Time (Hrs)	Mapic India (18 th - 19 th September 2024)
	Theme: Decoding the NEW Retail CODE: Thriving in a Fast Changing World
	Thriving in the fast-changing world of retail and real estate in India requires understanding the "New Retail Code" - focusing on customer experience, mixed-use developments, experiential retail, community building, sustainability, and technological advancements. Innovation is key to staying competitive in this dynamic landscape. MAPIC India 2024 will provide insights and strategies to help industry stakeholders excel in this evolving environment. Day- 1 (Wednesday, 18th September 2024)
8:30-10:45	Registration
11:00-11:05	Welcome Note by Ashna Gemini Sharan, Portfolio Director, MAPIC India
11:05-11:15	Report Launch by Deloitte
11:15-12:00	Opening Gala- Real Estate Building Tomorrow: The Role of Real Estate in Shaping India's Economic Future This panel discussion will provide a comprehensive view of the real estate sector's role in India's economic landscape, the impact of government policies, and future opportunities for growth. • Real Estate as a Catalyst for Economic Growth • Exploring how the real estate sector contributes to India's GDP and job creation. • Evaluating the impact of recent government initiatives on the real estate market. • Understanding regulatory challenges and the role of the Housing Authorities Board. • Sustainable and Smart Development • Financing Real Estate: Opportunities and Challenges
	Moderator: Manisha Natrajan, Consulting Editor, Urban Development & Real Estate, NDTV Confirmed Speakers:
	 Sanjeev Jaiswal, (I.A.S) VP AND CEO, Maharashtra Housing and Area Development Authority Niranjan Hiranandani, Chairman, Hiranandani Group Boman Rustom Irani, Chairman & Managing Director, Rustomjee Group Sandeep Runwal, Managing Director, Runwal Realty Nirupa Shankar, Jt. MD, Brigade Group
12:00-12:15	Special Address and Report Launch by Dr Samantak Das, Head of Research and REIS, India, JLL
12:15-13:00	Opening Gala- Retail Hotspot India's Retail Think Tank: Decoding the NEW Retail CODE: Thriving in a Fast Changing World
	Thriving in the fast-changing world of retail and real estate in India requires

understanding the "New Retail Code" - focusing on customer experience, mixed-use developments, experiential retail, community building, sustainability, and technological advancements. The retail visionaries of India will provide insights and strategies to help industry stakeholders excel in this evolving environment to explore the untapped \$2 Trillion Retail Potential in the next decade.

- How can industry players decode the new retail code and stay ahead of the curve in a rapidly changing environment?
- How is the booming Indian Economy Impacting the Retail Sector
- Leading the Experience Revolution: Brands at the Forefront of Experiential Retail
- Empowering Retail through Make in India: Unveiling the Impact on Sector Growth and Innovation
- What role do mixed-use developments play in creating vibrant communities and supporting urban revitalization?
- How can retailers leverage technology and AI to enhance customer experiences and operational efficiency?
- What strategies can retailers implement to incorporate sustainability practices into their business models?
- How can innovation drive success in the retail industry, and what are some examples of innovative strategies that have proven successful?
- How can industry players decode the new retail code and stay ahead of the curve in a rapidly changing environment?

Moderator: Anuj Puri, Chairman, Anarock Retail Speakers:

- Vineet Gautam, CEO, Bestseller India
- Anil Konidena, CEO, Founding Director, South East Asia, Landmark Group,
 President Director Indonesia, Director Malaysia
- Tushar Ved, President, Apparel Group

13:00-13:45

"International Retail Powerhouses:

Panel Discussion- Global Players Eyeing and Entering India's thriving marketplace Global retail players are eyeing and entering India's thriving marketplace due to its

rapidly expanding economy, burgeoning middle class, and increasing consumer spending. Discover the dynamics and implications of global retail giants making their mark in India's vibrant retail sector. From strategic entry approaches to cultural adaptation, explore the strategies and impacts of international retailers on India's retail ecosystem.

- Market Potential: Assess the attractiveness of India's retail market and the factors driving global retailers to enter.
- Entry Strategies: Analyze the various entry strategies adopted by global retailers, such as joint ventures, franchising, acquisitions, or wholly-owned subsidiaries.
- Competitive Landscape: Examine the competitive landscape post-entry and the challenges faced by global retailers in navigating local competition and consumer preferences.
- Localization Efforts: Explore how global retailers are adapting their products,

- marketing strategies, and store formats to resonate with Indian consumers and cultural nuances.
- Regulatory Environment: Discuss the regulatory framework governing foreign investment in India's retail sector and its impact on the entry and expansion strategies of global retailers.
- Consumer Behavior: Understand evolving consumer preferences, shopping habits, and the influence of global retail brands on Indian consumers.
- Socio-Economic Impacts: Evaluate the socio-economic implications of global retailers' entry, including job creation, supply chain development, and infrastructure investment.

Moderator: Sharad Nagpal, Senior Director, Head - Retail Consulting & International, Business Development, India, JLL

Speakers:

- Morten Grabowski Kjær, Owner and CEO , Luksusbaby A/S, Denmark
- Pierre Ravan, Founder -Eternal Journey (Luxury Perfumes), Netherland
- Andrew McVicker, Director, PRAGMA, London
- Lennard Otto, Managing Director, Global Leisure & Entertainment & LEOS,
 Dubai
- Didier Gaste, Co-Founder and CEO, Spaycial, France



13:45-14:45 Networking Lunch Break

14:45-15:15

Chair Yoga & Meditation by PIERRE RAVAN.

PIERRE RAVAN, a DJ, producer, certified yoga teacher, and Heartfulness meditation trainer, and Luxury brand creator will take us on a small experiential journey of Chair Yoga followed by Heartfulness meditation and bring the awareness of what LUXURY will be in the future by learning to connect through our Hearts and explore all the potential which exist within.

He has Mastered the whole area of Luxury, Entertainment, Wellness& Wellbeing and shows us how to bring all these areas together.

There will be an opportunity to engage in open discussion with him and find out how Pierre embarked on this extraordinary journey.

15:15-16:00

Panel Discussion: India- The Next Luxury Destination

India, the world's fastest growing economy, the fastest growing population, & the fastest growing country for people with \$100 million in wealth is witnessing a surge in conspicuous consumption. It's not just tycoons, but a new class of wealthy entrepreneurs, executives and dealmakers that are muscling into India's luxury market. There has been surge in spending on luxury in India. From acquiring luxury real estate to luxury cars; from splurging on destination weddings to exotic holidays, gourmet food and dining experiences, the list goes on.

- What are Key luxury sectors growing in India- Luxury Automobile, Luxury Homes, Luxury watches & Jewellery, Fine wines, liquor and spirits etc.
- Experiential Luxury and its future in India
- Luxury Fashion Brands, Hotels and Hospitality, Travel and Destinations
- Key factors contributing to Indian luxury market growth
- Understanding the Indian luxury market & its consumer mindset
- Government initiatives to boost the luxury sector
- The Impact of Influencer Marketing on Luxury Brands

Moderator: Sanjeev Mehra, CEO & Executive Director, Quest Properties India Limited

Speaker:

- Pushpa Bector, Senior Executive Director and Business Head, DLF Retail
- Vijay KG, Founder, Luxepolis.com, Ex Founding Partner Nykaa
- Bipul Chandra, MD, Ducati India
- Sagar Gupta, Business Head, House of MASABA
- Anand Ramanathan, Partner, Deloitte

16:00-16:45

Panel Discussion: Breaking Boundaries in Retail - Harnessing the Magic of Mixed-Use Spaces for India's Retail Evolution

Introducing a blend of all you need spaces in under one roof — mixed use retail is for the people of today! Combining entertainment, residency, commercial and retail spaces in one place can be pitched as the best solution for several problems for both consumers and retailers alike. Making shopping sprees easy on all consumers — mixed use spaces have it all in one place. Out for a movie but need to shop essentials and groceries? No problem, your supermarket is one escalator away!

In this session let's learn form the best on how mixed use retail has transformed the retail world and malls!

- Redevelopment and redesign
- User friendly spaces mixed use retail areas
- Functionality and flexibility of Mixed use retail space
- Case study Studying the best mixed use developments
- Sustainability and Wellness
- Investment and Development opportunities

Moderator: Sakshi Goel, Associate Executive Director, CBRE Speakers:

- Lucio Guerra , Chief Design Officer, Design International, London
- Harsh Bansal, Co Founder, Unity Group and Vegas Mall
- Shibu Philips, Director Malls, Lulu Shopping malls
- Rashmi Sen, COO Retail, The Phoenix Mills

	Jayen Naik, COO, Nexus Mall
	Jayen Naik, COO, Nexus Maii
16:45-17:15	Tech Talk with Big Tech Giants
	The Al-Powered Future: How Tech Titans are Shaping India's Retail Landscape
	Join us for an insightful session delving into the transformative impact of technology giants on the retail industry in India. Discover the innovative strategies, cutting-edge technologies, and disruptive solutions that are revolutionizing the way retailers operate, engage with customers, and drive growth in the Indian market.
17:15-17:20	Presentation- CRC
17:20-18:00	"Today's Customer Unveiled": CXO Panel Wrap-Up on Engaging the Modern Consumer
	This panel aims to provide a comprehensive understanding of today's consumer and equip retail leaders with actionable strategies to enhance customer engagement and drive business growth.
	Highlights:
	 Understanding the Modern Consumer Digital Transformation in Retail: Enhancing Customer Experience Sustainability and Ethical Consumerism Future Trends and Innovations Challenges and Opportunities Moderator: Deloitte Speakers:
	 Sagar Daryani, Founder, WOW Momos Rajesh Jain, MD & CEO, Lacoste Sahil Malik, CEO, Da Milano Samir Srivastav, CEO, Looks Saloon India Dhruv Bogra, Country Director, Forever New India
	End of Day-1
Day 2 (Thursday 19 th September)	Mapic India 2024 Theme: Decoding the NEW Retail CODE: Thriving in a Fast Changing World
11:00-11:15	Report Launch By Cushman and Wakefield
11:15-12:00	The Mega Conglomerate of India – RELIANCE Group Opening Session: "Winning Every Game: Insights from Reliance's Playbook"
	Meet the Reliance Heroes: Builders of an Empire

Join us for an exclusive panel discussion featuring the dynamic leaders and trailblazers from different segments of Reliance Industries who have driven Reliance Industries to extraordinary success. Discover the innovative strategies, groundbreaking initiatives, and leadership excellence that have enabled Reliance to achieve unparalleled success across various sectors, from retail and telecommunications to fashion and jewellery and have positioned Reliance as a global juggernaut.

- What Reliance is Doing Right: Key strategies and Success Factors
- How Reliance Dominating Every Sector with Vision and Innovation
- The Reliance Revolution: Leading with Innovation and Excellence
- Leadership principles that have guided Reliance to success.
- The transformative impact of AJIO and Reliance Trends on the fashion industry.
- The phenomenal rise of Reliance Jio and its disruption of the telecom market.

Moderator: Rahul Arora, Head of Retail Services and Office Leasing Advisory, India JLL

Speakers:

- Harish Mehta, CEO, JIO BP (Reliance BP Mobility Ltd)
- Damodar Mall, Retail CEO, Value Formats (FreshPik, Fresh Signature, Smart, Smart Bazaar, and Smart Point); Author; SupermarketWala, CEO, Reliance Grocery
- Sunil Nayak, CEO, Reliance Jewels
- Sandeep Varaganti, CEO, Jio Mart, Reliance retail
- Kumar Nitesh, CEO, Reliance Footwear /footprints

12:00-12:40

Panel Discussion: Crafting Exclusivity: "Premiumisation of Indian Retail Landscape"

The panel will explore the evolving trends and strategies driving the premiumisation of the Indian retail landscape. Panellists will discuss consumer preferences, market dynamics, challenges, and opportunities for brands aiming to establish or enhance their premium presence in India. Topics will include brand positioning, customer experience, product innovation, and the impact of digital transformation on premium retail strategies.

- Understanding the shift towards premiumisation in Indian retail.
- Strategies for creating and maintaining exclusivity in a competitive market.
- Consumer insights and preferences driving the demand for premium products.
- Innovations in retail technology and their role in enhancing the premium customer experience.
- Challenges and opportunities for brands navigating the premium segment in India.
- The role of sustainability and ethical practices in premium retail strategies.

Speakers:

- Abhishek Bansal, Executive Director, Pacific Malls
- C K Venkataraman, MD, Titan Company
- Dilip Kapur, Founder, Hidesign
- Sooraj Bhat, CEO- Ethnic Business, Aditya Birla Group

12:40-13:20	Unleashing the Wellness and Athleisure Revolution: Igniting India's Retail Scene with Style and Sweat!
	Dive into a Dynamic Discussion on the Fusion of Fitness and Fashion, Redefining Retail Trends in India!
	Get Ready for:
	 Trendsetting Talks: Explore the latest trends shaping the wellness and athleisure landscape in India, from gym to street. Fashion Fitness Fusion: Discover how brands are seamlessly blending style with functionality to elevate your workout wardrobe. Retail Reshaped: Witness how wellness and athleisure are reshaping the retail experience, both online and offline. Sweat in Style: Embrace the mantra of "look good, feel good" with athleisure that transitions effortlessly from workout to hangout. Beyond the Gym: Uncover the expanding horizons of athleisure, from yoga mats to brunch dates and beyond. FitTech Future: Peek into the future of fitness tech and how it's revolutionizing the way we work out and shop. Wellness Warriors: Hear from industry leaders and influencers on their journey to bring wellness and athleisure to the forefront of Indian retail. Don't Miss Out on the Sweat, Style, and Strategies Unveiled at This Unmissable Session! Moderator: Deloitte Speakers: Karthik Balagopalan, MD, Puma India Manish Sankla, Director, Retail Services, India, JLL Nandadeep Jayakar, Business Head -Footlocker India, Senior Vice President, Metro Brands
13:20-13:30	Presentation:
	Speakers: Jai Malpani, MD, Imagicaaworld Entertainment Limited & Shreya Malpani, CMO, Malpani Arcade Pvt. Ltd.
13:30-14:15	Panel Discussion: The Leisure Landscape: "India's Entertainment Tomorrow".
	This panel discussion will explore the future of leisure and entertainment in India, focusing on emerging trends, technological advancements, and evolving consumer preferences. Industry leaders will share insights on how India's entertainment sector is poised to transform in the coming years, driven by innovation and changing lifestyles. Additionally, the session will delve into the immense potential for international brands to enter and thrive in the Indian entertainment market.
	 What are the new trends in leisure and entertainment, and how are they shaping the industry? How are technologies like AI, VR, and AR transforming the entertainment landscape?

- How are changing consumer preferences influencing the demand for new forms of entertainment?
- What are the key investment opportunities in India's evolving leisure and entertainment sector?
- What scope do international brands have in entering and succeeding in the Indian entertainment market?

What challenges does the industry face, and what strategies can address them to ensure sustainable growth?

Moderator: Pramod Arora ,CEO, PVRINOX Ltd.

Speakers:

- Rajneesh Mahajan, CEO, Inorbit Malls
- Devang Sampat, CEO, Cinépolis India
- Rajeev Sharma, CEO, NY Cinemas
- Ankur Maheshwary, Founder Masti Zone; Promoter Modern Group of Companies, Vice Chairman at Indian Association of Amusement Parks & Industries
- Vishal Mehta, CEO, Future of Gaming

14:15-15:15

Networking Lunch Break



15:15-15:45

Post-Lunch Energizer: The Blindfold Game

Kick off the afternoon with a fun and interactive session designed to put your auditory senses to the test!

In *The Blindfold Game*, our Panellists and Delegates will blindfold and listen carefully to a series of audio cues that play in the background. These cues will include popular sonic logos, jingles, notifications, and other iconic brand sounds that have significantly impacted marketing strategies by creating substantial brand recall.

To respond, Panellists and Delegates must quickly press the buzzer after identifying the sound. We'll score the responses, and the panellists and delegates with the sharpest ears and fastest reflexes will be crowned the winner! The champion might just walk away with a special Songdew gift hamper, making this session not only insightful but also rewarding. Get ready to tune in and test your brand recognition skills!

Followed By:

Panel Discussion: Marketing for a blind world : Strategies to Boost Brand Recall in a Distracted World.

• Exploring multisensory marketing strategies and measuring its impact on consumer behaviour to create brand recall and equity in a world with fleeting attention spans.

	 How Multisensory Marketing Shapes Consumer Behaviour and Brand Loyalty
	Moderator: Sunil Khanna, Founder, Songdew
	Speakers:
	 Udit Malhotra, Head of Marketing (CMO), Morris Garages Motors India Govind Pandey, CEO TBWA Sumit Handa, Head Marketing, Fab India
15:45-16:25	Panel Discussion: C-Suit Synergy: Cracking the code- Tier 3 and Tier 4 Markets- The hidden Gems of Retail Expansion.
	A major post pandemic trend for the retail route has been the increasing resilient demand of the non-metro folk. A lack of quality retail stores on the high streets of tier 3 and tier 4 cities has made it difficult for them to thrive, as such this supports the idea that tier 3 and tier 4 is a great opportunity for bigger retailers to tap into. Gone are the days of just mom and pop grocery stores and retailers for the lower tier cities. Supermarkets are increasing in number as well, leading to variety and better quality now being a choice for the non-metro consumers. In this session with industry experts, let's look into why expansion in the lower tier cities is a must for retail.
	 Rise of the non-metro consumer - Limited pocket sizes vs high aspirations Al to forecast demand in tier 3 and tier 4 30% - 40% lower cost of unexplored real estate Making the right choice – considering prices and spending limits Retail opportunities yet to be tapped
	Moderator:
16:25-17:00	Panel Discussion: Leasing Legends - Meet the Visionaries Revolutionizing Malls with Innovative Leasing Strategies
	Join us for an engaging panel discussion featuring leasing experts who are at the forefront of shaping the future of tenant mix in commercial real estate. Explore innovative strategies, market insights, and industry trends as we delve into the dynamic world of leasing and tenant selection.
	 The leasing Champions- Meet the players Bringing MALLS in fashion Market Analysis and Trends Strategic Tenant Selection Balancing Tradition with Innovation Data-Driven Decision Making Flexibility and Adaptability Tenant Relationship Management

• Future of Tenant Mix

	Moderator: Saket Amrit, Director - Advisory & Transaction Services, CBRE Speakers:
	 Stephen Jude Noah, Portfolio Leasing Head, Forum Malls, Prestige Group Rehan Huck, Vice President & Head of Leasing, DLF Shopping Malls Ravinder Chaudhary, Vice President at Vegas & Unity One Elegante Rohit Goplani, SVP, Head Leasing, Marketing & Corporate Communications, Inorbit
17:00-17:30	Grand Finale: Captivating Conclusions and Future Frontiers!
	Charting the course forward with industry associations: A LIVE Dialogue on shaping the future of Retail.
	 What are the key goals and strategic priorities for your association over the next few years?
	 How do you envision your association's role in shaping the future of the retail industry?
	Moderator: Cushman and Wakefield
	Guest Speakers:
	Bijou Kurien, Chairman, RAI
	Pushpa Bector, Chairperson, SCAI
17:30	End of Conference
18:00-19:00	Networking Tea and Coffee
19:00-19:30	Networking Pre Award Cocktail
19:30 onwards	Mapic India Retail Awards