**MAPIC INDIA SHOPPING CENTRE SUMMIT & AWARDS 2025**

**CONFERENCE - AGENDA**

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| **8:30-10:45 Hrs** | **Conference Registration** |
| **11:00-11:10 Hrs** | **Welcome Note by MAPIC INDIA** |
| **11:10 -11:30** | **Keynote Address** |
| **11:30 - 12:15** | **Inaugural Session: Disrupt or Be Disrupted: The Blueprint for Next-Gen Retail Success**  This opening panel brings together trailblazers of the retail industry to dissect the transformative forces reshaping the Indian retail ecosystem.   * In a market brimming with new entrants, expanding formats, and rapidly evolving consumer expectations, staying ahead means embracing disruption with a clear strategy. * How to leverage cutting-edge technologies like AI, tap into the immense potential of Tier 2 and 3 cities. * Craft unique value propositions that resonate in an era of fast gratification.   Highlighting the critical balance of innovation, personalization, and trust needed to navigate disruption and turn challenges into opportunities. |
| **12:15—13:00** | **Panel Discussion: Decoding Loyalty in Today’s Dynamic World: AI, Insights & the Evolving Consumer**  In a retail landscape that is constantly evolving, understanding and retaining customers has become more critical than ever. This session dives deep into the changing dynamics of customer loyalty in the modern era, where personalization, data-driven insights, and AI-powered tools are redefining the game.   * Explore how brands can leverage technology to truly know their customers, craft meaningful connections, and create loyalty programs that resonate with the needs of today’s fast-paced, experience-driven consumer. * Learn what it takes to turn casual shoppers into lifelong brand advocates in an era of fierce competition and endless options. |
| **13:00 -13:45** | **Panel Discussion: Sacred Spots, Profitable Plots: Decoding Real Estate through the Spiritual Tourism Lens**  Retail in spiritual hubs today is upcoming trend, Increased brand percolation and strengthening of quality mall supply likely to contribute to an enhanced shopping experience and attract a diverse range of consumers in the spiritual hubs of India. Tapping into the Growth Opportunities in India’s Holy Cities will explore the transformation of spiritual hubs like Ayodhya, Varanasi, Amritsar and many more into thriving retail hotspots. It will delve into what attracts big brands to these cities, how consumer behavior in these regions blends spiritual and lifestyle needs, and the importance of cultural sensitivity in retail strategies. The discussion will also highlight the role of infrastructure development and supportive government policies in driving retail growth while emphasizing sustainability and community impact. Lastly, the panel will examine future trends, investment opportunities, and the untapped potential of spiritual tourism-retail convergence in emerging markets.   * What makes these cities attractive for big retail brands? * Exploring the Connection Between Spiritual Journeys and Real Estate * Evolving landscape of real estate demand * Infrastructure Powering Spiritual Tourism * Retail Landscape Fuelling the Spiritual Tourism Boom |
| **13:45-14:45** | **Networking Lunch** |
| **14:45-15:05** | **Fireside Session : Unplugged and Unfiltered**  **Q-Commerce Revolution: Meet the Industry Influencers Redefining Retail in the Age of Instant Gratification.** |
| **15:05-15:40** | **Panel Discussion: Retail in Transit: Capturing the Moving Consumer**  Retail in transit is a dynamic and rapidly evolving segment of the retail industry, catering to consumers while they are on the move. This includes retail opportunities at airports, train stations, bus terminals, highways, and even within ride-sharing services. As mobility continues to rise, especially with the growth of travel and commuting, there is an increasing demand for convenience, quick access to products, and seamless shopping experiences during transit. |
| **15:40-16:20** | **Panel Discussion: Entertainment: The next big bet in Indian Retail**  The future of Indian retail is set to embrace entertainment like never before. By 2028, the stock of Indoor Amusement Centers could soar to ~11 million sq. ft., with larger malls and retail developments prioritizing space for expansive, innovative entertainment hubs. ( Source: JLL).Standalone centers offering diverse experiences under one roof are also on the rise, catering to the growing consumer appetite for leisure-driven destinations.   * How entertainment is evolving from an add-on to a core strategy for malls and retail spaces, shaping footfall and consumer loyalty. * The growing importance of entertainment in mall development and how these experiences are becoming the key to redefining the Indian retail landscape. * Key challenges faced by operators in India * Developers’ perspective: Increasing importance of entertainment category |
| **16:20 -17:00** | **“Women Rule Retail: The ultimate wrap-up”**  **Empowered Retail: How Women Are Building and Buying the Future**  Women are not just the driving force behind the retail industry; they are also redefining it. From being the primary decision-makers in households to shaping trends in fast fashion and beyond, women consumers have transformed the way brands think, innovate, and connect. This session celebrates the rise of women entrepreneurs who are creating brands tailored to meet the unique needs of women. Join us as we spotlight the brands that are championing women and hear from inspiring women leaders about the future of women-centric retail.   * For Women, By Women: Redefining Retail for the New-Age Consumer * Power of Her: Women Consumers and the Brands They Inspire * Explore how women’s preferences, shopping behaviors, and demands have evolved, driving innovation in product design, shopping experiences, and marketing strategies. |
| **17:00-17:30** | **“MAPIC Spark Space”- Think Tank 2.O**  **Bridging Generations: A Bold Exchange of Ideas Between India’s Youth & Industry Leaders**  **Session Description:**  In this engaging session, we bring together the dynamic youth of India—young designers from top fashion institutes and architects from renowned firms—to interact with today’s industry trailblazers. This unique exchange will explore what both sides can learn from each other: how emerging talent envisions the future of fashion, retail, and design, and how current leaders are shaping the industry’s trajectory. With insightful questions and forward-thinking solutions, we’ll explore how fresh perspectives can fuel innovation and help traditional players adapt and thrive in the fast-evolving retail and design landscape. This is where the future meets the present, sparking new ideas for a shared vision of success! |
| **17:30- 18:30** | **Closed Door Advisory Committee Meet ( Think Tank of MAPIC INDIA 2025)** |
| **19:15 pm onwards** | **MAPIC India Shopping Centre Awards 2024** |
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