

Conference Agenda



Theme: “A Look Back And A Look Ahead: Redefining Consumer Experience Through The Evolution Of Experiential Retail”

8:30-11:00 Hrs	Conference Registration
11:00-11:05 Hrs	Welcome Note by RX India
11:05- 11:50	<p>Exclusive Spotlight: <u>India’ Top Real Estate Tycoons -Building New India: Transforming India's Real Estate Landscape</u></p> <p>Meet India’s Real Estate Titans who have been transforming the Landscape, Dive into their contributions to the industry and their pursuit of excellence in property development.</p> <p>The Indian real estate sector has embarked on a transformative journey that reflects the nation’s transition from a predominantly agrarian society to one of the world’s fastest-growing economies. This remarkable evolution, marked by skyscrapers, sprawling townships and bustling commercial centres, is intrinsically tied to the infrastructure development that spans the country. The growth of these two sectors not only shapes the physical landscape of the country but also influences its economic and social fabric.</p> <ul style="list-style-type: none"> • Future of Real Estate Market in India: Trends and prediction • The green Revolution in Real Estate Trends • gh2024 vision: Thriving opportunities in India's real estate ... • What real estate sector expects from Union Budget 2024-25 • The Rise of PropTech: Transforming India's Real Estate Landscape • The Interplay of Infrastructure and Real Estate – Shaping the Future of INDIA
11:50—12:35	<p>Inaugural Session: North India: The Retail Dreamland of India Panel Discussion: Championing the Retail In North- Wining The Game Of Customer Experience In 2024 And Beyond</p> <p>North India probably is the most sought-after region for global brands to launch their maiden store, and Delhi, particularly, tops among the NCR regions, as it falls in the preference list of such retailers. Be it global F&B brands or designer label, these retailers; time and again have showed their preference for the city over others. Delhi NCR has been rightly termed as the ‘launch pad’ for these brands. Yet, in the cluttered lanes of Old Delhi, one will still be fascinated by the dominance of decade-old regional retailers selling sarees, lehengas, mithai etc. Delhi has been accommodating both the</p>

	<p>regional and global players since long, and to be more precise, both of these retail segments happily co-exist.</p> <p>Adapting to changing consumer behaviour, this session will throw light on how North Indian retailers can stay relevant and meet the evolving needs and preferences of consumers in the digital age.</p> <ul style="list-style-type: none"> • The dynamic face of North India Retail- What next in 2024 • How North Indian Brands Navigating Market Expansion and Amplifying Innovation • The Marketplace Evolution - Transforming the Online/Offline Experience • Localising Global Retail - Balancing Brand Identity with Cultural Authenticity • What is the Winning Recipe for Entering the Region? • Expanding to national level • The co-existence of regional and global players • Brands focus on tier 3 & 4 cities as there is a huge potential.
<p>12: 35-13:30</p>	<p><u>Exclusive Talk: DTC Brands and Developers</u> <u>DTC Brands: Embracing the Power of Brick and Mortar</u></p> <p>India’s direct-to-consumer (D2C) market, which is likely to reach a size of \$100 Bn by 2025, has grown exponentially in the last few years. Direct to Consumer (DTC) brands were thought to have an incredible advantage over those sold in brick and mortar stores. They didn’t have to wholesale their products to resellers at 50% (or more) off retail price. However, many DTC brands are now moving into retail stores as well because customer still love—and rely on—retail stores. And following the shutdowns of the pandemic, consumers appreciate and enjoy shopping in physical stores more than ever. Hence, adding bricks and mortar retail has become a smart move for many DTC brands.</p> <p>Entering the brick-and-mortar world requires strategic decision-making, starting with selecting the right location. Analysing market demographics, competition and foot traffic patterns helps in finding an ideal spot. However, finding suitable spaces and negotiating lease terms is challenging, especially in high-demand areas.</p> <p>The session will bring together the dialogues from both the sides (DTC Retailers and Developers) to understand the challenges and opportunities for DTC brands navigating into physical retail.</p> <ul style="list-style-type: none"> • New relationship between retail developers and DTC brands. • Challenges DTC brands are facing while approaching physical retail. • How DTC is Teaming up with Traditional Retail in New Ways • Why DTC brands expanding in an omnichannel world.
<p>13:30-14:30</p>	<p>Networking Lunch</p>
<p>14:30 onwards</p>	<p>Live Voting opens for – Mapic India Retailer’s Choice Award –“MALL OF THE YEAR”</p>
<p>14:30-15:15</p>	<p><u>Panel Discussion: Retail REVOLUTION through Tech INNOVATIONS- What is the next big thing in retail in 2024?</u></p>

	<p>The retail industry is already looking toward its next evolution. While 2023 was defined by a mass awakening to the power and availability of AI and machine learning, 2024 will take these learnings and employ them at scale to deepen personalization efforts and bring customer-centricity further into the forefront. Retailers will look to create hyper-personalized, differentiated, valuable customer experiences that focus on brand memorability and meaning <i>AI will continue to dominate content creation.</i></p> <ul style="list-style-type: none"> • Retail Technology Trends: Innovations in Retailing in 2024 • OMO (Online-Merge-Offline), the latest trend in retail for a win-win Scenario • Measuring the ROI for Retail Innovation
15:15 -16:30	<p><u>Wrap up Session: Malls: Not Just Shopping Centres, but a Thriving New Industry</u></p> <p>The idea of malls simply being places to buy goods has been challenged by a new era of experiential retail. Today's malls are designed as lifestyle destinations, complete with entertainment, dining, cultural events, residential spaces and offices all at one place. This transformation is turning malls into genuine industry hubs.</p> <ul style="list-style-type: none"> • What are the big trends we see for the mixed-use space over the next 2-5 years? • The convergence of leisure, entertainment, and retail • New leasing models and Architecture of future malls. • Current trends in Food and entertainment Retail • A vision for tomorrow: Changing retail trends in India. • Penetration of Retail in Bharat (Tier I / II / III/ IV and V) how is It different everywhere. • Finding the right experiential offering and the optimal mix between retail, food and leisure
16:30-17:30	<p><u>Closed room presentation by Malls to Jury for Shopping Centre Awards (Marketing & Promotion Category)</u></p>
16:30-17:30	<p><u>Networking Tea and Coffee</u></p>
18:00 pm onwards	<p><u>MAPIC India Shopping Centre Awards 2024</u></p>