

MASSMERIZE 2020

“REBOOT”

Retail, FMCG & E-Commerce Conference

October 28, 29 & 30, 2020



Day 1 (28<sup>th</sup> October, 2020)

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| 1330 - 1400 Hrs | Registration and Log-In  |
| 1400 - 1445 Hrs | Inaugural Session  |
|                 | <p><b>Opening Remarks:</b> Mr. Raghava Rao, VP- Finance and CFO, Amazon India and Co-Chair FICCI E-Commerce Committee</p> <p><b>Industry Address:</b> Mr. Arvind Mediratta, Managing Director &amp; CEO - METRO Cash &amp; Carry India Pvt. Ltd. &amp; Chair FICCI Retail and Internal Trade Committee</p> <p><b>Theme Address:</b> Mr. Sanjiv Mehta, Vice President FICCI &amp; Chair FICCI FMCG Committee and CMD - Hindustan Unilever Ltd. &amp; President- Unilever South Asia</p> <p><b>Industry Address:</b> Mr. Herjit S Bhalla, Managing Director, Hershey India &amp; Co- Chair FICCI FMCG Committee</p> <p><b>Launch of Knowledge Report by Deloitte</b></p> <p><b>Address by Chief Guest:</b> Shri Som Parkash, Hon’ble Minister of State for Commerce and Industry, Government of India</p> <p><b>Vote of Thanks By:</b> Mr. Dilip Chenoy, Secretary General, FICCI</p>  |
| 1500 - 1530 Hrs | CEO Panel - FMCG Stimulating Demand in the Market – Reviving the Economy   |
|                 | <p>Consumers have shown a clear prioritization towards essentials in FMCG categories during the lockdown period. FMCG companies were quick to re-engineer their operating models to include safety protocols for the new reality. There were innovative and collaborative to forge new partnerships for last mile delivery and to explore digital offerings. Some of the new operating models adopted by FMCG companies include cross sector collaboration, collaboration with delivery partners, community buying, direct-to-consumers, mobile shops, social commerce, etc.</p> <p><b>Moderator:</b> Mr. Herjit S Bhalla, Managing Director, Hershey India &amp; Co- Chair FICCI FMCG Committee</p> <p><b>Panelists</b></p> <ul style="list-style-type: none"><li>• Mr. Sanjiv Mehta, Vice President FICCI &amp; Chair FICCI FMCG Committee and CMD - Hindustan Unilever Ltd. &amp; President- Unilever South Asia</li><li>• Mr. Madhusudan Gopalan, CEO and MD, P&amp;G, India Sub-Continent</li></ul> |
| 1545 - 1630 Hrs | Role of Modern Trade in Indian Retail: Future and evolution of MT– Role of technology for ordering, CX, last mile delivery, D2C model, etc.  |
|                 | <p>Covid-19 has led to the re-emergence of kirana stores and has accelerated the adoption of e-commerce. Restrictions and safety concerns have led to a lower footfalls in the offline (both traditional and modern) retail outlets. While footfalls continue to increase, offline retail continues to see only marginal improvement in business, which is still much lower than pre-Covid days. Retailers are re-inventing their operating models and adopting technology to provide a differentiated and better consumer experience in the new normal. Some of the</p>   |

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|   | <p><b>new models that have emerged include digitization of supplies, door step delivery services, community-based delivery models, partnership for last-mile deliveries, buy online, pick up in-store (BOPIS), etc.</b></p> <p><b>Moderator:</b> Mr. Rajat Wahi, Partner, &amp; Consumer Head, Consulting - Deloitte Touche Tohmatsu India LLP</p> <p><b>Panelists</b></p> <ul style="list-style-type: none"> <li>• Mr. Lalit Agarwal, Founder &amp; CMD - V-Mart Retail</li> <li>• Mr. Hardeep Singh, CEO, 7-Eleven India</li> <li>• Mr. Abhishek Ganguly, Managing Director, PUMA India and Southeast Asia and Co-Chair FICCI Young Leaders Forum</li> </ul>   |
| <p><b>1640 - 1720 Hrs</b></p>   | <p><b>Role of E-Commerce for FMCG – benefitting MSMEs, startups, creating employment, last mile delivery, range, assortment, CX/UX, D2C models, viability, etc.</b></p> <p>The pandemic has led to a structural shift towards e-commerce which has accelerated the adoption of online retail. FMCG companies are also exploring setting up e-commerce marketplace models to enable sale of goods through their own platforms to drive B2C and facilitate D2C sales through this platform. Companies are also digitally transforming their route to market and building robust direct to consumer capabilities. Many brands have launched apps for the last mile delivery from the local kirana shops, and have also rolled out mobile shops that are delivering products to the end consumers/communities by taking orders through mobile apps. But cost of delivery will be a major deciding factor that will determine the success and viability of any direct-to-consumer (D2C) models for FMCG players going forward.</p> <p><b>Moderator:</b> Mr. Harsha Razdan, Partner and Head – Consumer Markets and Life Sciences - KPMG in India</p> <p><b>Panelists</b></p> <ul style="list-style-type: none"> <li>• Mr. Mohit Anand, Managing Director, India &amp; South Asia, Kellogg India Private Limited Co-Chair FICCI Food Processing Committee</li> <li>• Mr. Tejagna Katpitia, Director and CEO - Sri Sri Tattva</li> <li>• Mr. Abhijit Roy, Managing Director &amp; Ceo - Berger Paints India Ltd.</li> </ul> |
| <p><b>1730 - 1800 Hrs</b></p>   | <p><b>Global Professor Speak</b> - Prof. Mohanbir Sawhney, Associate Dean, Digital Innovation, Kellogg School of Management</p>  |
| <p><b>Day 2 (29<sup>th</sup> October, 2020)</b></p> <p><b>Supply chain, Manufacturing &amp; Analytics</b></p> |  |
| <p><b>1030 - 1200 Hrs</b></p>   | <p><b>Future Regulatory Landscape for Cosmetics &amp; Hygiene Products</b></p> <p><b>Moderator:</b> Dr. Sonal Shidhore, Director- Regulatory Affairs, Johnson &amp; Johnson Pvt. Ltd.</p> <p><b>Panel Discussion</b></p> <p><b>Panelists</b></p> <ul style="list-style-type: none"> <li>• Dr. P. B. N. Prasad, Joint Drugs Controller (India), Central Drugs Standard Control Organization, Government of India</li> <li>• Mr. Vijay Chandankar, Assistant Drugs Controller (India), Central Drugs Standard Control Organization, Government of India</li> </ul>   |

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|                 | <ul style="list-style-type: none"> <li>• Dr. Narayan Goswami, Dy. Drugs Controller In-Charge &amp; Licensing Authority, Government Of Tripura</li> <li>• Dr. A. Sivakumar, Regulatory Affairs Director – Global Home Care &amp; S. Asia Cluster - Hindustan Unilever Limited</li> </ul>  |
| 1400 - 1445 Hrs | <p><b>Technology – Leveraging analytics and digital for decision making in today’s environment – better understanding of consumer and shopper behavior</b></p> <p>The use of technology has changed the way consumers shop and it is certainly playing an expanded role today across sectors. The pandemic has accelerated adoption of digital technologies by retailers and consumers to shape the next generation of shopping experiences. Companies are looking at a set of new technologies to improve customer experience and increase the engagement levels. This has also triggered the need to invest in advanced capabilities, such as at data analytics, AI, machine learning and process automation to understand the changing business environment, respond with agility, and understand and better interact with shoppers/consumers.</p> <p><b>Moderator:</b> Mr. Rajat Wahi, Partner, &amp; Consumer Head, Consulting - Deloitte Touche Tohmatsu India LLP</p> <p><b>Panelists</b></p> <ul style="list-style-type: none"> <li>• Mr. R.S. Sodhi, Managing Director – Amul</li> <li>• Mr. Tarun Arora, CEO - Zydus Wellness Limited</li> <li>• Mr. Sachin Jain, Managing Director - De Beers India</li> <li>• Mr. Ambareesh Murty, Founder &amp; CEO, Pepperfry.com</li> </ul>   |
| 1500 - 1545 Hrs | <p><b>Digital supply chain – How supply chains are getting disrupted by technology and investments - Digital procurement, Digital logistics control tower, de-leveraging from China for alternate and Local sourcing, etc.</b></p> <p>COVID-19 has acted as the catalyst for companies to revisit their global supply chain strategy and accelerate the adoption of Digital Supply Network models and capabilities. Companies are looking at innovative ways for identifying alternate suppliers, flexible production management and digital inventory control. There will be an increasing use of technology for frictionless supply chain with zero touch points to ensure safety through the use of RFID technology for inventory tracking, use of IoT to maintain and track SKUs, etc. AI/ML can also help companies to analyse data to achieve real time value chain optimization, improve labour allocation, and help cope with sudden increase or decrease in demand. Further, the pandemic is expected to lead to greater reliance on ‘Make in India’ and less on imports.</p> <p><b>Keynote Speaker -</b> Mr Willem Uijen, Executive Director, Supply Chain HUL &amp; Head Supply Chain South Asia</p> <p><b>Moderator:</b> Mr. P. S. Easwaran, Partner, Supply Chain &amp; Network Operations Leader, Deloitte Touche Tohmatsu India Pvt. Ltd.</p> <p><b>Panelists</b></p> <ul style="list-style-type: none"> <li>• Mr Willem Uijen, Executive Director, Supply Chain HUL &amp; Head Supply Chain South Asia.</li> <li>• Mr. Sujeet Kumar, Co-Founder – Udaan</li> <li>• Mr. Jasjit Sethi, CEO – TCI Supply Chain Solutions</li> <li>• Mr. Vinay Singh Kushwaha, Chief Supply Chain officer (CSCO), Britannia</li> </ul> |

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|  | <ul style="list-style-type: none"> <li>• Mr. Nandkumar Kulkarni, Director – Integrated Supply Chain , Mondelez India</li> <li>• Mr. Ashish Pande, Head Supply Chain, Nestle</li> </ul>   |
| 1600 - 1645  | <p><b>Digitizing MSME's and Promoting Exports</b></p> <p><b>Welcome and Opening Remarks</b> - Mr. Pranav Bhasin, Director Seller Services, Amazon</p> <p><b>Keynote Speaker – Shri Devendra Kumar Singh, Additional Secretary &amp; Development Commissioner (MSME), Development Commissioner, Ministry Of Micro, Small &amp; Medium Enterprises*</b></p> <p><b>Moderator:</b> Mr. Rajat Wahi, Partner, &amp; Consumer Head, Consulting - Deloitte Touche Tohmatsu India LLP</p> <ul style="list-style-type: none"> <li>• Ms. Archana Garodia Gupta, Owner, Touchstone Gems and Jewellery (India) Pvt. Ltd</li> <li>• Mr. Dhvanil Sheth, Founder, Skillmatics</li> <li>• Mr. Anshul, Co- Founder of vintage clothing firm Sanskriti India</li> </ul>   |
| 1700 - 1730 Hrs  | <p><b>Global Professor Speak – Prof. Soumitra Dutta, Professor of Management and Former Founding Dean, SC Johnson College of Business, Cornell University</b></p>  |
| <p><b>Day 3 (30<sup>th</sup> October, 2020)</b></p> <p><b>People &amp; Consumer Trends</b></p> |  |
| 1400 - 1445 Hrs  | <p><b>Consumer Trends - How do you see the current changes in consumer behavior being sustained and impacting the future of innovation</b></p> <p>The 'new normal' has drastically affected consumer preferences and purchase behavior. Consumers have been quick to respond and align their buying and spending patterns for products and services - increased focus on health, sanitation and wellbeing, demand for value products, accelerated adoption of tech-enabled purchasing. This change is also reflected in the choice of channel with e-commerce and Omni channel services, such as home delivery, click and collect, social commerce, etc. growing rapidly. Companies have been innovating to offer personalized experience and increase the engagement level on e-commerce platforms by using AR, chatbots, personal assistance apps, etc.</p> <p><b>Moderator:</b> Mr. Prasun Basu, Global Head, Strategic Alliances &amp; New Verticals, Customized Intelligence - Nielsen Global Connect</p> <p><b>Keynote Speaker - Mr. Amit Jain, Managing Director, L'Oréal India</b></p> <ul style="list-style-type: none"> <li>• Mr. Sriharsha Majety, CEO – Swiggy</li> <li>• Mr. Prashant Tandon, Chair FICCI E-Pharmacy Working Group &amp; Co-founder and CEO - 1MG</li> <li>• Mr. Rohit Kapoor, CEO India and South Asia, OYO Hotels and Homes</li> <li>• Mr. Vineet Gautam, CEO &amp; Country Head, Bestseller India</li> </ul> |
| 1500 - 1545 Hrs  | <p><b>People - The evolution of how people work? Is wfh here to stay or is this a passing trend? - What organizations did for people, Initiatives taken to engage people, etc.</b></p>   |

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|                               | <p>The pandemic created a challenge to the operating and business models of many companies, forcing people to switch to remote working very quickly. The key considerations were how and where employees worked, how they were motivated and engaged, how to ensure performance, etc. Although this migration to wfh has gone well in a short span of time, and companies have realized that remote working can have both benefits and challenges over the medium to long term. This had meant that businesses need to think more about the future of work place – to what extent do we go back to the old ways of working vs virtual working from home, and also look at areas like crowd sourcing of people to drive efficiencies, etc.</p> <p><b>Moderator:</b> Ms. Anuradha Razdan, Executive Director HR and Vice President HR, Unilever South Asia</p> <ul style="list-style-type: none"> <li>• Mr. Rajesh Jain, Managing Director and CEO, Sports And Leisure Apparel Limited - Lacoste Licensee in India</li> <li>• Mr. P M Srinivas, Senior Director &amp; HR Head - India Sub-Continent at Procter &amp; Gamble</li> <li>• Mr. Sanjay Sharma, CEO – MTR Foods Pvt Ltd</li> <li>• Mr. Sundeep K. Chugh, Chief Executive Officer &amp; Managing Director at Benetton India Pvt. Ltd.</li> </ul> |
| <p><b>1600 - 1645 Hrs</b></p> | <p><b>Policy Session - Realizing the Atmanirbhar Bharat Dream</b></p> <p><b>Keynote Speaker - Dr. Krishnamurthy Subramanian, Chief Economic Advisor, Ministry of Finance, Government of India</b></p> <p><b>Moderator:</b> Mr. Sanjay Kumar, Partner – Public Policy and Tax, Deloitte India</p> <p><b>Speakers from Industry</b></p> <ul style="list-style-type: none"> <li>• Mr. Devendra Chawla, Managing Director and CEO - Spencer's Retail Limited and Nature's Basket Ltd. and Co-Chair FICCI Retail and Internal Trade Committee</li> <li>• Mr. Chetan Krishnaswamy, Vice President Public Policy, Amazon</li> <li>• Mr. Adarsh Menon, Senior Vice President &amp; Head - Flipkart Wholesale &amp; Walmart India</li> </ul>   |
| <p><b>1715 - 1740 Hrs</b></p> | <p><b>Global Professor Speak</b> - Prof. P. K. Kannan, Dean's Chair in Marketing Science, Robert H. Smith School of Business, University of Maryland</p>  |
| <p><b>1745 - 1815 Hrs</b></p> | <p style="text-align: center;"><b>Valedictory Session</b></p> <p><b>Welcome and Industry Address:</b> Mr. Sanjiv Mehta, Vice President FICCI &amp; Chair FICCI FMCG Committee and CMD - Hindustan Unilever Ltd. &amp; President- Unilever South Asia*</p> <p><b>Keynote Address:</b> - Shri Piyush Goyal, Hon'ble Commerce &amp; Industry Minister, Government of India*</p> <p><b>Vote of Thanks:</b> FICCI</p>  |
| <p><b>1830 – 1930 Hrs</b></p> | <p><b>Global Speak – Mr. Nick Craig,</b> Founder and President, Core Leadership Institute</p>   |

\*to be confirmed