



*Formerly* IRF



**INDIA  
OMNICHANNEL  
FORUM 2020**

**7-8 OCTOBER, 2020  
SAHARA STAR, MUMBAI**

# INNOVATING WORLD OF **RETAIL**

New Vision | New Opportunities | New IRF



Reed Exhibitions, part of RELX group, have a growing portfolio of over 500 events in 30 countries, including trade and consumer exhibitions, conferences and meetings, ranging across 43 sectors – from aerospace and aviation to sports and recreation.

Reed Exhibitions India announced acquisition of “India Retail Forum” (IRF), and its other events, “India Shopping Centre Forum” and the Regional Retail Forums. IRF joined Reed Exhibition’s in 2016 with their growing portfolio of retail/real estate events that includes MAPIC in France, Italy, China and REX (Real Estate Exhibition) in Russia. The acquisition made IRF to leverage the global sector expertise and network of Reed Exhibitions. In India, currently we organise 14 shows annually.



# INDIA HAS EMERGED TO BE FASTEST GROWING ECONOMY IN THE WORLD

## Robust Indicators shaping india’s Predominance as a major market

**7.3%**  
**ECONOMIC EXPANSION**

India overtook China as the fastest growing major economy in the world, expanding by 7.3% and becoming one of the sole bright spots in a troubled global economy.

**5<sup>TH</sup>**  
**LARGEST MARKET**

India is the fifth largest global destination in the world, emerging as one of the fastest paced endeavours, accounting for over 10% of the country’s GDP and a significant 8 to 10% of employment in India

**+20%**  
**TRADE EXPANSION**

India’s retail market is expected to nearly double from USD 600 billion in 2015 to USD 1 trillion by 2020. Within this, modern trade would expand twice as fast at 20% per annum.





Formerly IRF



**GEAR UP TO IMPRESS  
AN AUDIENCE OF POWERFUL INFLUENCERS  
AND MOTIVATED BUYERS**

**Mapic India (Formerly IRF) is  
India's premier annual event  
where retail brands learn, grow,  
shop and experience the future  
of retail in the world's fastest  
growing market.**

**Mapic India  
(Formerly IRF)  
2020 marks  
the coming  
together of  
thousands  
of powerful  
buyers and  
solution  
providers.**

The event presents & promises an exclusive opportunity for everyone in attendance from emerging retail brands to key industry leaders to meet and connect with the right set of people over a course of 2 days.

**2000+**

DELEGATES

**290+**

LEADING RETAILERS

**200+**

SPEAKERS

**230+**

EXHIBITING COMPANIES



**Anuj Puri**

Chairman, ANAROCK Property Consultants Pvt. Ltd.

“The India Retail Forum has always been the most awaited event with exciting sessions and fantastic speakers who provide a unique balance between Real estate and Omnichannel business. This platform has set the highest benchmarks through its content, exhibits and audience. It's getting bigger every year and wish IRF the very best for an even more exciting edition in 2020.

# CONFERENCE

**200+**  
SPEAKERS

Get tremendous learning opportunities



## RETAIL

Get a glimpse of the future in the present. Experience the future of 360-degree retail encompassing Food and Beverage, Fashion and other retail related services.

**40+**  
SESSIONS

Gain remarkable industry insights



**2**

PARALLEL TRACKS

Choose from curated parallel tracks



**2000+**  
DELEGATES

Representing decision makers from top brand across industry



## RETAIL REAL ESTATE

Be a part of the journey to build India's next retail growth spaces with increasing participation from investors, developers and retailers from across the globe.



## RETAIL TECHNOLOGY

Learn how technology is being integrated across retail functions and experience the future of technology within retail through Digital and Artificial Intelligence.



# SPEAKERS

Some of our past speakers

Meet retail's biggest and the brightest minds under one roof



**Darshan Mehta**

President & CEO,  
Reliance Brands



**Sid Yog**

Founder and Chairman, Virtuous Retail  
Founder, The Xander Group Inc.  
Professor, Harvard Business School



**Kishore Biyani**

Founder & Group CEO,  
Future Group



**Rajiv Suri**

MD & CEO,  
Shoppers Stop



**Anuj Puri**

Chairman at ANAROCK Property  
Consultants Private Limited



**Adeeb Ahmad**

MD, LuLu Financial Group,  
Twenty14 Holdings and Tablez



**Vikas Gupta**

Chief Executive – Lifestyle  
Retailing, ITC Ltd



**Vishak Kumar**

CEO,  
Aditya Birla Fashion & Retail



**Yogeshwar Sharma**

ED and CEO,  
Select CITYWALK



**Patrik Antoni**

Deputy Country Head,  
IKEA India



**Ms. Pushpa Bector**

Executive Vice President & Head  
- DLF Shopping Malls



**Rakesh Biyani**

Joint MD,  
Future Group



**B S Nagesh**

Founder,  
TRRAIN



**Sumeet Narang**

Founder & Managing Director,  
Samara Capital



**Gaurav Mahajan**

President – Group Apparel,  
Raymond



**Kaiser Kazi**

Senior General Manager at  
'Reliance Industries Ltd.



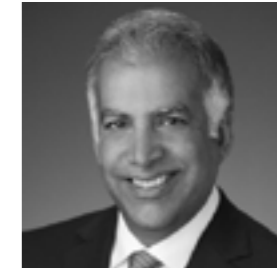
**Kiran Komatla**

Sr. VP. - Information Technology  
at Burger King India Pvt. Ltd.



**Mohit Kampani**

CEO  
Aditya Birla Retail



**Naveen Jaggi**

President Americas, Retail  
Advisory Services, Leasing and  
Capital Markets, Jones Lang LaSalle



**Shailesh Chaturvedi**

CEO, Tommy Hilfiger



**Alok Tandon**

CEO,  
Inox Leisure



**Krish Iyer**

President & CEO,  
Walmart India



**Philip Auld Trent**

MD,  
Tata Trent



**Javier Sotomayor**

MD,  
Cinépolis India



**AI Rajwani**

MD and CEO,  
P&G India



**Ramanathan Hariharan**

Group Director & Board Member,  
Landmark Group (Dubai)



**Shubranshu Pani**

MD – Retail Services India,  
JLL



**Ramesh Nair**

CEO & Country Head,  
India, JLL



**M A Mehaboob**

Managing Director,  
Secura Developers



**Harriet Green**

OBE, IBM General Manager of  
Watson Customer Engagement,  
Watson Internet of Things &  
Education



**Mukesh Kumar**

CEO  
Infiniti Mall



**Shibu Phillips**

Business Head  
Lulu Mall



**Sadashiv Nayak**

CEO,  
Future Retail



**Rajendra Kalkar**

President – West  
The Phoenix Mills Ltd



**Rajneesh Mahajan**

CEO  
Inorbit Mall



**S Raghunandan**

Bhartiya City



**Shashie Kumar**

COO  
Brigade Group



**Bipin Gurnani**

President & CEO  
Prozone



**Nirzar Jain**

Chief Leasing Officer  
Nexus Malls



**Rajesh Jain**

Managing Director & CEO,  
Lacoste

# EXHIBITION

Mapic India (Formerly IRF) Show Floor encompasses 2000+ square feet of space. Divided into a number of experience zones, it has been designed to deliver a remarkable delegate and exhibitor experience, ensuring high footfalls.

## RETAIL REAL ESTATE

Experience the future of retail real estate delving deeper into transit oriented developments, in tier 2 cities, projects backed by private equity investors and much more



## RETAIL TECHNOLOGY

Uncover new retail technology insights through reflection of artificial intelligence and digital. Discover the operational efficiencies via a dedicated supply chain zone.



## FOOD & BEVERAGES

India is the second largest consumer market in the world with rising composition in middle income group. It has become one of top destinations for food retail. Showcase your food concepts in Fine Dining & Casual Dining Restaurants, QSR & Kiosk models, Pub & Lounges, Cafes etc. to the entire retail real estate community, build alliances and more.



# EXHIBITION

## RETAIL

With India's fashion retail industry set to take a paradigm shift for the coming times. Fast fashion is emerging as an important and growing category in the Indian retail sector. Showcase concepts in fashion, jewellery, footwear, lingerie, eye wear, Hypermarkets, Supermarkets and many more. Opportunity for product launches, Shop in Shop models, identify new business opportunities etc.

### SHOWCASE YOUR RETAIL CONCEPTS IN -

Fashion - Western Wear | Ethnic Wear  
Kids Wear | Indo western/Fusion |  
Maternity Wear | Sportswear | Large  
Format Stores | Luxury Retail |  
Hypermarket

Jewellery - Gold & Diamond Jewellery  
Silver Jewellery | Crystal Jewellery  
Fashion Jewellery Footwear | Lingerie  
Supermarkets & other Retail Format.



## LEISURE & ENTERTAINMENT

Leisure & Entertainment caters to changing behaviours of Indian audience which comprises of large and growing section of middle income group. Malls are no longer just a shopping destinations but are evolving as an active hangout places. Customer look for a holistic experience and it is important to engage them with different activities to create the connect. Opportunity for multiplexes, recreational players like video-game arcades, bowling alleys, air shooting, cricket, pool, children play area, biking, skiing, water parks etc.



## BEAUTY & WELLNESS

India is amongst the top 5 countries for beauty and wellness industry and is growing at a CAGR of 15% annually. It's a booming category, with a tremendous potential for growth. Showcase beauty concepts (Outlets/Kiosks), salons, fitness, health care, pharmacy brands etc.



# WHO ATTENDS MAPIC INDIA (FORMERLY IRF)

Mapic India (Formerly IRF) is the top choice of the who's who of the retail industry. Key decision makers and exhibitors representing Indian and international brands were instrumental in making IRF 2019, a grand success. Here's a low-down on their professional backgrounds, industry verticals and major areas of focus at the event.



**Shibu Philips**  
Business Head,  
Lulu Mall's

Indian Retail Forum (IRF) is the mecca for all retail professionals and companies. MAPIC India has brought together the creme de la creme of the retail community along with significant aggregators through the IRF. The platform has addressed some crucial pointers impacting organised retail in India and showcased what the future holds.



**Vineet Gautam**  
CEO & Country Head,  
Bestseller India

MAPIC provides a great platform for everyone in the retail industry. It helps retailers to develop a perspective, network and build alliances with potential partners and get exposure to the latest retail tech innovations. It's a formation of a great ecosystem for the entire retail trade universe

## THE C-SUITE OF RETAIL

- Business Development/Leasing
- Strategy/Planning
- Senior Management
- Information Technology
- Operations/General Management
- Marketing
- Business Owners
- Others

# 61.3%

DELEGATES WERE DIRECTORS/HODs/ MANAGING DIRECTORS/ COUNTRY HEADS

# 40+

INTERNATIONAL BRANDS PLANNING TO ENTER INDIA

### TOP VISITING INTERNATIONAL BRANDS in 2018, 2019



# 750+

PARTICIPATING BRANDS

# 290+

RETAILERS

- Retailer / Brand
- Property Developer
- Consulting
- Real Estate Broker
- Property Management Company
- IT / Tech
- Utility / Services Supplier
- E-Commerce
- Master Franchisee / Investor



# INDIA OMNICHANNEL FORUM 2020



SMART RETAIL

Where the leading decision makers of the retail industry come to discuss, discover, experience and invest

## INDIA OMNICHANNEL FORUM

India Omni-Channel Forum, co-located with Mapic India (Formerly IRF), is the premier annual event for showcasing the future of retail digitech solutions to decision makers. With IOF 2020, the dynamic event stands at the forefront of its 6th edition.

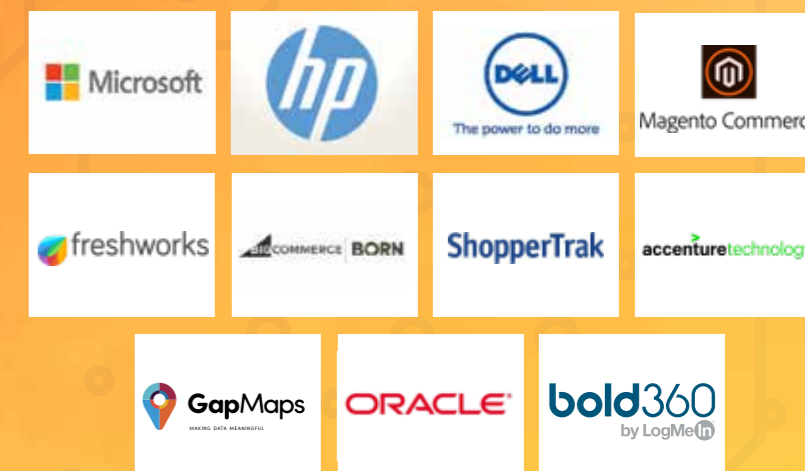
It marks the coming together of thousands of powerful buyers and solution providers to meet.

## Future of Retail Technology



### What's in store for the retail industry technology & digital solution providers?

Take one look at the trends in retail today and you will realize that the future holds a lot! With the rise of connected shoppers, more than 2500 key decision makers and influencers representing over 500 retail brands are looking to augment their existing operations with cutting edge technologies to deliver next level retail experience, drive huge profits and build sustainable scalability.



## IOF EDGE NETWORKING

Meet the C-suite of leading retail brands in person

Meet the CIOs, CTOs of leading business houses and emerging startups

An all-access pass ensures networking across retail functions as IRF is a co-located event

Go Connect Zone ensures a holistic networking experience



# IOF EDGE CONFERENCE

Witness the future of retail digitech at key IOF sessions



# IOF EDGE EXHIBITION

Meet the industry's behemoths and get deals done face-to-face



## TECHNOLOGY

From Internet of Things to Artificial Intelligence, technology is the biggest enabler that cuts through the retail segment, Experience this retail technology coming live at India Omnichannel Forum

## ARTIFICIAL INTELLIGENCE

Understanding the customer behavior and adjusting the path to offer bigger, better and customized solutions.

## E-COMMERCE

Today's consumers are more about finding the right product at the finger tip. Integrating physical presence with e-commerce solutions is the essential of today.

## RETAIL SUPPLY CHAIN ZONE

A retail supply chain zone that caters not only to the front end but also the back end of retail to deliver efficiency.

## STARTUP ZONE

Innovative retail concepts within technology or otherwise to showcase their solutions with opportunity to network.

## INNOVATIONS FORUM

It is a unique opportunity to learn about the latest innovative concepts and tools in one place over two days. Identify innovative solutions to use in your retail area and meet the experts offering you technologies to adapt to your business strategy.

# NETWORKING

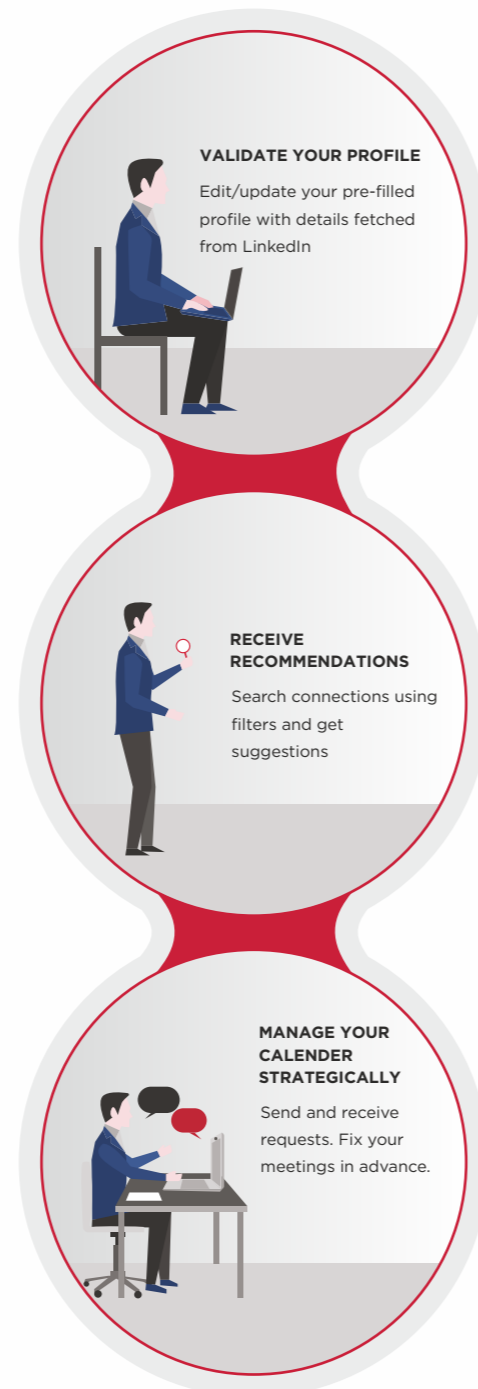


## THE BUSINESS MATCHMAKING PLATFORM

**Go Connect, an online platform, empowers you to socialize and network, get connected with the right business prospects and pre-schedule your meetings.**

### Here's why you need to use Go Connect

1. Receive email recommendations
2. Search new connections
3. Assured meetings during IRF
4. Prepare in advance for fixed meetings
5. Receive on-site reminders
6. Manage your show calendar strategically



## GO CONNECT IN ACTION 2019

**603+**  
Meetings  
Held in 2 days



“ It was a great networking experience indeed. We could make some good connects with whom we are in touch for business. Thanks, it was a well managed event!

**Kanika Sachdeva**  
*Decathlon Sports India Pvt Ltd - Delegate*

“ A great platform to connect with potential clients. It provides great business opportunities.

**Sandeep Rao**  
*PAYBACK India - Delegate*





Retail Awards

# RECOGNITION

Gain immense credibility with one of the most

coveted retail awards in the country



When you are a part India's premier annual retail event, you get exposed to a host of opportunities to stay on top and make a lasting impression. One such opportunity is the Mapic India Retail Awards that recognise and honour excellence in every major format and category of modern retail in India, in the presence of hundreds of dignitaries from across the world.

#### Mapic India Retail Awards : Proposed Categories

- Most Admired Retailer of the Year: Department Store
- Most Admired Retailer of the Year: Hypermarket
- Most Admired Retailer of the Year: Fashion & Lifestyle
- Most Admired Retailer of the Year: Fashion & Lifestyle Accessories
- Most Admired Retailer of the Year: Footwear
- Most Admired Retailer of the Year: Jewellery
- Most Admired Retailer of the Year: Food & Grocery
- Most Admired Retailer of the Year: Food Service
- Most Admired Retailer of the Year: Consumer Electronics
- Most Admired Retailer of the Year: Beauty & Wellness
- Most Admired Retailer of the Year: Entertainment
- Most Admired Retailer Of The Year: Turnaround Story
- Most Admired Retailer of The Year: Kiosk/ Express Formats
- Most Admired Retailer of the Year: Customer Relations
- Most Admired Retailer of the Year: Store Design & VM
- Most Admired Retailer of the Year: Employee Practice
- Most Admired Retail Launch of the Year
- Most Admired Innovative Retail Concept of The Year
- Most Admired Retailer of The Year: Marketing Promotions





# IOF EDGE RECOGNITION

## MAKE A MARK WITH ONE OF THE MOST CELEBRATED RETAIL TECHNOLOGY AWARDS IN THE COUNTRY

As a part of India's premier annual retail technology event, you are in for a host of opportunities that will help earn a good name among your peers and stay above and ahead of the game. One such opportunity is the Mapic India Retail Tech Awards, that serve as a benchmark in the Indian retail industry and recognise best practices in the deployment of technology & digital services - both at the front-end and the back-end.

### MAPIC INDIA RETAIL TECH AWARDS : PROPOSED CATEGORIES

- Most Admired Retailer of the Year : Loyalty Program Implementation
- Most Admired Retailer of the Year : In store Technology
- Most Admired Retailer of the Year : Mobile Technology Implementation
- Most Admired Retailer of the Year : Digital Marketing Campaign
- Most Admired Retailer of the Year : Enterprise Solution Implementation
- Most Admired Omnichannel Retailer of the Year
- Special Jury Award for Excellence in Technological Innovation
- Most Admired Retailer of the Year: Payment Project Implementation



# OVER THE YEARS

SINCE ITS INCEPTION, MAPIC INDIA (FORMERLY IRF) HAS WARM-HEARTEDLY HOSTED SOME OF THE MOST PRESTIGIOUS BRANDS AND SET THE STAGE FOR THEM.



## JLL RELEASES REALTY REPORT:

JLL released their latest report titled "India's Retail Realty - A Changing Face" at IRF 2018. The report analyses the changing retail ecosystem in India and how developers are making use of past experiences and learnings to create more superior quality malls. Rationalisation of supply is highlighted in the paper with superior quality malls estimated to form 64% of the total supply in the future (2018-2022) as compared to 46% during 2008-2012.

## DLF SHOPPING MALLS LAUNCH PHYGITAL APPLICATION:

DLF Shopping Malls, the country's biggest & largest physical market place announced the launch of India's first ever retail phygital application - "Lukout". The application is a one stop solution that offers highly personalized proximity based engaging content in terms of latest looks, latest trends, real time location based offers while providing conveniences like one touch parking payment, valet, concierge as well as having its own social network.



## COCO-COLA LAUNCHES ITS NEW BEVERAGES AT IRF

The Coco-Cola Company wants India to be its third-largest market globally, up from the sixth position currently. They launched their new beverages by doing wet sampling at IRF.



## ANAROCK RELEASES MALL REPORT:

Anarock used the IRF 2018 platform to present their report - "Rebirth of Retail Malls - New, Improved & Revitalised". The report highlights the coexistence of both e commerce and brick-and-mortar stores on parallel grounds giving an edge to e commerce retail though in Tier 2 & 3 cities. On a larger scale, the report confirms that the Great Indian Mall Story is alive and growing rapidly.



## DELOITTE INDIA IN ALLIANCE WITH MAPIC INDIA, LAUNCHES AN EXCLUSIVE REPORT 'KNOW YOUR CONSUMER - WHAT YOU SEE IS WHAT YOU GET'.

The report emphasized on the evolving consumer mind-set dominated by digital intervention and emergence of retail intelligence in a bid to move beyond the conventional mass marketing model and defines the fundamentals of not just knowing the consumers but also attaining a deep understanding of their shopping behaviour and patterns.



## HP UNVEILS RETAIL SOLUTIONS TO DRIVE SEAMLESS CUSTOMER ENGAGEMENT

HP unveils retail solutions to drive seamless customer engagement. It launched MPOS hardware and looked for software providers and potential buyer retailers.



# WALKTHROUGH



At IRF, join me to explore ways to expand the consuming class in India, and to launch a new revolution of products, services and retail experiences that will satiate the millions of Indian hopes and aspirations.

**Kishore Biyani**  
Group CEO, Future Group



A great platform to interact with industry experts and also make connects with various entrepreneur /Malls/Consultants for future business expansion.

**Kapil Sampat, Regional Manager Operations (WEST) Keventers**



IRF presents an engaging platform to connect with retail experts of national and international stature. One gets to explore the potentials of the retail industry. I truly believe that a platform like IRF is imperative for analysing the retail domain to visualize the challenges and opportunities ahead of us

**Shailesh Chaturvedi**  
MD & CEO Tommy Hilfiger India



Mapic India is one of the best platforms in the country for knowledge sharing and networking. It has only grown in terms of strengths over the years.

**Anish Puri, Senior Manager - Real Estate & Market Planning**  
YUM! Restaurants India Pvt Ltd



Mapic India 2019 is my first such retail event attendance in India. It is a great eyeopener and avenue of opportunities for all new entrants in retail / e-tail businesses.

**Elango Ponnusamy**  
Costking Dot In, Founder



India's appetite for new experiences, tasted and flavours keeps growing! Events like India Retail Forum help to make sense of all the different developments in the Indian consumption space and facilitate the generation of focused strategies

**Raj Varman**  
CEO, Burger King







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INDIA OMNICHANNEL FORUM 2020

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