reaching the ever-fickle consumer in the so-called digital age. Emerging technologies, including "social networking" sites, play a critical role in shaping consumer trends and purchasing habits and must be considered in marketing strategy. This session will offer perspective from the inside</p> <p>Discussion Moderator: Rajiv Makhni – Newsnet3.0 (NDTV)</p> <p>Presenters:</p> <p>1. Steve Knox, President & CEO, Procter & Gamble Tremor 2. Parminder Singh, Business Head, Google India</p>
1700 – 1715 Hrs	<p style="text-align: center;">Networking High Tea</p>