

Massmerize 2019
“EVOLVE - Taking the Next Big Leap”
Retail, FMCG & E-Commerce Conference
October 16, 2019 | The Lalit, New Delhi



0900 - 1030 Hrs	Registration
1030 – 1115 Hrs	Inaugural Session
	<p>Opening Remarks: Mr. Krish Iyer, CEO and President, Walmart India Pvt. Ltd & Chair-FICCI Retail & Internal Trade Committee</p> <p>Keynote Address: Mr. Sanjiv Mehta, Chairman and Managing Director, Hindustan Unilever Limited, President, Unilever South Asia & Chair FICCI FMCG Committee</p> <p>Industry Address: - Mr. Herjit S Bhalla, Managing Director, Hershey India & Co- Chair FICCI FMCG Committee</p> <p>Chief Guest Address: Shri Piyush Goyal, Hon’ble Minister for Commerce and Industry, Government of India</p> <p>Vote of Thanks By: Mr. Raghav Rao, Vice President- Finance and CFO -Amazon Seller Services Pvt. Ltd. and Co-Chair FICCI E-Commerce Committee-FICCI</p>
1115 – 1215 Hrs	<p>Startup Session: - Putting India on the Start Up Map: Lessons from the best run start ups</p> <p>Keynote Speaker: Shri Pawan Kumar Agarwal, Chief Executive Officer, Food Safety and Standards Authority of India</p> <p>Moderator – Mr. Devendra Chawla, CEO, Spencer Retail and Mentor Start Ups</p> <ul style="list-style-type: none"> • Mr. Kanwal Singh, Founder & Managing Partner, Fireside Ventures • Mr. Neeraj Kakkar, Co-Founder and CEO, Hector Beverages Pvt. Ltd • Ms. Ayushi Gudwani, Founder and CEO, FableStreet • Mr. Rohan Mirchandani, Co-Founder and CEO, Epigamia • Mr. Viraj Bahl, Founder & MD, Veeba Food Services Pvt. Ltd. • Ms. Kavneet Sahni, Founder and CEO, GotoChef
1215 – 1225 Hrs	<p>Presentation on “Report – EVOLVE for consumer” - Mr. Rajat Wahi, Partner, Deloitte India</p>
1225-1245	<p>Topic: Taking The Next Leap through Digital and New Business Models</p> <p>Speaker: Mr. D Shiva Kumar, Group President, Corporate Strategy and Business Development, Aditya Birla Group</p>
1245 – 1305 Hrs	<p>Role of Digital Media vis-à-vis Traditional Media</p> <p>Moderator: Mr. Vikram Chandra, Founder – Editorji Technologies</p> <p>Mr. Ajit Mohan, Vice President & Managing Director – India, Facebook</p> <p>&</p> <p>Mr. Punit Misra, CEO-Domestic Broadcast Business- Zee Entertainment</p>
1305 – 1325 Hrs	<p><i>Fireside Chat</i></p> <p>Sportsperson/Celebrity</p>
1325 – 1345 Hrs	<p>Topic: Amazonification of discovery: Intersection of conversations and AI</p>

	Speaker: Mr. Nilay Oza, Co-Founder, CEO at Klevu Ltd
1345 – 1430 Hrs	Networking Lunch
1430 – 1515 Hrs	<p><i>From red tape to red-carpet: Ease of doing business</i></p> <p>Keynote Speaker: Mr. Shailendra Singh, Additional Secretary, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India</p> <p>Moderator: Mr. Rajat Wahi, Partner, Deloitte India</p> <ul style="list-style-type: none"> • Mr. Amuleek Singh Bijral, Founder & CEO- Chai Point and, Co-Chair Taskforce on Food Services Retail- FICCI • Mr. Raghav Rao, Vice President- Finance and CFO -Amazon Seller Services Pvt. Ltd. and Co-Chair FICCI E-Commerce Committee-FICCI • Mr. Pratik Pota, CEO, Jubilant FoodWorks Limited • Mr. Tanmoy Chakrabarty, Chief – Group Government Affairs, Chairman Office, Tata Sons
1515 – 1545 Hrs	<p>Leveraging E-commerce for promoting Small, Medium Enterprises Exports</p> <p>Keynote Speaker: Sh. Sudhir Garg, Joint Secretary (MSME), Development Commissioner, Ministry Of Micro, Small & Medium Enterprises, Government of India*</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mr. Gopal Pillai, Vice President India Market Place (3P) , Amazon India • MSME Seller
1545 – 1630 Hrs	<p><i>From 'Bricks and Clicks' to an 'Intermix': Organizing retail trade – collaboration of GT and MT, to provide seamless and integrated omni-solution</i></p> <p>Moderator – Mr. Debashish Mukherjee, Partner, A.T. Kearney Head, Consumer and Retail, India</p> <ul style="list-style-type: none"> • Mr. Herjit S Bhalla, Managing Director, Hershey India & Co- Chair FICCI FMCG Committee • Mr. Devendra Chawla, CEO, Spencer Retail • Mr. Prasun Basu, President – South Asia, AC Nielsen • Mr. Suhail Sameer, CEO, Too Yum • Mr. Rajesh Ramakrishnan, Managing Director Perfetti Van Melle India • Mr. Srinandan Sundaram, Executive Director, Sales and Customer Development, Hindustan Unilever Limited
1630 – 1645 Hrs	Tea Break
1645 – 1730 Hrs	<p><i>Reinforcing consumer as a king – Enhancing the consumers' shopping journey</i></p> <p>Moderator: - Mr. Jayant Kochar, Retail Consultant. Ex Founder-MD Lacoste India, Founder - Barista</p> <ul style="list-style-type: none"> • Mr. Hem Pande, Former Secretary, Government of India • Mr. Abhishek Ganguly, Managing Director, Puma India and Co-Chair – FICCI Young Leaders Forum • Mr. Lalit Agarwal, Chairman and Managing Director, V-Mart • Ms. Nandini Dias, CEO-India, Lodestar UM

	<ul style="list-style-type: none"> • Mr. Jasjit Sethi, CEO, TCI Supply Chain Solutions • Mr. Kunal Gupta, CEO, 24Seven Retail
1730 – 1800 Hrs	<p>Valedictory Session</p> <p>Welcome Address: - Mr. Herjit S Bhalla, Managing Director, Hershey India & Co- Chair FICCI FMCG Committee</p> <p>Keynote and Industry Address: Mr. Sanjiv Mehta, Chairman and Managing Director, Hindustan Unilever Limited, President, Unilever South Asia & Chair FICCI FMCG Committee</p> <p>Keynote Address: - Shri Avinash K. Srivastava, Secretary, Department of Consumer Affairs, Government of India</p> <p>Guest of Honour: Shri Anurag Singh Thakur, Hon’ble Minister of State, Ministry of Finance, Government of India*</p> <p>Vote of Thanks: FICCI*</p>
1130 – 1300 Hrs	<p style="text-align: center;">Parallel Session</p> <p>Role of Simplification, Harmonization and Regulatory Convergence in Indian Cosmetics Regulatory Reforms</p> <p>Keynote Address: Dr. V. G. Somani, Drugs Controller General of India*</p> <p>Session Moderator: Dr. Sonal Shidhore, Co – Chair, FICCI working group Cosmetics and General Regulatory Affairs Manager, Johnson & Johnson Pvt. Limited</p> <p>Session Panelists:</p> <ul style="list-style-type: none"> • Dr. V. G. Somani, Drugs Controller General of India* • Shri N K Ahuja, State Drugs Controller, Food and Drugs Administration, Government of Haryana • Shri Ashim Kumar Nath, Joint Drug Controller, Commissionerate of Food & Drugs Administration, Government of Assam • Shri A K Jain, Drugs Controlling and Licensing Authority, Food Safety and Drug Administration Department, Government of Uttar Pradesh* • Dr. Gurubasavaraja KM, Head Regulatory Affairs- Personal care Products Business Division, ITC Limited

*to be confirmed