

Mapic India (29–30 September 2026)

Theme: The India Advantage: Reforms, Retail & Rising Consumption

Time (Hrs)	Day- 1 (Tuesday 29th September 2026)
11:00–13:00	Inaugural Program– Conference Hall
13:00–14:30	Networking Lunch
14:30–15:30	Opening Innovation Session: Beyond the Metros: E-commerce Evolution & the Integration of POS in Tier II Cities As India's next wave of retail growth shifts towards Tier II cities, the lines between online and offline commerce are rapidly blurring. This session will explore how brands and retailers can build an integrated commerce ecosystem while responding to the distinct needs of these emerging markets. • The Rise of the Tier II Consumer • Connecting E-commerce with Physical Retail • Building the Right Omnichannel & POS Infrastructure • Localising the Playbook for the Next 100 Cities- How should brands adapt product mix, pricing, fulfilment, store formats and customer engagement strategies rather than simply replicating their metro-market model? Moderator • Anuraj Antil, Founder & Director, Kronus Infratech Speakers: • Kiran Komatl, Group Chief Technology Officer, Restaurant Brand Asia • Anil Menon, CIO, Lulu Group • Pooraan Jaiswal, Group CTO, TBZ The Original – Gold and Diamond Jewellery • Neelima Burra, Chief Strategy and Transformation Officer & SVP – International Business and Omnichannel Retail, Luminous Power Technologies • Manish Mehta, Chief Leasing Officer, Beyond Squarefeet Advisory Pvt. Ltd.
15:30–15:45	Presentation– GTM for Retail Speakers: • Divyansh Raghuvanshi, Co-Founder, Kentrix.ai

15:45–16:30

Retail Without Search: Are Algorithms Replacing Choice?

This session explores a fundamental shift in how consumers discover and buy products. Traditionally, shoppers searched, compared, and then decided but today, algorithms increasingly predict preferences and surface products before a customer even looks for them. From AI-driven recommendations and curated feeds to conversational commerce, retail is moving toward a “searchless” experience. The discussion will examine whether this leads to better convenience and personalization, or if it limits consumer choice and control raising important questions about trust, transparency, and the future of decision-making in retail.

- AI & the New Consumer: Who’s Really in Control?
- How AI is reshaping discovery, impulse buying, and decision-making
- Do consumers trust algorithms—or do brands still build loyalty?
- Convenience vs intrusion: Where do consumers draw the line?
- From search to recommendations: How much control do shoppers really have?

Moderator

- Anoop Vasudeo, Senior Director, Retail, Cushman and Wakefield

Speakers:

- Charishma C, Cloud Operations, Aptos Retail
- Roopa Rathir, Founder Bae Global | Co - Founder UnicornSeafoods
- Sainath Jain, Founder & CEO, Hivado
- Vijay Vashisht, Vice President, Safexpress

16:30–17:30

Beyond Transactions: Retail Technology Shaping the Future of Customer Engagement

As customer expectations continue to evolve, technology is redefining how retailers attract, engage, and retain consumers. From AI-powered personalization and omnichannel experiences to data-driven marketing, retail brands are leveraging innovative technologies to create seamless customer journeys and drive business growth. The role of the modern CMO is expanding beyond marketing, requiring closer alignment with technology, customer experience, and commercial objectives.

This panel will bring together retail marketing leaders to discuss how technology is transforming customer engagement, enabling deeper personalization, improving brand loyalty, and creating competitive advantage. The discussion will explore how retailers can effectively harness emerging technologies to deliver meaningful experiences, strengthen customer relationships, and unlock new growth opportunities.

Discussion Points:

- The evolving role of the CMO in a tech-driven retail landscape
- AI, automation, and personalization at scale
- Creating seamless omnichannel customer experiences
- Leveraging customer data to drive engagement and loyalty
- Balancing innovation, privacy, and consumer trust
- Emerging technologies reshaping retail marketing strategies
- Building stronger customer connections through digital experiences
- Turning customer engagement into long-term business growth

Moderator

- Shilpa Chitre, Partner, Deloitte India

Speakers:

- Pankaj Pandey, Principal Advisor –Retail, Ikara Realty
- Avantika Ahuja, Promoter, CocoCart Ventures Private Limited
- Ishan Kajaria, Chief Business Officer, ePayLater
- Prasad Rane, Chief Business and Marketing Officer, Trehan IRIS

17:45

Networking Tea

18:00

End of Day 1 Conference

19:00

MAPIC INDIA Innovation Awards

Time (Hrs)	Day- 2 (Wednesday 30th September 2026)
11:00-12:00	CMO Networking and Connect
12:00-13:00	Opening Talk: The CMO Session- The Attention Economy: Winning the Consumer Today The role of the CMO has evolved far beyond brand building. Today's marketing leaders are responsible for driving measurable growth, owning customer data, and navigating an increasingly complex digital ecosystem. This session explores how CMOs are balancing creativity with performance, leveraging data and AI for personalization, and redefining customer engagement across channels. • Data, Decisions & Demand: Inside the CMO Agenda • Marketing in the Age of AI & Algorithms • How marketing is directly linked to sales, conversions, and ROI? • Customer Loyalty is Changing – Are Brands Keeping Up? • Where should brands invest – marketplaces, D2C, social, retail media? Moderator: • Gaurav Khera, Partner, Deloitte India Speakers: • Digvijay Tiwari (Retail Head / CMO – Swiss Military Consumer Goods Ltd.) • Cherryng Dogra, CMO, Bharti Real Estate • Jiten Mahendra, CMO, Shoppers Stop • Nishant Arora, Global Head of Marketing, Netcore • Harmeet Singh, Chief Brand Officer, The Body Shop Asia South.
13:00-14:00	Networking Lunch
14:00-14:15	Presentation on The practical challenges of expanding offline store presence in tier 2 and 3 towns for brands by Shivam Awasthi, Co-founder & COO, MyGenie
14:15-15:15	The Evolving Indian Consumer: Balancing Millennials & Gen Z India's consumer landscape is being shaped by Millennials and Gen Z, each bringing distinct expectations, shopping behaviors and digital habits. This session will explore how brands can understand and balance these evolving consumer needs, from discovery and purchase to loyalty and engagement, while creating retail experiences that resonate with both generations. • How Millennials and Gen Z differ in their shopping habits, values, brand preferences and expectations from the retail experience. • Exploring how social media, creators, digital platforms and technology influence consumer discovery, consideration and purchase decisions across both generations. • What Drives Loyalty Today? • Designing Retail for the Next Consumer

	Moderator : Yatish Aseri, Director, Retail Services, CBRE India Speakers: • Nimish Chaudhary, CTO, Wow Momos • Muskan Arora, Founder and CEO, 11 Quest • Samayesh Khanna, Founder, Beanly coffee • Nipun Dhingra, Chief Transformation Officer, Spykar Lifestyle • Prateek Kataria, Co-Founder, Rightchoice.ai
15:15-16:15	Transforming Stores Through People, Customers & Technology How can retailers transform physical stores into more engaging, efficient and customer-centric experiences? This panel will explore how the right combination of people, customer insights and technology can redefine the role of the store in the future of retail. • Putting the Customer at the Centre • Empowering People on the Frontline • Technology as an Experience Enabler • Reimagining the Store of the Future Moderator : Akash Chowdhry - Director, Retail Services, CBRE India Speakers: • Viren D'Silva, Co-Founder - Good Flippin' Burgers & FLYP Coffee • Darshan Dashani, Founder of Tea Post • Shivam Awasthi, Co-founder & COO, MyGenie • Arun AB, Vice President - Exclusive Branded Outlets (EBO), Libas • Ajay Agrawal, CEO, Devgn CineX • Dhruv Toshniwal, CEO & Founder, The Pant Project
16:15	End of Conference & Vote of Thanks
19:00	MAPIC INDIA Retail Awards