

# Mapic India (29–30 September 2026)

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

Time (Hrs)	Day- 1 (Tuesday 29th September 2026)
11:00–13:00	Inaugural Program- Conference Hall
13:00–14:00	<b>Networking Lunch</b>
14:00–14:45	<p><b>Opening Innovation Session: Retail in Real Time: What CIOs Are Building Today</b></p> <p>This session focuses on how retail transformation is happening right now, not in the distant future. As consumer expectations shift rapidly and competition intensifies, CIOs are building systems that enable real-time decision-making from inventory and pricing to customer engagement and supply chain visibility. The discussion will highlight the technologies, platforms, and strategies being actively implemented today, offering a practical look at how retailers are responding to change with speed, agility, and data-driven execution.</p> <ul style="list-style-type: none"> <li>• How CIOs are making high-stakes tech decisions in a fast-changing retail environment?</li> <li>• Scaling Retail in India: Tech Challenges No One Talks About</li> <li>• AI in Retail: What’s Actually Delivering ROI?</li> <li>• How Tech is Redefining Physical Retail?</li> </ul> <p><b>Speakers -</b></p> <ul style="list-style-type: none"> <li>• <i>Ramesh Narayanaswamy, Sr Director, Technical Program Management, Salesforce</i></li> <li>• <i>Himanshu Jain, Head Technology, Queuebuster</i></li> <li>• <i>Vikas Chaudhary, Group CTO, Ginesys One</i></li> <li>• <i>Ashlesh Sharma, Co-Founder and CTO, Entrupy</i></li> <li>• <i>Kushan Shah, CTPO, Fynd</i></li> </ul>
14:45–15:30	<p><b>Panel discussion: Retail Without Search: Are Algorithms Replacing Choice?</b></p> <p>This session explores a fundamental shift in how consumers discover and buy products. Traditionally, shoppers searched, compared, and then decided but today, algorithms increasingly predict preferences and surface products before a customer even looks for them. From AI-driven recommendations and curated feeds to conversational commerce, retail is moving toward a “searchless” experience. The discussion will examine whether this leads to better convenience and personalization, or if it limits consumer choice and control raising important questions about trust, transparency, and the future of decision-making in retail.</p>

	<ul style="list-style-type: none"> <li>• AI &amp; the New Consumer: Who's Really in Control?</li> <li>• How AI is reshaping discovery, impulse buying, and decision-making</li> <li>• Do consumers trust algorithms—or do brands still build loyalty?</li> <li>• Convenience vs intrusion: Where do consumers draw the line?</li> <li>• From search to recommendations: How much control do shoppers really have?</li> </ul> <p><b>Speakers –</b></p> <ul style="list-style-type: none"> <li>• <i>Rohit Agarwal, Chief AI Officer, Bizom</i></li> <li>• <i>Sudhakar Singh, Chief AI Security Officer, SAP</i></li> <li>• <i>Nikhil Mahen, Chief AI Officer, Network Science</i></li> <li>• <i>Rishabh Shukla, Founder and CTO, Zwing-Ginesys One</i></li> <li>• <i>Ajith Narayanan, CTO, Angel One</i></li> </ul>
<p>15:30–16:15</p>	<p><b>Panel discussion: From Warehouse to Wardrobe: Rethinking Retail Supply Chains</b></p> <p>This session explores how retail supply chains are evolving from backend operations into a critical driver of customer experience. As consumers expect faster deliveries, seamless availability, and flexibility across channels, retailers are being forced to rethink how products move from warehouses to store shelves and ultimately into customers' hands. The discussion will focus on building agile, tech-enabled supply chains that can respond to demand in real time, improve inventory visibility, and support omnichannel growth while maintaining efficiency.</p> <ul style="list-style-type: none"> <li>• The ₹1000 Delivery Problem: Speed vs Profit in Retail Logistics</li> <li>• One bottleneck no one talks about</li> <li>• Speed vs Cost: Can retailers deliver faster without killing margins?</li> <li>• Inventory Visibility: The biggest gap in omnichannel retail</li> <li>• Last-Mile is the New Battleground</li> <li>• Supply Chain Resilience in an Unpredictable World</li> </ul> <p><b>Speakers –</b></p> <ul style="list-style-type: none"> <li>• <i>Kapil R Tulsan, Head IT/ CIO, Reliance Brands Ltd</i></li> <li>• <i>Sameer Mehta, Co-Founder and Chief Product Officer, boAT</i></li> <li>• <i>Jeyandran Venugopal, Chief Product and Technology Officer, Flipkart</i></li> <li>• <i>Amit Arora, CIO, SHR Lifestyles Pvt Ltd</i></li> </ul>
<p>16:15–17:00</p>	<p><b>MAPIC India Special: CIO Hot Seat: 15 Minutes RAPID FIRE ROUND with Retail Tech Leaders (3 CIO'S one at a time)</b></p>

	<ul style="list-style-type: none"> <li>• What’s the single biggest tech decision you’ve made in the last 12 months?</li> <li>• Build vs buy—what did you choose and why?</li> <li>• One tech investment that didn’t deliver as expected</li> <li>• A trend you think is overhyped in retail tech</li> <li>• Something you would do differently if you had to restart</li> <li>• Where are you placing your biggest tech bet for the next 2–3 years?</li> <li>• What will you stop investing in?</li> <li>• One word for the future of retail tech?</li> <li>• A rare, behind-the-scenes look at the decisions retail CIOs don’t usually talk about.</li> <li>• And more.....</li> </ul> <p><b>Speakers –</b></p> <ul style="list-style-type: none"> <li>• <i>Ramesh Narayanaswamy, Sr Director, Technical Program Management, Salesforce</i></li> <li>• <i>Sukhwinder Singh, CTO, Logic ERP</i></li> <li>• <i>Saravanan Muthian, CIO, Zoho Corporation</i></li> </ul>
<p><b>17:00–17:45</b></p>	<p><b>Panel Discussion: Fast Fashion, Faster Tech: Can Brands Keep Up with the Speed of Demand?</b></p> <p>Fast fashion today is powered by data, not just design. From trend detection on social media to rapid design cycles and agile supply chains, technology is enabling brands to move from concept to consumer faster than ever. This session explores how fast fashion players are using AI, data, and digital tools to predict demand, reduce lead times, and stay relevant in an increasingly competitive and volatile market.</p> <ul style="list-style-type: none"> <li>• From Trend to Rack in Weeks: How Tech is Powering Speed?</li> <li>• Can data actually reduce excess inventory and markdowns?</li> <li>• How brands are shortening production and delivery timelines?</li> <li>• Can fast fashion remain fast and responsible?</li> </ul> <p><b>Speakers –</b></p> <ul style="list-style-type: none"> <li>• <i>Kunal Mehta, CIO, Arvind Fashions Ltd.</i></li> <li>• <i>Praveen Shrikhande, Chief Digital and Information Officer, Aditya Birla Fashion and Retail Ltd.</i></li> <li>• <i>Pramod Adiddam, CTO, Myntra</i></li> <li>• <i>Indresh Pradhan, CIO, Apparel Group</i></li> </ul>
<p><b>17:45</b></p>	<p><b>Networking Tea</b></p>
<p><b>18:00</b></p>	<p><b>End of Day 1 Conference</b></p>
<p><b>19:00</b></p>	<p><b>MAPIC INDIA Innovation Awards</b></p>

Time (Hrs)	<b>Day- 2 (Wednesday 30th September 2026)</b>
11:15- 12:00	<p><b>Opening Talk: The CMO Session- The Attention Economy: Winning the Consumer Today</b></p> <p>The role of the CMO has evolved far beyond brand building. Today's marketing leaders are responsible for driving measurable growth, owning customer data, and navigating an increasingly complex digital ecosystem. This session explores how CMOs are balancing creativity with performance, leveraging data and AI for personalization, and redefining customer engagement across channels.</p> <ul style="list-style-type: none"> <li>• Data, Decisions &amp; Demand: Inside the CMO Agenda</li> <li>• Marketing in the Age of AI &amp; Algorithms</li> <li>• How marketing is directly linked to sales, conversions, and ROI?</li> <li>• Customer Loyalty is Changing—Are Brands Keeping Up?</li> <li>• Where should brands invest—marketplaces, D2C, social, retail media?</li> </ul> <p><b>Speakers –</b></p> <ul style="list-style-type: none"> <li>• <i>Gayatri Yadav, Group Chief Marketing Officer, Reliance Industries</i></li> <li>• <i>Sunanda Khaitan, CMO-Beauty and Wellbeing, HUL</i></li> <li>• <i>Arpan Biswas, Marketing Head and CMO, Ajio.com</i></li> <li>• <i>Sunder Balasubramanian, CMO, Myntra</i></li> <li>• <i>Pratik Shetty, Head Growth and Marketing, Flipkart</i></li> </ul>
12:00-12:40	<p><b>Fire Side Chat: Beyond Payments: Tech Driving the New Retail Experience</b></p> <p>This session explores how payments are evolving from a transactional step into a key part of the overall retail experience. With advancements in technology such as AI, embedded finance, seamless checkout, and integrated loyalty retailers are using payments to enhance convenience, personalize interactions, and drive customer engagement. The panel will discuss how tech-enabled payment systems are not only improving speed and efficiency but also influencing consumer behaviour, increasing conversions, and creating new opportunities for growth.</p> <p><b>Speakers –</b></p> <ul style="list-style-type: none"> <li>• <i>Rahul Chari, Co-Founder and CTO, Phonepe</i></li> <li>• <i>Arif Khan, CIO, Razorpay</i></li> <li>• <i>Akhil Verma, CISO, Airtel Payments Bank</i></li> </ul>

12:40–13:30

### Panel Discussion: Data to Decisions: How Retailers Are Turning Insights into Growth

In today's retail landscape, data is no longer just a support function it's at the core of how brands understand, engage, and convert customers. From personalization and pricing to store expansion and inventory decisions, data is shaping every aspect of retail. This session explores how retailers are leveraging data to drive real-time decisions, improve customer experience, and build a competitive edge while also addressing the growing question of data ownership across platforms and marketplaces.

- Why do most retailers still struggle to turn insights into real business decisions?
- Brands vs marketplaces vs platforms where does the real data power lie?
- Can retailers truly act on live data for pricing, inventory, and demand or is it still lagging?
- How far can brands go before personalization starts feeling intrusive?
- Are systems and teams aligned enough to create a single view of the customer?
- In critical decisions, does data lead or does gut still win?

#### Speakers –

- *Varun Bansal, Head of IT, India & APAC at Bata*
- *Vikram Idnani, President and CIO, Landmark Group*
- *Rajesh Chavan, Chief Technology Officer at Avenue eCommerce Limited – DMart*
- *Sudipta Bhattacharya, Chief Technology Officer – Adani Group*

13:30– 14:30

### Networking Lunch Break

14:30–15:30

### Mapic India Special: Solution Series Retail Fix: Solving What's Broken in 10 Minutes

A high-energy series of short talks where industry experts take on one real retail problem at a time—and offer practical, actionable solutions. Each speaker gets just 10 minutes to break down the challenge, share what's working, and present clear ways forward. No theory—only real solutions.

#### Format

- 3 speakers
- 10 minutes each
- Each tackles ONE specific problem
- No slides—heavy presentations—focused, sharp insights
- Q&A
- Audience Inputs

	<p><b>Topics to be Brainstormed:</b></p> <p><i>Speaker 1: How Do You Stop Cash Leakage in Stores?</i>  <i>Speaker 2: How to Drive Sales in the Off-Season?</i>  <i>Speaker 3: Last-Mile Costs Are Rising—How Do You Stay Profitable?</i></p>
<p><b>15:30–16:15</b></p>	<p><b>Panel Discussion: From Footfall to Insights: The Rise of Smart Malls</b></p> <p>Malls are evolving from static retail spaces into intelligent, data-driven destinations. With AI, developers can now understand customer behavior in real time, optimize tenant mix, personalize experiences, and improve overall asset performance. This session explores how AI is transforming malls—from footfall analytics and leasing decisions to marketing, operations, and customer engagement.</p> <ul style="list-style-type: none"> <li>• How AI tracks footfall, dwell time, and movement to improve decisions?</li> <li>• Using data to decide what brands, categories, and experiences drive performance</li> <li>• Can malls deliver tailored experiences like e-commerce?</li> <li>• AI in operations, energy management, security, and efficiency</li> </ul> <p><b>Speakers –</b></p> <ul style="list-style-type: none"> <li>• <i>Rajneesh Sharma, CTO, Campus Activewear</i></li> <li>• <i>Anil Menon, CIO, LuLu Group</i></li> <li>• <i>Omesh Bhujbal, CTO, Nexus Select Malls</i></li> <li>• <i>Deepankar, CIO, DLF Malls</i></li> </ul>
<p><b>16:15–17:00</b></p>	<p><b>A great Debate: “Build vs Buy vs Partner: The Real Tech Dilemma”</b></p> <p>This debate dives into one of the toughest decisions every retail CIO and business leader faces should you build technology in-house for control and customization, buy ready-made solutions for speed and scalability, or partner with external players to stay agile? As retail becomes increasingly tech-driven, this choice directly impacts cost, innovation speed, and long-term competitiveness. The session will bring contrasting viewpoints to the table, highlighting real trade-offs, failures, and what’s actually working in today’s retail ecosystem.</p>

	<p><b>Speaker Invited:</b></p> <ul style="list-style-type: none"> <li>• <i>CIO/CTO (Retail Brand) - (to bring real decision-making experience)</i></li> <li>• <i>D2C / Digital-first brand founder- (Prefers agile, partner-led models)</i></li> <li>• <i>SaaS / Tech platform company leader- (advocates “buy” approach)</i></li> <li>• <i>System integrator / consulting firm (represents “partner” ecosystem thinking)</i></li> </ul> <p><b>Speakers –</b></p> <ul style="list-style-type: none"> <li>• <i>Sandeep Jabbal, Customer Care Associate and Chief Digital Transformation and Information Officer, Shoppers Stop</i></li> <li>• <i>Siddharth Dungarwal, Founder, SNITCH</i></li> <li>• <i>Saravanan Muthian, CIO, Zoho Corporation</i></li> <li>• <i>Anand Ramanathan, Partner, Deloitte</i></li> </ul>
<p><b>17:00</b></p>	<p><b>End of Conference</b></p>
<p><b>19:00</b></p>	<p><b>MAPIC INDIA Retail Awards</b></p>