

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? Speakers: • Kiran Komatl, Group Chief Technology Officer, Restaurant Brand Asia • Anil Menon, CIO, Lulu Group
15:30–16:30	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?

	Speakers: • Charishma C, Cloud Operations, Aptos Retail
16:30–17:30	Beyond Payments: Tech Driving the New Retail Experience This session explores how payments are evolving from a transactional step into a key part of the overall retail experience. With advancements in technology such as AI, embedded finance, seamless checkout, and integrated loyalty retailers are using payments to enhance convenience, personalize interactions, and drive customer engagement. The panel will discuss how tech-enabled payment systems are not only improving speed and efficiency but also influencing consumer behaviour, increasing conversions, and creating new opportunities for growth. Discussion Points: • Payments as Part of the Customer Experience • AI, Embedded Finance & Seamless Checkout • Payments Driving Loyalty & Consumer Behaviour • From Transactions to Growth Opportunities Speakers:
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)
11:00–11:45	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? Speakers: • Digvijay Tiwari (Retail Head / CMO – Swiss Military Consumer Goods Ltd.) • Cherryn Dogra, CMO, Bharti Real Estate • Jiten Mahendra, CMO, Shoppers Stop • Apeksha Gupta, Chief Marketing & Growth Officer, Galeries Lafayette India (Aditya Birla Fashion & Retail Ltd.)
14:00–14:30	Sponsored Presentations
14:30–15:30	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

	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
15:30-16:30	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
16:30-17:00	End of Conference & Vote of Thanks
19:00	MAPIC INDIA Retail Awards