

# THE FUTURE IS NOW!

**Future-proofing Retail spaces for digital age Retail.**

**April 13, 2022**

JW Marriott, Aerocity, New Delhi

What are the NEW BIG DRIVERS for shopping centres to attract the digital age consumer ?

The pace of evolution in Indian retail sector has been quite fast forward with rapidly changing market dynamics and digital transformations. Once this pandemic burns itself out - and it surely will - the future for malls is exceptionally bright. The remaining good malls will get better and the best malls will get even better yet. In fact, Covid-19 is actually forcing innovation onto what has, until now, been a change-averse business model. Its time that Mall owners view their assets in a dynamic and forever changing format. Going forward it would be all about place making, offer of superlative experience, innovative formats and technology. Creating places where people want to be, where they are offered differentiated and interactive environment will drive the development of the built environment over the next decade. People are returning to malls not to release pent-up demand for the consumer goods they sell. Online Retailers, and other e-commerce and essential retailers have filled that need throughout the mall closures. The pent-up demand that malls are filling today is giving people things to do besides shopping. That is what a digital age consumer really craves.

9:00-10:30	Registration & Networking Breakfast
10:30- 10:45 hrs	Welcome Note by Mapic India
10:45- 11:00 hrs	Keynote Address by Chairman of Shopping Centre Summit and Awards- Mr. Atul Ruia, Owner and Chairman, The Phoenix Mills Lts.
11:00 - 11:45 hrs	<p><b>INAUGURAL Session: "CXO'S Agenda in 2022": What retail leaders must do differently to future-proof the retail and retail spaces for a digital age consumer</b></p> <ul style="list-style-type: none"><li>• What will drive the shopping centres of future: Multi-purpose Projects, transit oriented retail, expansion in tier 2 and 3, placemaking....what else?</li><li>• How shopping centres are repositioning themselves after pandemic.</li><li>• Digital Bricks: How retailers are leveraging technology to enhance customer experience</li><li>• A deep dive into the long-term impact that COVID has had on shopping habits and underdraming expectations of new age consumers.</li><li>• Retail and retail spaces new formats</li><li>• Leaders view on ESG ( Environment, sustainability and governance) in Retail</li><li>• How to generate new sustainable demand and how to reduce cost to generate profitable sustainable growth.</li></ul>

- Understand how retail has to adjust to bring profitability by collaborating in uncertain times.

Moderator: Rajat Wahi, Partner, Deloitte

Speakers:

- Lalit Agarwal, MD, V-mart
- Vineet Gautam, CEO, Bestseller
- Amitabh Suri, CEO, USPA, Arvind Brands Limited
- Harsh Bansal, Co-Founder, Unity group and Vegas Malls
- Pushpa Bector, Executive Director, DLF Malls

11:45-12:00 hrs Unveiling the ESG Report by Nexus

12:00-12:40 hrs **Panel Discussion: Innovating from Designing to Leasing to make malls - “ The Experience Islands”**

- Conceptualization stage - Why is it necessary to involve big retailers in the blueprint stage?
- How to plan the mall from laying down the first brick to the last store been leased out
- How are developers planning their malls in a digital age to differentiate their malls from other malls
- Fun-Food-Fashion-Films - what are the peculiar needs of each?
- Reworking the tenant mix and getting creative with leasing
- Develop a new leasing model that captures the value derived from new business models
- Recast the role of the shopping centre to serve multiple purposes, destination centres, innovations centres, value centres, retailidential spaces etc.
- Leveraging cross-shopping as a differentiator
- Creating a shopping experience that strikes the right balance between traditional retail, leisure, entertainment, housing, social management and cultural activities.
- The role of traffic engineering at the master plan stage as well as architectural layouts

Moderator: Sakshi Goel, Senior Director and Retail Head, North India, CBRE India

Speakers:

- Rohit Gopalani, VP, Head Leasing, Inorbit Malls
- Ravinder Choudhary, AVP, Vegas Malls
- Ashish Gupta, Head - Leasing, Elan Group
- Arvind Mayar. CEO, Secure Parking Solutions (P) Ltd
- Chandershekhar Kaul, Mall Mechanic® & Managing Director, Beyond Squarefeet™ Advisory Pvt. Ltd.
- Nandini Taneja, Vice President, Reach Group
- Ankur Kohli, Head - South Asia , Real Estate & Business Development, Bata India

12:40-13:20 hrs **Panel Discussion: Clicks to Bricks: Rise of the Online to Offline Movement in Retail**

- Why the online brands leaning to physical retail
- Physical stores for digital native brands to extend their reach & address new categories of customers
- DNVBs & the evolution of the tenant mix
- Is flexible retail the best answer to vacancies? The opportunities of pop-up retail players

Moderator: Anand Dutta, Senior Director, CBRE

Speakers:

- Ayushi Gudwani, Founder, Fablestreet
- Soumya Kant, Founder, Clovia
- Sunil Menon GR, Chief Retail Expansion Officer, Lenskart.com
- Shishir Gupta, Director and Founder, Kalkifashion.com
- Anuj Sawhney, MD, Swiss Military Worldwide
- Pankaj Kr Jain, Director, KW Group

13:20-14:00 hrs

**The future of food and Leisure in Malls- 2022 and beyond**

- Leisure as a next big thing - to what extent should we design our shopping centres towards experience beyond shopping
- “Nirvana” destination- from retail therapy to family destination to leisure islands to community hangouts to experiential social hubs - How do we rejuvenate the shopping centre?
- Challenges of food and leisure retail during lockdown times.
- Physical emotions & entertainment to drive the recovery
- Reimagining food retail in digital era
- How to Re-shape Retail formats by getting innovative categories: cooking classes, health-and-wellness sessions, makeup tutorials, pop-up zones, gaming zones
- How to Re-Think Retail formats by introducing categories that are innovative and trending
- How to create value with more immersive retail experience- exploring its role at retail centres and how does investment on these experiential element impact the payoffs

Moderator: Sharad Nagpal, Senior Director, Retail Services, India, JLL

Speakers:

- Amit Dutta, CEO, Le Marche Retail
- Tarak Bhattacharya, Executive Director & COO - Mad Over Donuts
- CK Kumaravel, CEO, Naturals Salon and Spa
- Pramod Arora, Chief Growth & Strategy Officer, PVR
- Gurvineet Singh, Head Leasing, Lakeshore
- Vaibhav Singhal's, CEO & CO Founder, DroptheQ

14:00-15:00 hrs

**Lunch Break**

15:00 - 15:45 hrs

**The future of Retail: How retailers and mall developers together are reinventing themselves by adopting Omnichannel in the new normal**

Going 'Omnichannel' has become an integral part of strategies all successful brands and retailers across the globe Omnichannel typically references brands and retailers who have both a physical and a digital presence. The idea of designing a cohesive user experience at all touchpoints was so successful for retailers and appealing to crowds that shopping centres decided to adopt the strategy and mould it to their specifications.

- How the appetite for experiential retail growing forcing malls to adapt Omnichannel technologies faster than ever before.
- Why Malls Need Omnichannelisation
- The Concept: Expansion of Multichannel Retailing
- Diversification of Retail Mix
- How retailers are handling omnichannel through malls.

- Creating Mall App: Mandatory & Popular Approach
- How the stakeholders can win the game together in long run by merging online and offline in new normal world.

Moderator: Vibhor Jain, Managing Director, North, Cushman & Wakefield, India

Speakers:

- Mukesh Kumar, CEO, Quest Properties India Limited and Chairman - SCAI Board
- Dhruv Bogra, Country Manager, Forever New Clothing
- Shibu Philips, Business Head, Lulu Shopping Mall
- Rajesh Jain, CEO, Lacoste
- Akhil Jain, Executive Director, Jain Amar (Madame)
- Ajay Kapoor, President Retail, Fab India
- Mahesh M. ,CEO , Creaticity

15:45 – 16:30 hrs **Panel Discussion: The changing face of marketing with the evolution of retail to enhance the customer experience in digital age.**

- Marketing journey from creating conventional experience to creating memory making experience in the age of Instagram and other social media.
- Customer expectations have been raised sky high by online shopping, how shopping malls are attracting footfalls keeping physical shopping at the heart of the customer.
- From the rise of the experience store to integrating mobile and tech solutions, what are the key trends for marketers wanting to cut through in today's highly competitive market?
- How Retail marketers are transforming today's Shopper Experience?
- It's a collaborative game- What more brand marketers expect from shopping malls ?
- The shift from 'people finding products' to 'products finding people, how mall marketers are overcoming this challenge?
- In-mall visibility of a brand-winning customer attention and tenant's heart at one shot
- The Social media effect- to target key shopping groups, delivering the right message, to the right audience, at the right time
- How to be future ready for 'Millennial' & gen Z spenders' who would form majority of the footfalls in the next decade

Moderator: Moderator : Dr. (H.C.) Dheeraj Dogra MRICS, Chief Business Development Officer, Village Groupe

Speakers:

- Navin Joshua, Founder and Director, Green Honchos
- Prasad Rane, Chief Marketing Officer, Pioneer Property Zone Services (ICS Realty Group)
- Gitanjali Singh, CMO, Select city walk
- Murali Krishnan, Co-Founder and CMO, Wow Momos
- Kunal Turukmane, Head - Strategy, Project Management and Integrated Planning, Being Human Clothing

16:30-17:00 hrs **Talk show with Investors: Power of Retail**

**Moderator: Puneet Gupta, Partner- Transaction Services, Deloitte India**

Speaker:

- Arpit Agarwal, Director, Investment Team, Blume Ventures
- Vikram Gupta, Founder & Managing Partner, IvyCap Ventures
- Dr. Benu Sehgal, CEO, Freeport India

17:00-18:00 Hrs **Wrap up power Session:  
OPEN HOUSE: A candid talk with the Top Developers of India  
decoding the Retail CEO'S Concerns 2022.**

(Session reserved for developers where they will be answering the questions shared by retailers before the conference, the session open for retailers for Q&A)

Moderator: Pankaj Renjhen, COO & Jt. Managing Director, Anarock Retail

Speakers:

- Deepak Kapoor, Director , Gulshan Group
- Khair Ull Nissa Sheikh, Joint President - CED, WTC Noida Development Company Private Limited
- Yogeshwar Sharma, CEO, Select Citywalk
- Abhishek Trehan, Executive Director, Trehan Iris
- Uddhav Poddar, MD, Bhumika Group
- Abhishek Bansal, Executive Director, Pacific Group
- Arjun Gehlot, Director, Ambience Mall

18:00 hrs End of Conference

19:00 hrs MAPIC India Shopping Center Awards 2022

