



## MASSMERIZE

### Retail, FMCG & Omnichannel Conference

6<sup>th</sup> March 2023 | Lalit, New Delhi

## Theme: Propelling Consumption-led Growth Through Value Creation and Innovation

### Registration from 9:30am

<p><b>10:15am – 11:15am</b></p>	<p><b>Phygital Commerce – The new mantra for succeeding with Shoppers &amp; Consumers in Retail and success stories of brands in India</b></p> <p>Technological enablement of commerce has led to the merger of e-commerce and retail which were often considered as separate concepts. How Technology is enabling retailers to set up seamless stores/endless aisles, and how Online Retailers are expanding through Offline stores to increase their reach and shopper engagement. What is the level of adoption of Phygital Retail we are seeing across businesses today, what are some of the key enablers and roadblocks as companies undertake this journey as both channels have their own nuances and challenges.</p> <p><b>Moderated by: Mr. Ravi Swarup</b>, Partner, Bain &amp; Company</p> <p><b>Keynote address: Shri Sanjiv</b>, Joint Secretary, Department for Promotion of Industry and Internal Trade, Ministry of Commerce &amp; Industry, Government of India</p> <ul style="list-style-type: none"><li>• <b>Mr. Shireesh Joshi</b>, CBO, ONDC</li><li>• <b>Mr. Kalpesh R Parmar</b>, Country General Manager, Mars Wrigley India</li><li>• <b>Ms. Shriti Malhotra</b>, CEO, The Body Shop India</li><li>• <b>Mr. Rajesh Jain</b>, CEO, Lacoste India</li></ul>
<p><b>11:30am – 12:30pm</b></p>	<p style="text-align: center;"><b>Inaugural Session</b></p> <p><b>Welcome Remarks: Mr. Subhrakant Panda</b>, President FICCI &amp; Managing Director - IMFA Group</p> <p><b>Industry Address on Retail Sector: Mr. Subramaniam V</b>, Chair FICCI Retail, and Internal Trade Committee &amp; Director, Reliance Retail Limited</p> <p><b>Industry Address on FMCG Sector: Mr. Harsha V Agarwal</b>, Vice President FICCI &amp; Chair FICCI FMCG Committee and Vice Chairman and Managing Director at Emami Limited</p> <p><b>Theme Address: Mr. LV Vaidyanathan</b>, CEO and Managing Director, P&amp;G India</p>



	<p><b>Address by Guest of Honor: HE Mr Mohcine Jazouli, Minister Delegate to the Head of Government, in charge of Investment, Convergence and Evaluation of Public Policies, Kingdom of Morocco</b></p> <p><b>Inaugural Address: Shri Piyush Goyal, Hon'ble Minister of Commerce and Industry, Consumer Affairs food &amp; Public Distribution &amp; Textiles, Government of India</b></p> <p><b>Release of FICCI Knowledge Reports by Deloitte &amp; PLR Chambers</b></p> <p><b>Vote of Thanks: Mr. Herjit S Bhalla, Co-Chair FICCI FMCG Committee &amp; Vice President Canada and AMEA   Asia-Pacific, Middle East, Africa at The Hershey Company</b></p>
<p><b>12:30pm to 01:15pm</b></p>	<p><b>ESG &amp; Industry: Navigating Complexities of ESG Compliance amidst Regulatory Changes &amp; Business Sustainability</b></p> <p>In today's world, consumers are increasingly aware of environmental, social, and governance (ESG) issues, and this awareness is changing the role of companies in addressing these concerns. businesses are incorporating ESG principles into their operations and strategies to maintain their brand reputation and meet consumer expectations. Moreover, regulatory and legislative changes are reshaping the landscape for companies, and non-compliance with ESG guidelines can result in legal and financial penalties, thus complying with ESG standards can be challenging. The government plays a crucial role in enabling ESG adherence without disrupting the industry by establishing policies that incentivize companies to adopt ESG principles and providing guidance on best practices. This session will delve into the latest trends and developments in ESG compliance, including the key challenges and opportunities that businesses face, as well as the role of regulation and legislation in promoting ESG adherence.</p> <p><b>Moderated by: Mr. Sanjay Khajuria, Senior Vice President (Corporate Affairs) at Nestle</b></p> <ul style="list-style-type: none"> <li>• <b>Shri Satyendra Kumar, Director, Ministry of Environment Forests &amp; Climate Change, Government of India*</b></li> <li>• <b>Mr. Gautam Kamath, Chief Financial Officer, P&amp;G Indian Subcontinent</b></li> <li>• <b>Mr. Pradeep Kumar Pandey, President Packaging Division, Emami Limited</b></li> <li>• <b>Mr. Arupendra Nath Mullick, Vice President, TERI Centre for Business Sustainability.</b></li> <li>• <b>Mr. Amit Bhasin, Chief Legal Officer and Group General Counsel at Marico Limited</b></li> <li>• <b>Mr. Chandan Bhavnani, Technical Director (ESG), KPMG India</b></li> </ul>
<p><b>01:15pm - 2.15pm</b></p>	<p><b>Networking Lunch</b></p>



<p><b>2:15pm – 3:00pm</b></p>	<p><b>“Renaissance of Supply Chain Management in India”</b></p> <p>Efficient infrastructure for logistics and warehousing is vital for India's FMCG, retail, and e-commerce industries, as they rely heavily on effective supply chain management to satisfy consumer demands and ensure prompt product delivery. The growth of the E-commerce sector has led to the creation of large-scale infrastructure for logistics and warehousing. To efficiently manage their supply chain, FMCG and retail sectors depend largely on such infrastructure to keep costs in check and maintain proper inventory levels to meet client demand. Advanced technology, such as automated storage and retrieval systems, robotics, and real-time tracking systems, helps streamline supply chain processes and increase productivity. The session will focus on strategic roadmaps and recent trends for supply chain excellence, including lessons learned about sourcing, forecasting, and demand planning to ensure on-time product availability. It will also cover how companies are dealing with supply chain disruptions and the most effective strategies for precise forecasting and supply chain management. Additionally, the session will focus on how the PM Gati Shakti initiative will enable better supply chain mgmt. for companies.</p> <p>Moderated by: <b>Mr. Manuj Ohri</b>, Partner – Management Consulting, KPMG</p> <p><b>Keynote address: Dr. Surendra Kumar Ahirwar</b>, Joint Secretary, Logistics, Gatishakti, DPIIT</p> <p><b>Special Address: Shri T K Manoj Kumar</b>, Chairman, Warehousing Development and Regulatory Authority, Government of India</p> <ul style="list-style-type: none"> <li>• <b>Mr. PV Sheshadri</b>, Head (Logistics), Reliance Retail</li> <li>• <b>Mr. Kunal Singhal</b>, Founder and Managing Director, Eazy ERP Technologies Private Limited</li> </ul>
<p><b>3:15pm - 3:45pm</b></p>	<p><b>Regulatory and Policy reforms to boost Retail, FMCG &amp; E-commerce Sectors</b></p> <p>Regulatory policy uses regulations, laws, and other instruments to promote better economic and social outcomes for citizens and businesses. After a final rule is published, compliance, interpretation, and review follow, and affected parties may need guidance to understand regulatory requirements. The government monitors and regulates the private sector through various measures, but outdated compliance requirements and excessive regulations can drive up costs and hinder economic growth. The next generation of reforms for FMCG, Retail &amp; E-Commerce Sector should prioritize reducing the compliance burden and ensuring single-window operability for businesses to promote ease of doing business. Fostering compliance through targeted enforcement and transparent communication can lead to economic growth while minimizing the regulatory burden.</p> <ul style="list-style-type: none"> <li>• <b>Mr. Rajat Wahi</b>, Partner, Deloitte</li> </ul>



	<ul style="list-style-type: none"> <li>• <b>Mr. Suhaan Mukerji</b>, Partner, PLR Chambers</li> </ul>
<b>3:45pm - 4:00pm</b>	<b>Tea Break</b>
<b>4:00pm - 5:00pm (Parallel Session)</b>	<p><b>Need for Progressive Indian Cosmetics Regulations- Step change for boosting Growth.</b></p> <p>The need to thoroughly examine the recently released draft Drugs and Cosmetics Bill, the industry's position on offering technical viewpoints to the government on new regulations, referring the changes done in revised Cosmetics Rules 2020 and then moving forward to modifications of sections in the Act or other technical/ regulatory aspects linked to cosmetics, considering risk benefit analysis. clarification of the function, significance, and purpose of the various levels of legislation, best practices for industry-regulator cooperation, the role of standards in contemporary cosmetics legislation. What would be the most important regulatory changes for cosmetics that would allow businesses to regularly offer consumers cutting-edge products?</p> <p><b>Moderated by: Dr. Sonal Shidhore</b>, Director- Regulatory Affairs, Johnson &amp; Johnson Pvt. Ltd, Consumer Health</p> <p><b>Keynote Address: Dr V G Somani</b>, Joint Drugs Controller, CDSCO</p> <ul style="list-style-type: none"> <li>• <b>Shri. Amit Duggal</b>, Assistant Commissioner, Drugs, Government of Punjab</li> <li>• <b>Mr. Sumeet S Jaiswal</b>, Head of Regulatory &amp; Business Affairs, South Asia &amp; Southeast Asia at Oriflame</li> <li>• <b>Mr. Sivakumar</b>, Head Regulatory Affairs, HUL</li> </ul>
<b>4:00pm - 4:45pm</b>	<p><b>Startups as drivers of growth of FMCG &amp; Retail sector in India</b></p> <p>In recent years, India has emerged as a hub for innovation and entrepreneurship, with startups contributing to the growth of various sectors, including FMCG and Retail. By providing employment opportunities, startups are not only helping to improve the economic prospects of individuals but also contributing to the growth of the economy as a whole. Startups in the FMCG and Retail sector are leveraging technology to disrupt traditional business models and provide consumers with new and innovative products and services. The session will focus on the issues of how is Tech (UPI/wallet payments, digital connectivity, transportation network, etc.) enabling their growth? What is the role of Govt in supporting Startup sector growth? What are the most valuable lessons for start-ups and potential unicorns? What important KPIs are investors searching for in start-ups today?</p> <p>Moderated by: <b>Mr. Rajat Wahi</b>, Partner, Deloitte</p>



	<ul style="list-style-type: none"><li>• <b>Mr. Sandeep Varaganti</b>, CEO, Jio Mart</li><li>• <b>Mr. Gaurav Agarwal</b>, Co-Founder - Tata1mg</li><li>• <b>Mr Nitin Agarwal</b>, Co-Founder &amp; Chief Growth officer, UpScalio</li><li>• <b>Mr. Viraj Behl</b>, Founder &amp; Managing Director, VRB Consumer Products Pvt. Ltd.</li><li>• <b>Mr. Rahul Jain</b>, Co-Founder and COO, Epigamia</li></ul>
<b>4:45pm - 5:30pm</b>	<p><b>Bridging the online - offline gap: How are CPG &amp; Retail Industries leveraging technology to win in an AI First world.</b></p> <p>Like in most countries, COVID pandemic was a big stimulus for eCommerce business in India. Pandemic has fundamentally changed how users in India shop, with eCommerce expected to grow at 25% CAGR to hit \$120-140B GMV by 2026 as per Bain's recent report on "How India shops online". Despite the recent growth, eComm GMV represents a small share (5-6%) of overall \$800B Indian retail which is still dominated by offline channels. Omni channel which was a competitive Advantage has NOW become a consumer expectation. As the future of retail becomes increasingly omni-channel, CPG &amp; Retail industries are leveraging AI/ML led solutions to deliver the promise on Technology transformation. What are the learnings &amp; implications for the ecosystem?</p> <p>Moderated By: <b>Mr. Bhaskar Ramesh</b>, Director – Omnichannel Business, Google</p> <ul style="list-style-type: none"><li>• <b>Mr. Amit Jain</b>, Chairman, Loreal</li><li>• <b>Ms. Vinita Jain</b>, Founder, Biotique</li><li>• <b>Ms. Sukhleen Aneja</b>, CEO, Good Glamm</li></ul>