

MAPIC India Conference 2026

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

Time (Hrs)	Day- 1 (Tuesday 29th September 2026)
8:30-10:45	Registration
11:00-11:15	Welcome Note By MAPIC India
11:15-12:00	Powerhouse Inaugural Session: Panel Discussion: "The India Advantage: From Reform to Retail Growth in a Rising Consumption Economy" Key Discussion Points: • Reform-driven retail growth • Emerging consumer segments • Evolution of retail formats • India's global retail positioning • Investor sentiment and capital flows • Demand vs supply outlook
12:00-12:15	Report Launch by Deloitte
12:15-13:00	MAPIC Global Powerhouse: India's Retail Moment – Building Destinations for the Next Era of Growth India is entering a new phase of retail growth, driven by rising consumption, evolving lifestyles and growing demand for world-class retail and mixed-use destinations. This session brings together global and Indian perspectives to explore how India's retail landscape must evolve to attract brands, engage consumers and create destinations that are relevant for the next decade. • What is making India one of the most exciting retail and real estate growth stories globally? • Building World-Class Retail Destinations • What can India learn from successful global retail, mixed-use and placemaking models and what needs to be uniquely Indian? • Where will the biggest opportunities emerge—from new cities and formats to mixed-use developments and experience-led destinations?

13:00–13:15	Keynote Address by Amit Grover, CEO, Adani Airport City
13:15–14:00	Panel Discussion: From Utility to Status Symbol: India's Watch Market Reinvented 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. 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. • 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?
14:00–15:00	Networking Lunch Break
15:00–15:45	Retail Under Pressure: Navigating Imports, Disruptions & Global Uncertainty 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. This is not a theoretical conversation it's about what actually changed, what broke, and what worked. Talking Points: • 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

15:45– 16:30	Athleisure Reset: What Will Define the Winners in India? 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. Key Discussion Points • Brand differentiation and positioning • D2C vs global brands • Omnichannel growth strategies • Profitability pressures: CAC, discounting & margins • Future growth opportunities • building • Tier 2/3 expansion: real opportunity or overestimation? • What will define the next winners: brand, product, or distribution?
16:30–17:15	Presentation By Anuj Sawhney, MD, Swiss Military Consumer Goods
17:15–18:00	Panel Discussion: Beauty Boom: India’s Fastest-Growing Lifestyle Opportunity India’s beauty and personal care market is witnessing unprecedented growth, driven by rising disposable incomes, digital influence, 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. 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. Key Talking Points: • 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

18:00–18:45	Wrap Up session: The CEO Agenda: What Will Define Retail Success in India? 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. • 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 Leaders are placing their biggest bets for India
18:45	End of Day 1 Conference
19:00	MAPIC India Innovation Awards

Time (Hrs)	Day- 2 (Wednesday 30th September 2026)
11:00–11:45	Opening Talk: The Aspiration Economy: Scaling Consumption—Is India’s Infrastructure Ready? India’s consumption story is being powered by a new aspiration-driven consumer more brand-conscious, experience-seeking, and digitally influenced than ever before. From premium fashion and beauty to dining and lifestyle, demand is accelerating across metros and Tier 2/3 markets. But as this demand rises, a critical question emerges: is the infrastructure keeping pace? Are malls, high streets, supply chains, and digital ecosystems ready to support this next leap or is growth outpacing capacity? 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.
11:45–12:30	Panel: “Cost vs Consumption: Rethinking Mall ROI in India’s New Reality” 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 structures, the discussion will focus on what it takes to build financially resilient retail assets in today’s environment. Key Talking Points: • 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?

12:30– 13:15
Panel Discussion : Retail Meets Tourism: Can India Become a Shopping Destination?”

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.

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?

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.

- 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?

13:15– 14:15
Networking Lunch Break
14:15–15:00
Beyond Gyms: How Malls Are Tapping into the Wellness Economy

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.

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.

	Key Discussion Points • From retail to lifestyle: How is wellness reshaping mall design and tenant mix? • 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?
15:00–15:45	Panel Discussion: Beyond Occasion: How the New Indian Consumer Is Rewriting the Jewellery Playbook India's jewellery market is evolving as younger consumers increasingly see jewellery as a form of self-expression, fashion and identity. This panel explores how brands can stay relevant through contemporary design, affordability, digital influence and innovative retail experiences while balancing heritage and trust. Discussion Points: • How are Gen Z and Millennials changing jewellery from an occasion-led purchase to an everyday expression of personal style and identity? • What matters today—design, affordability, customisation, diamonds, brand story, sustainability or the overall experience? • How are established jewellery brands reinventing designs, collections and retail experiences to stay relevant to younger consumers? • How can brands leverage D2C, social commerce, omnichannel retail and expansion into Tier II/III cities to unlock the next wave of growth?
15:45–16:30	Presentation by Nehmat Mongia , Foundr, Space Story 360
16:00–16:30	Panel Discussion: The New Face of Indian Fashion: Building Brands Beyond the Product India's fashion and lifestyle landscape is being reshaped by a new generation of brands that are combining strong design, digital-first storytelling, distinctive brand identities and ambitious retail expansion. From ethnic wear and handbags to eyewear, consumers are increasingly choosing brands that reflect their individuality and lifestyle. This panel brings together emerging Indian fashion and lifestyle leaders to discuss how new-age brands are building relevance, scaling across channels and competing for the attention of a younger, more discerning consumer.

	Key Discussion Points: • From D2C to Destination: How India's New-Age Fashion Brands Are Building the Next Big Labels • How are new-age brands creating distinctive identities that go beyond the product and become part of the consumer's lifestyle? • Winning the Gen Z & Millennial Consumer • D2C to Stores: The New Growth Playbook • What does it take to move from a successful home-grown brand to a national lifestyle brand and where are the biggest opportunities for expansion?
16:30-17:20	Panel Discussion: Retail in Transit: Turning Airports, Metro Stations & Highways into Consumption Hubs Transit locations are becoming important retail ecosystems offering new opportunities for brands and operators. Key Discussion Points: • Evolution of transit retail • Consumer expectations on the move • Airport, metro, and highway opportunities • Future growth drivers
17:20-18:00	Final Thought: India's Next Retail Frontier: Building for the New India India's next retail opportunity is moving beyond the metros, with Tier II and III cities emerging as powerful consumption and experience markets. This closing conversation brings together developers, retailers and entertainment leaders to explore where the next wave of growth will come from and what it will take to build destinations that New India consumers actually want. Discussion Points: • Where is New India Emerging : Which Tier II/III cities and consumption corridors are poised for the next retail boom? • How can retail, F&B, entertainment and experiences come together to create compelling destinations? • Are Brands & Developers Ready? What needs to change in formats, investments, partnerships and expansion strategies? • The Next 5-10 Years, Where should the industry place its bets today to capture India's next consumption wave?
18:00	End of Conference
18:00-19:00	Networking Pre Award Cocktail in Exhibition Area
19:00 onwards	MAPIC India Retail Awards