

Time (Hrs)	Mapic India (29-30 September 2026)
	Theme:: The India Advantage: Reforms, Retail & Rising Consumption
	Day- 1 (Tuesday 29th September 2026)
8:30-10:45	Registration
11:00-11:15	Welcome Note By MAPIC India
11:15-12:00	<p>Powerhouse Inaugural Session:</p> <p>Panel Discussion: “The India Advantage: From Reform to Retail Growth in a Rising Consumption Economy”</p> <p>Key Discussion Points:</p> <ul style="list-style-type: none"> ● How reforms are actually translating into retail and real estate growth ● Where the real growth consumer is coming from ● How retail formats are evolving to match new consumption ● India’s positioning in the global retail map ● Where investors are placing their bets ● Is India facing a supply boom or still a demand opportunity?
12:00-12:15	Report Launch
12:15-13:00	<p>MAPIC Global Powerhouse: “India Calling: How Global Brands Are Pivoting to India”</p> <p>A forward-looking discussion featuring international brands actively exploring or expanding in India, sharing how global shifts are influencing their market priorities and why India is emerging as a key growth destination and leading Indian franchisors, developers, and operators who can enable their growth. This session becomes a matchmaking-style discussion—real, practical, and partnership-driven.</p> <p>Session Overview:</p> <p>As global retail expansion strategies evolve amid shifting market dynamics, brands are reassessing where to invest, scale, and build long-term presence. India, with its strong consumption growth, improving infrastructure, and evolving retail ecosystem, is increasingly becoming a priority market for global brands.</p> <p>This session brings together international retail leaders to share why India is on their radar today, how they are planning entry or expansion, and what it takes to succeed in this unique and complex market. From choosing the right partners to navigating real estate, supply chains, and consumer expectations, the discussion will offer a practical roadmap for brands looking to tap into India’s opportunity.</p> <p>Key Talking Points:</p> <ul style="list-style-type: none"> ● Why global brands are re-evaluating expansion strategies in today’s environment ● What makes India a high-potential, long-term growth market ● Entry strategies: franchise, JV, owned operations—what works best?

	<ul style="list-style-type: none"> • Speed vs scale: How fast should brands expand in India? • Localization vs global identity: How much should brands adapt? • Finding the right Indian partner: What to look for, what to avoid • Biggest challenges global brands face and how to overcome them
13:00-13:15	Report Launch
13:15-14:00	<p>Investors Panel Discussions:</p> <p>Capital Meets Consumption: Where is Smart Money Betting in India?" A high-level discussion on how institutional capital is evaluating India's retail and retail real estate story amid strong consumption growth. As India's retail industry marches toward the \$2 trillion milestone, capital remains its most critical growth enabler. This high-stakes panel brings together top voices from banking, private equity, and investment firms to explore how financial institutions are reading the retail pulse.</p> <p>Key Talking Points:</p> <ul style="list-style-type: none"> • Why India is becoming a priority market for global capital • Retail real estate vs logistics vs mixed-use: where are returns strongest? • REITs and institutionalization of retail assets • Yield expectations vs risk perception in India • What makes a retail asset investment-grade today?
14:00-15:00	Networking Lunch Break
15:00-15:45	<p>Retail Under Pressure: Navigating Imports, Disruptions & Global Uncertainty</p> <p>A candid, experience-led discussion featuring retail brands heavily dependent on imports from fashion and electronics to beauty and lifestyle sharing how global disruptions have impacted their business and how they are adapting in real time.</p> <p>This is not a theoretical conversation it's about what actually changed, what broke, and what worked.</p> <p>Talking Points:</p> <ul style="list-style-type: none"> • How disruptions impacted sourcing, lead times, pricing, and inventory planning • Are brands rethinking reliance on specific countries or regions? • Are these strategies working in practice or still evolving? • Are brands slowing expansion or doubling down on high-growth markets like India? • Is India becoming a sourcing base, a market, or both? • Working with local suppliers, franchise partners, and distributors

<p>15:45- 16:30</p>	<p>Panel Discussion: From Utility to Status Symbol: India’s Watch Market Reinvented</p> <p>India’s watch market is undergoing a significant transformation—driven by rising disposable incomes, growing brand consciousness, and a strong shift toward premium and lifestyle-led consumption. From luxury Swiss timepieces to fashion watches and smart wearables, the category is expanding rapidly across metros and Tier 2 cities alike.</p> <p>This panel brings together top watch brands and retail leaders to discuss how the category is evolving, where the real growth lies, and how brands can scale effectively in India’s diverse retail landscape.</p> <ul style="list-style-type: none"> ● Is India entering a premium watch boom or still a value-driven market? ● Growth of luxury vs fashion vs smartwatches ● Role of malls, high streets, and omnichannel retail ● How Indian consumers are buying watches today (aspiration vs utility) ● Expansion beyond metros: Tier 2/3 opportunity ● Brand building vs discounting: What drives long-term value? ● Global vs Indian brands: Who is winning and why?
<p>15:45-16:30</p>	<p>Athleisure Reset: What Will Define the Winners in India?</p> <p>As India’s athleisure market moves beyond its initial boom phase, the category is entering a period of correction and consolidation. With rising competition, evolving consumer preferences, and increasing pressure on profitability, brands are being forced to rethink their strategies. This panel will explore what it takes to succeed in this next phase whether through sharper positioning, stronger brand differentiation, omnichannel expansion, or building deeper consumer connect. The discussion will decode how brands can move from hype to sustainable growth in one of India’s most dynamic fashion segments.</p> <p>Key Discussion Points:</p> <ul style="list-style-type: none"> ● Differentiation in a crowded market: performance vs lifestyle vs price play ● D2C vs global giants: who is winning and why? ● Profitability challenge: high CAC, discounting, and margin pressures ● From online to offline: is omnichannel the only way forward? ● Role of community, fitness culture, and influencers in brand building ● Tier 2/3 expansion: real opportunity or overestimation? ● What will define the next winners: brand, product, or distribution?
<p>16:30-17:15</p>	<p>Panel Discussion: Beauty Boom: India’s Fastest-Growing Lifestyle Opportunity</p> <p>India’s beauty and personal care market is witnessing unprecedented growth, driven by rising disposable incomes, digital influence,</p>

	<p>premiumisation, and a young, experimentation-led consumer base. From global luxury beauty brands entering India to homegrown D2C disruptors scaling rapidly, the category is evolving across price points, channels, and formats.</p> <p>This session will explore where the real growth lies, how brands are scaling across online and offline retail, and what it takes to win in India’s highly competitive and fast-changing beauty landscape.</p> <p>Key Talking Points:</p> <ul style="list-style-type: none"> • Is India still a mass beauty market or rapidly preimmunising? • Rise of homegrown D2C brands vs global beauty giants • Role of influencers, content, and social commerce in driving discovery • Omnichannel strategy: online-first to offline expansion (malls, stores) • Tier 2/3 markets: next growth frontier for beauty • Localization vs global brand positioning
17:15-18:00	<p>Wrap Up session: The CEO Agenda: What Will Define Retail Success in India?</p> <p>As India’s retail landscape enters a new phase of growth, this closing CEO panel will bring together industry leaders to reflect on the key forces shaping the future—rising consumer aspirations, evolving business models, and the constant balance between scale and profitability. The session will distill insights from across the conference into a clear, forward-looking view of what it truly takes to win in India’s dynamic and competitive retail market.</p> <ul style="list-style-type: none"> • What will define success: Scale, profitability, brand, or customer experience? • The next growth drivers: Premiumisation, Tier 2/3 expansion, or new categories • Biggest challenges ahead: Infrastructure gaps, rising costs, and competition • One bold bet for the future: Where CEOs are placing their biggest bets for India
18:00	End of Day 1 Conference
19:00	MAPIC India Innovation Awards
Day 2 (Wednesday 30th September)	Mapic India 2026 Theme:: “The India Advantage: Reforms, Retail & Rising Consumption”
11:00-11:45	<p>Opening Talk: The Aspiration Economy: Scaling Consumption—Is India’s Infrastructure Ready?</p> <p>India’s consumption story is being powered by a new aspiration-driven consumer more brand-conscious, experience-seeking, and digitally influenced</p>

	<p>than ever before. From premium fashion and beauty to dining and lifestyle, demand is accelerating across metros and Tier 2/3 markets.</p> <p>But as this demand rises, a critical question emerges: is the infrastructure keeping pace?</p> <p>Are malls, high streets, supply chains, and digital ecosystems ready to support this next leap or is growth outpacing capacity?</p> <p>This panel brings together leaders across retail, real estate, and capital to explore whether India is structurally ready for its next consumption cycle and what needs to change to unlock it.</p>
<p>11:45-12:30</p>	<p>Candid TALK: Quick Commerce Wars: Speed, Scale & Sustainability</p> <p>This panel brings together the biggest players in the space to discuss how the model is maturing, what's working, what's broken, and what the next phase of growth will look like. From dark stores and unit economics to category expansion and consumer behavior, the conversation will unpack the realities behind the rapid rise of q-commerce.</p> <p>Talking Points:</p> <ul style="list-style-type: none"> • Is q-commerce building a new retail infrastructure or disrupting the existing one? • What's the next big category—beauty, fashion, electronics? • Will the market consolidate to 2–3 players, or is there room for more? • Is quick commerce solving a real need—or creating one? • Can q-commerce truly scale beyond metros into Tier 2/3 cities? • What needs to change for the model to become profitable at scale? • Is logistics the biggest bottleneck—or the biggest opportunity?
<p>11:50- 12:30</p>	<p>Beyond Gyms: How Malls Are Tapping into the Wellness Economy</p> <p>Fitness and wellbeing are no longer niche they are central to how consumers live, spend, and engage with spaces. Today's consumers are seeking experiences that go beyond shopping, prioritizing health, community, and mindful living.</p> <p>This panel will explore how malls are responding to this shift not just by adding gyms, but by reimagining themselves as wellness ecosystems. From fitness studios and sports concepts to healthy F&B, recovery spaces, and community-driven experiences, the discussion will decode how malls can drive higher engagement, dwell time, and loyalty through wellness-led strategies.</p> <p>Key discussion Points:</p> <ul style="list-style-type: none"> • From retail to lifestyle: How is wellness reshaping mall design and tenant mix?

	<ul style="list-style-type: none"> • Beyond gyms: Role of boutique fitness, sports, wellness clinics, and recovery spaces • Wellness-driven F&B: Rise of healthy dining and conscious consumption • Community building: Events, classes, and experiences as footfall drivers • Dwell time & monetisation: Does wellness actually translate into higher spend? • Partnerships: Collaboration between fitness brands, wellness startups, and developers • Will wellness become a core pillar of mall strategy?
<p>12:30-13:15</p>	<p>Panel Discussion : Retail Meets Tourism: Can India Become a Shopping Destination?"</p> <p>Globally, cities like Dubai, Singapore, and Bangkok have successfully positioned retail as a core pillar of tourism—driving high-value spending through destination malls, luxury experiences, and integrated hospitality ecosystems.</p> <p>In India, however, malls still rely heavily on local catchment consumption, leaving a significant opportunity untapped. As infrastructure improves and consumer aspiration rises, the question is: can India build retail destinations that attract domestic and international tourists?</p> <p>This panel brings together leaders from retail, real estate, tourism, and hospitality to explore how India can unlock shopping-led tourism, enhance visitor experiences, and drive higher-value consumption.</p> <ul style="list-style-type: none"> • What will it take for India to become a shopping-led tourism destination? • Destination retail: How can malls evolve into experience-driven hubs beyond shopping? • Role of luxury, culture, F&B, and entertainment in attracting tourists • Infrastructure readiness: airports, connectivity, hotels, city planning • Global benchmarks: What can India learn from Dubai, Singapore, Bangkok? • Policy enablers: visas, tax benefits, tourism incentives • Can events, festivals, and retail activations drive tourism-led footfall?
<p>13:15- 14:15</p>	<p>Networking Lunch Break</p>
<p>14:15-15:00</p>	<p>Panel: "Cost vs Consumption: Rethinking Mall ROI in India's New Reality"</p> <p>India's retail real estate story is evolving. While consumption continues to grow, it is not always keeping pace with escalating land acquisition and construction costs, putting pressure on project viability and returns. This panel will unpack how developers are reworking their business models, tenant strategies, and asset design to protect and grow ROI. From mixed-use developments and experience-led formats to smarter leasing and capital</p>

	<p>structures, the discussion will focus on what it takes to build financially resilient retail assets in today's environment.</p> <p>Key Talking Points:</p> <ul style="list-style-type: none"> ● ROI reality check: Are mall returns still attractive vs other asset classes? ● Cost pressures: How developers are managing rising land, construction, and financing costs ● Leasing strategy shift: Revenue share vs fixed rentals—what's working now? ● Tenant mix for returns: F&B, entertainment, and experiences vs traditional retail ● Mixed-use advantage: Retail + office + hospitality as a risk diversification model ● Phased development & asset-light models: Smarter ways to build and scale ● Consumption gap: Are we overbuilding in some cities while under-serving others?
<p>15:00-15:45</p>	<p>Panel Discussion: The New Jewellery Code: How Gen Z is Redefining Gold, Diamonds & Modern Luxury</p> <p>India's jewellery market is witnessing a major generational shift. While gold and natural diamonds continue to hold strong cultural value, younger consumers are increasingly drawn toward lightweight designs, everyday wearability, affordability, sustainability, and modern expressions of luxury.</p> <p>From lab-grown diamonds and contemporary collections to digital-first jewellery brands, the category is rapidly evolving. At the same time, legacy jewellers are reinventing themselves to stay relevant with Gen Z and millennial consumers who value design, flexibility, and brand purpose alongside heritage and trust.</p> <p>Discussion Points:</p> <ul style="list-style-type: none"> ● How Gen Z and millennials are changing jewellery consumption in India ● Gold as investment vs jewellery as self-expression: what matters more today? ● Rise of lab-grown diamonds and contemporary jewellery brands ● Sustainability, transparency, and ethical sourcing in modern jewellery retail ● D2C disruption and the rise of digital-first jewellery brands ● How legacy jewellers are reinventing design, retail, and communication
<p>15:45-16:30</p>	<p>Panel Discussion: New-Age Fashion vs Legacy Powerhouses: Who's Winning India's Ethnic & Menswear Market?</p> <p>India's ethnic wear and men's formalwear market is witnessing a major shift. A new generation of fashion consumers especially Gen Z and young millennials is moving away from traditional brand loyalty and embracing</p>

	<p>newer, digitally native, trend-led brands that offer freshness, individuality, affordability, and cultural relevance.</p> <p>At the same time, established legacy players with decades of trust, scale, and retail presence are reinventing themselves to stay relevant in a rapidly changing market. From modern ethnic silhouettes and occasion wear to relaxed tailoring and contemporary formalwear, the battle for consumer attention has never been more intense.</p> <p>This panel brings together leading legacy brands and emerging disruptors to discuss how both are competing, evolving, and redefining the future of Indian fashion retail.</p> <ul style="list-style-type: none"> • Why Gen Z is gravitating toward new-age fashion brands • How legacy ethnic and menswear brands are reinventing themselves • Trend-led fashion vs timeless brand trust • Role of malls, D2C, marketplaces, and omnichannel retail • What today's younger consumers expect from fashion brands • Can legacy brands stay culturally relevant in the age of Instagram fashion? • Expansion beyond metros: New opportunities in Tier 2 and Tier 3 cities • Who is winning today heritage brands or agile disruptors?
<p>16:00-16:40</p>	<p>Panel Discussion: Retail in Transit: Turning Airports, Metro Stations & Highways into Consumption Hubs</p> <p>Transit spaces are no longer just about movement—they are becoming high-footfall retail destinations driven by convenience, experience, and captive consumers. From airports and metro stations to highways and railway hubs, brands are increasingly viewing transit retail as a strategic growth channel.</p> <p>Key Discussion Points:</p> <ul style="list-style-type: none"> • How transit hubs are evolving into premium retail and lifestyle destinations • What consumers want from on-the-go shopping and food experiences • Airports vs metro vs highway retail: where is the biggest opportunity? • The future of transit retail in India: technology, experiential formats, and non-aero revenue growth
<p>16:40-17:20</p>	<p>Panel Discussion: Is Food the New Retail? When Dining Drives Destinations</p> <p>This panel explores a major shift in how people engage with retail spaces—food is no longer just an add-on, it's becoming the main attraction. Today, consumers are choosing where to go based on dining experiences—whether it's chef-led restaurants, unique cuisines, or social, Instagram-worthy spaces. As a result, malls and high streets are increasingly being designed around F&B, with dining driving footfall, dwell time, and even shopping behaviour.</p> <p>The discussion will examine whether food has now taken over as the primary anchor for retail destinations, and how developers and brands can strategically leverage this shift to create more engaging, profitable, and future-ready spaces.</p>

	<ul style="list-style-type: none"> ● Is F&B becoming a bigger footfall driver than traditional retail anchors? ● How dining influences dwell time, repeat visits, and overall spend ● Rise of experience-led restaurants vs transactional dining ● Can malls be designed around food-first concepts? ● Balancing F&B mix with retail: what's the right ratio? ● Profitability challenge: high footfall but low margins in F&B
17:20-18:00	<p>Final Thought: Panel Discussion: India's Retail Map: Where Should Developers Build Next?</p> <p>As India's consumption story evolves, the big question is no longer just <i>whether</i> to build but where, how, and at what scale—and crucially, whether retail demand will sustain it.</p> <p>This closing panel brings together developers, retailers, and investors to map India's next retail hotspots, decode emerging consumption corridors, and identify where the biggest opportunities—and risks—lie.</p> <p>By combining the supply-side view (developers) with the demand-side reality (retailers), the discussion will offer a more grounded perspective on what truly drives successful retail destinations.</p> <p>The goal: leave the audience with clear direction on India's retail future.</p> <ul style="list-style-type: none"> ● Where the next retail growth will come from ● Where developers should invest ● What the next 5–10 years will look like ● Are brands ready to expand in Tier 2/3 at scale? ● What kind of spaces do retailers actually want today? ● Are rentals, footfalls, and conversions aligned?
18:00	End of Conference
18:00-19:00	Networking Pre Award Cocktail in Exhibition Area
19:00 onwards	MAPIC India Retail Awards