

## **iCommerce Forum Mumbai: Crossroads for Technology, Innovation & Retail**

**9th - 10th of October 2017, The Lalit Hotel Mumbai**

Following the great success of the European Savant e-Commerce Series, Savant e-Commerce in association with Messe Munchen India is coming to India!

Over two days the event will bring together over **300 senior executives of the top Indian & international retailers** to share their experiences, challenges and questions on: The evolving e-commerce landscape in India, customer centricity & omnichannel, developing a data driven, personalised approach, digital marketing, delivery & logistics as well as an examination of the specific and evolving challenges of international expansion.

iCommerce Forum Mumbai is the new retail and e-commerce event in India, bringing together the leading national and international players that want to take their e-commerce business to the next level. You benefit from rich, in-person interactions spanning two days with incredible content, wide-ranging exhibitors, masterclasses, interactive think tanks and meaningful networking opportunities.

### **Confirmed Speakers:**

- Mr. Rajiv Kumar, Joint Secretary, **Ministry of Electronics and Information Technology**
- Mr. Michel Koch, eCommerce M&A Consultant, Ex-CMO, **TIME Inc. UK & Ireland**
- Mr. Jaspreet Bindra, Senior Vice President - Digital Transformation, **Mahindra**
- Ms. Uma Talreja, Chief Digital Officer, **Raymond**
- Mr. Siju Narayan, Smarter Commerce Lead - Retail India and South Asia, **IBM**
- Mr. Pankaj More, CIO, **Walmart India**
- Mr. Brijesh Agarwal, Co-Founder, **IndiaMart**
- Mr. Sreenivas Narayanan, Ecommerce Lead Growth Markets, **Philips Lighting**
- Mr. Puneet Gupta, Global Chief Technology Officer, **Brillio**
- Mr. Ashwinder Singh, Chief Executive Officer, Residential Services **Jones Lang Lasalle (JLL India)**
- Mr. Saurabh Chandra, Vice President & Business Unit Head - Engineering, **Myntra**
- Mr. Satish Moorjani, Group Chief Executive Officer, **Mustafa Sultan Enterprises LLC**
- Mr. Satyarth Priyadarshi, Assistant Vice President, **Reliance Jio**
- Mr. Nitin Bwankule, Director, **Google India**
- Mr. Radhesh Kanumury, Country Lead, **IBM Global Entrepreneur Program**
- Mr. Ranjan Sharma, Head IT and Supply Chain, **Bestseller Retail India**

- Mr. Damodar Sahu, **Consulting Partner & Head - IoT | Digital, Wipro**
- Mr. Ritesh Ghosal, Chief Marketing Officer, **Infiniti Retail Limited, Croma - A TATA Enterprise**
- Mr. Satish Meena, Forecast Analyst, **Forrester**
- Mr. Sumit Sharma, COO, **Lacoste India**
- Mr. Neeraj Singh, SVP & Head - E Commerce, **Thomas Cook India**
- Mr. Anshuman Verma, Founder, **M1L**
- Mr. Ashneer Grover, CFO, **Grofers**
- Mr. Markus Tuschl, Global Director Digital Retail, **GfK**

### **Conference Day 1: Transforming your business through customer centricity**

8:30	<b>Registration &amp; Breakfast</b>
	<b>India - The Next Frontier For e-Commerce</b>
9:30	<b>Welcome Address from MMI and Savant Events</b>
9:40	<b>Chairman's Remark: What does the future hold for retail? What does the shopping experience of 2020 look like?</b>
9:50	<b>Perspective from Indian Regulator: e-Commerce in India - A Game Changer</b> Mr. Rajiv Kumar, Joint Secretary, <b>Ministry of Electronics and Information Technology</b>
10:15	<b>International Keynote: Building an international omnichannel retailer</b> <ul style="list-style-type: none"> <li>● Centralized or decentralized - which strategy to use, when?</li> <li>● How to deliver a globally consistent customer experience, while responding to local expectations and differences</li> <li>● Language, payments &amp; regulation - best practices, local nuances and potential pitfalls</li> </ul> <i>Reserved for international retailer.</i>
10:35	<b>Keynote: What it takes to run a profitable e-commerce business in India</b> Intense competition, unpredictable consumers, and unclear regulations, along with the prodigal habits, have made the Indian e-commerce industry burn five times the net revenue made per transaction. To sustain the ever-changing market dynamics, companies need to focus on streamlining Gross Merchandise Value (GMV) with operational excellence which directly aims at convincing customers to spend more online. Mr. Brijesh Agarwal, Co-Founder, <b>IndiaMart</b>
11:00	<b>Tea Break and Networking Break for all Delegates</b>
	<b>Mobile, Omnichannel &amp; Customer Experience</b>

11:30	<p><b>Using Online and Offline to seamlessly work together for better CX</b></p> <ul style="list-style-type: none"> <li>● Seamless brand experience across channels</li> <li>● Giving customers a choice of access and channels</li> <li>● Empowering offline channels to deliver for online influence and compete with the online experience</li> <li>● Using technology to address customer needs and bridge the gap</li> </ul> <p>Uma Talreja, Chief Digital Officer, <b>Raymond</b></p>	
11:50	<p><b>Case Study with Retailer: Mobile &amp; Omnichannel - Reaching your customers at all times</b></p> <ul style="list-style-type: none"> <li>● Developing a mobile first strategy using the mobile to integrate offline and online</li> <li>● Integrating mobile with in-store technology such as beacons to ensure an excellent customer experience</li> <li>● Using mobile to improve the omnichannel experience</li> <li>● Facilitating contextual shopping through identifying customers locations</li> <li>● Facilitating purchase within the mobile app / website</li> </ul>	
12:20	<p><b>C-LEVEL PANEL: Digital Transformation: Restructure your organisation to be more efficient, agile &amp; customer centric</b></p> <ul style="list-style-type: none"> <li>● Is digital the new buzzword for a future ready organization?</li> <li>● How to create an organizational culture where digital is at the core of the executive decision</li> <li>● How to motivate your digital teams? How to build up a team in different countries? Overcoming legacy issues</li> </ul> <p>Mr. Puneet Gupta, Global Chief Technology Officer, <b>Brillio</b>          Mr Siju Narayan, Smarter Commerce Lead - Retail India and South Asia, <b>IBM</b>          Mr. Jaspreet Bindra, Senior Vice President - Digital Transformation, <b>Mahindra</b>          Mr. Sumit Sharma, COO, <b>Lacoste India</b></p>	
13:00	<p><b>Lunch &amp; Networking Break for all Delegates</b></p>	<p><b>C-Level Invite-Only Private Lunch</b></p> <p><i>Exclusive, by-invite-only small group discussion in a private room on pressing, mission critical topics. This is open exclusively to our C-level retail attendees to roadmap 2017 and beyond. Interested in joining?</i></p>
<p><b>Personalisation &amp; Customer Experience</b></p>		
14:00	<p><b>Keynote: The content revolution: Analysing the value of content for conversion optimisation</b></p> <p>Gone are the days when it's enough to just have an online store - now customers expect to be entertained and inspired while they shop. In this session we will look at how you can use engaging content to transform your online store into an inspiring lifestyle destination to truly engage with your customer and keep them coming back.</p> <ul style="list-style-type: none"> <li>● From commodity to lifestyle choice: why content is essential when building value into your products or services</li> <li>● The power of storytelling: how to weave a narrative into the customer journey through content</li> <li>● How to get the most value from your customer product reviews</li> <li>● A guide to mixing professional and user generated content on your site</li> <li>● Assessing the power of video as part of a multi-stranded content approach</li> </ul> <p>Mr. Michel Koch, eCommerce M&amp;A Consultant, Ex-CMO, <b>TIME Inc. UK &amp; Ireland</b></p>	

14:30	<p><b>Case Study: Moving beyond discounts - The evolution of experience-driven e-commerce</b> Offering lower prices is not considered to be viable growth strategy in the long term. Despite luring customers in the initial stages, lower prices will not be able to retain customer. Indian e-tailers are working double time to go beyond discounts and build brand loyalty to acquire customers and via unique experience driven business.</p>	
14:50	<p><b>Omnichannel PANEL: Restructuring your systems and processes to create a better omnichannel experience</b></p> <ul style="list-style-type: none"> <li>● What is the infrastructure required to deliver a great customer experience?</li> <li>● How to integrate old and new technologies?</li> <li>● How do IT, data and marketing fit together?</li> <li>● The role of mobile for your omnichannel strategy?</li> </ul> <p>Mr. Neeraj Singh, SVP &amp; Head - E Commerce, <b>Thomas Cook India</b> Mr. Ashneer Grover, CFO, <b>Grofers</b></p>	
15:30	<p><b>Interactive Roundtables:</b> Choose one of the following roundtables with some of the leading solution providers in the market to dive into cutting-edge topics in smaller groups. The roundtables last for 30min. The roundtables enable you to exchange your ideas, get direct feedback and make new contacts in small discussion groups. Pre-registration required.</p>	<p><b>Tea break and Speed networking</b> Special networking session aimed at exchanging business cards and get connected, One-on-One</p>
<b>Data, Analytics &amp; IOT</b>		
16:15	<p><b>Keynote: Embracing Customer Centricity In A World Of Big Data</b></p> <ul style="list-style-type: none"> <li>● Structuring your company to make it customer focussed: integrating, data, marketing, content, online and offline teams</li> <li>● Ensuring that every one of the omni channels is focussed on the customer</li> <li>● Listening the customer feedback and UX design analysis and responding</li> <li>● Encouraging customers to interact beyond the purchase</li> <li>● Providing a services that keeps customers coming back for more</li> </ul>	
16:35	<p><b>Case Study: Optimising retail value chain through analytics</b></p> <ul style="list-style-type: none"> <li>● How can retailers measure data across channels?</li> <li>● How to use data mining and predictive analytics to measure &amp; learn from mobile data, as well as integrate with other channels</li> <li>● Integrate analytics with marketing strategy &amp; CRM to build a loyal, long lasting relationship with your clients</li> </ul>	
17:05	<p><b>Future Retail PANEL: How are new technologies like IOT, AI and conversational commerce revolutionising online retailers?</b></p> <ul style="list-style-type: none"> <li>● Thoughts on how connected devices, AI and conversational commerce will change online retailing</li> <li>● How to manage, analyse and act on the reams of data pouring in from all of the connected devices?</li> <li>● AI has, and continues to improve the customer experience in-store and online, but what does the future hold?</li> </ul>	

	<b>Moderation:</b> Mr. Markus Tuschl, Global Director Digital Retail, <b>GfK</b>
17:50	<b>Discussion summary and closing remark by the Chairperson</b>
18:00	<b>Onwards Dinner and Cocktail reception</b>

## **Conference Day 2: Growth Strategies: Mobile, New Tech & International Markets**

On the second day we are running 4 workshops (1 ½ hours) diving into the hottest e-commerce topics, taking place in parallel to the main conference. Workshops are focussed, interactive and practical sessions limited to 20 participants in total. Pre-registration required.

8:30	<b>Registration &amp; Breakfast</b>
9:30	<b>Welcome Address from MMI and Savant Events</b>
9:40	<b>Chairman’s Remark</b>
9:50	<p><b>Inspirational Keynote: Humans &amp; Machines - Analysing the growth of AI in e-commerce</b></p> <ul style="list-style-type: none"> <li>● AI has, and continues to improve the customer experience in-store and online, but what does the future hold?</li> <li>● How AI will help shape the future of e-commerce</li> <li>● How AI can help online stores achieve a personalized customer experience</li> <li>● How AI can be used to create virtual buying assistants</li> <li>● How AI can be used to analyze big data</li> </ul> <p>Mr. Anshuman Verma, Founder, <b>M1L</b></p>
10:10	<p><b>Evolving Marketplaces: Working with marketplaces to expand e-commerce channels across brands and markets</b></p> <ul style="list-style-type: none"> <li>● How are marketplace offerings shifting, what are consumers looking for</li> <li>● Examining the opportunities and the challenges of working with marketplaces</li> <li>● Using marketplaces to break into new markets</li> <li>● Exploiting the power of the marketplace’s data</li> <li>● How will retail supply chain evolve? What does the marketplace of the future look like?</li> </ul>
10:30	<p><b>PANEL International Expansion: Developing a global e-commerce strategy</b></p> <ul style="list-style-type: none"> <li>● How to make sure you meet changing consumer demands internationally</li> <li>● How do you succeed in international markets? What are the best channels to market and how to create a clear fulfilment plan for international markets</li> <li>● How to select good partners for your cross-border strategy</li> <li>● How to manage e-commerce strategy with franchisees while meeting consumer demands</li> <li>● Avoiding the pitfalls of operating internationally</li> </ul> <p>Mr. Sreenivas Narayanan, Ecommerce Lead Growth Markets, <b>Philips Lighting</b>  Mr. Michel Koch, former Head of International e-Commerce, <b>Marks &amp; Spencer</b>  <b>Moderation:</b> Mr. Satish Meena, Forecast Analyst, <b>Forrester</b></p>

11:10	<b>Tea and Networking Break for all Delegates</b>
	<b>Getting the foundation right: Delivery, Logistics &amp; Payments</b>
12:10	<p><b>Case Study: How to build an efficient and reliable fulfillment strategy</b></p> <ul style="list-style-type: none"> <li>● How do you deliver convenience and affordable returns when your customers are a long way away?</li> <li>● Balancing the cost of more warehouses and less travel, or more travel and less warehouses?</li> <li>● Are customers willing to pay for advanced delivery solutions?</li> </ul>
12:40	<p><b>Mobile Wallet Reality Check: Addressing mobile payment technologies to synergize ecommerce and mobility</b></p> <p>Mobile wallets will provide consumers with the tools to take advantage of all the available information and make the best payment choice for their purchase. Ability to optimize cashless transaction services will boost disruptions in payment technology in the mobile commerce space, providing payment technology its long awaited recognition as a business driver.</p> <p>Mr. Saurabh Chandra, Vice President &amp; Business Unit Head - Engineering, <b>Myntra</b></p>
13:00	<p><b>PANEL: Managing e-commerce logistics and supply-chain to improve the customer experience and value proposition</b></p> <ul style="list-style-type: none"> <li>● Technology based supply chain for tier 2 and 3 cities</li> <li>● Real-time order tracking and delivery updates</li> <li>● Packaging innovations for perishable items</li> <li>● Big data analytics in forecasting customer demands</li> <li>● Managing offline stores for omnichannel</li> <li>● Cost optimal last mile logistics</li> <li>● I.O.T solutions to track stocks and manage replenishment by scheduling cost optimal logistics (pickups and drops)</li> </ul> <p>Mr. Satish Moorjani, Group Chief Executive Officer, <b>Mustafa Sultan Enterprises LLC</b>  Mr. Ranjan Sharma, Head IT and Supply Chain, <b>Bestseller Retail India</b></p>
13:40	<b>Lunch &amp; Networking Break for all Delegates</b>
	<b>Social, Marketing &amp; Digital Innovation</b>
14:40	<p><b>The O2O Retail Model: Is the reverse strategy working in India?</b></p> <p>In the current retail scenario where developing an Omni channel identity is a must for brick-and-mortar retailers, the rationale for online retailers for adopting the reverse strategy (online-to-offline) holds equal relevance. At a time when offline retailers are rushing to reach online, does the reverse strategy (Online to Offline) make sense? The answer may very well be yes!</p>
15:00	<p><b>Case Study: How to use social platforms to promote your products and drive sales</b></p> <ul style="list-style-type: none"> <li>● Choosing the right platforms for your business</li> <li>● How to use Facebook, Snapchat, YouTube and more to raise awareness of your offerings and convert shoppers to buyers?</li> <li>● Using social media to build brand identity</li> <li>● How to use the data effectively to personalise social media use and maximise RoI</li> <li>● Latest developments in shoppable ads from Instagram and Snapchat and buy now buttons from brands?</li> </ul>

15:30	<p><b>PANEL: Future Ball Gazing: What is the next technology wave that will impact retail</b></p> <ul style="list-style-type: none"> <li>● Big data, IOT, wearable technologies, new technologies...how to be aware of everything that is out there, and what is really driving the future?</li> <li>● How can you identify the right investments to make?</li> <li>● What are new solutions and tech startups out there that could help your business stay ahead of the curve?</li> <li>● How can you identify the right investments to make? Where should you invest in? What is likely to disappear?</li> <li>● How to reach the ever more connected customer?</li> </ul>
16:10	<p><b>Discussion summary and closing remark by the Chairperson</b>  <b>Vote of thanks from MMI and Savant Events</b></p>

**The iCommerce Knowledge Hub:  
 Business Masterclasses, Technology Workshops, Technology Entrepreneurship  
 9th - 10th of October 2017, The Lalit Hotel Mumbai**

In parallel to the iCommerce Forum, we are running two Business Masterclasses and three Technology Workshops diving into the hottest e-commerce topics. Workshops and Masterclasses are focused, interactive and practical sessions limited to 20 participants in total. Pre-registration required.

**Conference Day 1: Business Masterclasses on GST and Cyber Security**

13:00	<b>Lunch &amp; Networking Break for all Delegates</b>	<b>C-Level Invite-Only Private Lunch</b>
	<p><b>Business Masterclasses – Stay updated with important business trends, which will influence the way we do business today.</b>  <b>Exclusive, by-invite-only small group case study based discussion in a private room on pressing, mission critical topics. This is open exclusively to our C-level retail attendees to roadmap 2017 and beyond.</b></p>	
14:00	<b>Business Masterclass on: “Working with GST”</b>	
15:00	<b>Tea break and Speed networking</b>	
15:30	<b>Technology Masterclass on: “Cyber Security and Digital Information”</b>	
16:30	<b>Onwards Dinner and Cocktail reception</b>	

**Conference Day 2: Technology Workshops and Technology Entrepreneurship Mentorship**

9:30	<b>Registration and Breakfast</b>
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10:00	<b>Half Day Conference on Technology Entrepreneurship and Cross border Innovation &amp; Soft Landing</b> <b>Topic 1: Challenges in Building deep tech startups View from Tech Incubators</b> <b>Topic 2: Corporate and startup collaboration</b> <b>Topic 3: Experience of Corporate in Cross Border Innovation</b>	
13:00	<b>Lunch &amp; Networking Break for all Delegates</b>	<b>C-Level Invite-Only Private Lunch</b> <i>Exclusive, by-invite-only small group discussion in a private room on pressing, mission critical topics. This is open exclusively to our C-level retail attendees to roadmap 2017 and beyond. Interested in joining?</i>
14:00	<b>Technology Workshop 1 : Customer acquisition via Artificial Intelligence</b>	
15:00	<b>Technology Workshop 2: Omni-Channel Experience</b>	
16:00	<b>Technology workshop 3: Running a lean, digital enterprise</b>	
17:00	<b>End of Conference</b>	