

INDIA FOOD FORUM 2016



19-20-21 JANUARY 2016 | BANDRA KURLA COMPLEX, MUMBAI, INDIA
• KNOWLEDGE SERIES • CONFERENCE • EXHIBITION • AWARDS
www.indiafoodforum.com

THE FIVE-COURSE SPREAD OF FOOD RETAIL INTELLIGENCE

MISSION: ACCELERATE FOOD RETAILING EXCELLENCE BY GENERATING IDEAS, INSIGHTS, INNOVATION AND OPPORTUNITIES FOR PROFITABLE GROWTH

THEME: BUILDING THE ROADMAP FOR FOOD & GROCERY, FOOD SERVICE & FOOD RETAIL TECHNOLOGY BY CONNECTING PEOPLE, SHARING KNOWLEDGE, BEST PRACTICES, INNOVATIVE TECHNOLOGY CONCEPTS AND LEADING TO 'WOW' CUSTOMER EXPERIENCE

JANUARY 19, 2016 (TUESDAY)

10:00 – 12:00 : KNOWLEDGE SERIES 1

EXCELLENCE IN STORE OPERATIONS – REDEFINED : This interactive workshop will equip you to understand what motivates the shopper to visit your store and purchase from you. The workshop will develop your capability to deliver solutions that will engage and inspire shoppers to buy and make your store profitable. The remarkable case of Jumbo supermarkets.

- **Frustrations become USP's.** Understand the shoppers delights and frustrations, and learn how to turn these into unique selling propositions
- **Category management.** Know how to discover the specific profit drivers of each product category and create focused commercial strategies leading to effective and efficient tactics
- **Assortment and presentation.** Reduce costs and improve margins by optimizing assortments and shelf-space allocation
- **Price.** Discover the difference between price level and price image and develop a profitable price strategy
- **Productivity.** Improve productivity with the effective internal benchmarking technique
- **Omni-channel.** Create an effective integration between your website and your store
- **Jumbo case.** Discover amazing examples how to prove to your customers that you have the best store in town

EXPERT : Drs Joost van der Laan, Founder, Retail Economics

- **Retail consulting.** Drs. Joost van der Laan provides consulting services and training to retailers, suppliers and service organizations. He managed more than 50 category management projects for major A-brand suppliers and retailers

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- **Ahold logistics.** Drs. van der Laan worked as logistics manager and controller for Ahold, where he developed and managed a full line distribution centre
- **Jumbo marketing.** He participated in the development of the successful supermarket chain Jumbo, by changing customer frustrations into unique selling propositions
- **PWC.** At consultancy firm PWC he directed marketing projects for Sara Lee and Tesco, Bacardi and Ahold, Unilever and Jumbo, and for Procter & Gamble
- **Nielsen.** Drs. van der Laan was director at Nielsen, in charge of retail cost/profit modeling projects and category management development
- **AT Kearney.** He developed the Total Quality service area of AT Kearney Management Consultants
- **Erasmus Food Management Institute.** Drs. van der Laan was research director, working with students to report on developments in FMCG
- **Publications.** He published many articles on (online) grocery shopping in trade journals; beginning 2016 he will publish the book "9 Profit Battles of Online Grocery Retail"

12:00 -12:20 : INAUGURATION OF THE 9th INDIA FOOD FORUM BY CHIEF GUEST

SPECIAL ADDRESS BY:

- **Gen V.K. Singh**, PVSM, AVSM, YSM (Retd),
 - Hon'ble Minister of State (Independent Charge) for Statistics and Programme Implementation
 - Hon'ble Minister of State for External Affairs
 - Hon'ble Minister of State for Overseas Indian Affairs

RELEASE OF 'INDIA FOOD REPORT' BY THE HON'BLE MINISTER AND INDUSTRY CEO'S



12:20 – 12:35 by Bhavin Turakhia, Co-Founder and CEO, Zeta



ONE SOLUTION – ONE CLOUD: THE EFFECTIVE WAY TO MAKE CRM AND LOYALTY PROGRAMS PRODUCTIVE FOR CONSUMERS AND MERCHANTS

- *Multiple loyalty program cards, coupons, offers, cashback schemes keeping track of them, utilizing them, downloading multiple apps ... all of that can be quite exasperating for the consumer.*

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- *Merchants also have to go through cumbersome logistics processes right from rolling out the offer, measuring the effectiveness of reach to the target customer, and getting the encashment benefit through the service provider.*
- *Streamline loyalty card programmes and approach CRM in a more efficient and effective manner*
- *Merchants can set up their own customer loyalty programs, interact with customers directly*
- *Having a hassle-free and extremely economical way of tracking customer behaviour and their level of engagement to CRM programmes.*
- *Customers get a one touch interface to view their reward points, loyalty coupons, cash backs, special offers and much more. We discover how this integration can all come in a powerful package.*

12:35 – 13:45 : INAUGURAL & KEYNOTE ADDRESS : FOOD VISION 2025 : CATALYZING THE ROADMAP AHEAD FOR ONE BILLION PLUS CONSUMERS

The industry captains discuss the way forward to grow the food industry and draw a new level of consumer satisfaction and path of growth for India as a major food market – both as a producer and as a consumer. How are they growing the overall pie of modern retail trade through their ideas, innovation and evolving their business in this digital era to serve and delight the new tech savvy consumers.

- **Session Chair : B S Nagesh**, Founder, TRRAIN
- **Ankit Jain**, Co-Founder, askmegrocery.com
- **Damodar Mall**, CEO, Grocery Retail, Reliance Retail
- **Riyaz Amlani**, MD, Smoke House Grill and Mocha Cafe
- **Shantanu Rastogi**, Principal, General Atlantic
- **Sumanta Dutta**, CBO-Operations and Customer Leadership, Coca Cola
- **Vishak Kumar**, CEO, Aditya Birla Retail

13:45- 14:30 LUNCH

14:30 – 15:45 INDIA – THE PROMISING GROWTH STORY FOR INTERNATIONAL FOODS

The colours, flavours and aroma of what India is eating these days have changed—and dramatically in some ways. Imported food items, both fresh and processed, are filling shopping bags in cities and towns as the global food trade zeroes in on India as a prime market. Imported foods have been proliferating and growing in volume, their rising graph reflecting growth of the Indian economy and emergence of a new consuming class. The “modern Indian consumer”: a trendy, health conscious eater aware of global consumption patterns and ready to splurge that

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extra bit on foods seen as nutritious and of better quality. While shops in affluent enclaves might have a profusion of imported foodstuffs from specialty cheeses to canned meats, the neighbourhood kirana store, too, is giving increasing shelf space to a number of imported items. In fact, the most substantive food imports are items of mass consumption: pulses and edible oils. Tons of pasta, exotic fruits from a diverse range of countries, some fancy vegetables, premium cheeses and dairy products, form some of the other popular items. We have the experts and industry leaders share insights on how to further evolve this promising segment, which forms a vital part of modern food retail.

- Opening up new vistas for international foods – what consumers look for in international foods
 - How to build a policy-conducive environment for imported foods in India
 - The opportunity in growth of international foods – what segments are missing and what mis-conceptions need to be cleared
 - What are the categories witnessing the highest growth and how to build the impetus further for them
- **Lead Presentation : Sumit Saran**, Head, International Food Business, Future Group
 - **Moderator : Mohit Khattar**, MD, Godrej Natures Basket
 - **Adam Branson**, Sr Agricultural Attache, USDA (United States Department of Agriculture)
 - **Chander Dudeja**, CEO, Gulf Processing Industries
 - **Elsa Fairbanks**, Founding Director, Food & Drink Exporters Association (FDEA), UK
 - **Harshita Gandhi**, Director, Tree of Life
 - **Hidehiro Ishiura**, Director General, Japan External Trade Organization
 - **Jehangir Lawyer**, MD, Fortune Gourmet
 - **Paolo Bray**, Founder and Director, Friend of the Sea /Friend of the Earth

15:45 – 15:50 : **NORTHERN POWERHOUSE FOOD & DRINK TRADE MISSION TO INDIA**

- **Chris Jewitt**, Food and Drink Specialist International Trade Adviser, UK Trade & Investment (UKTI)

15:50 – 17:20: **'ONLINE' – ONE WORD, MANY POSSIBILITIES, FOR TRANSCENDING FOOD BUSINESSES TO A NEW DIMENSION OF GROWTH AND OPPORTUNITIES**

zeta

Retail marketing is changing. Today, success means connecting with your most important customer: the omni-channel shopper. Reaching consumers wherever they are, on whatever device they may be using. Increasingly, that means smartphones. Smartphones are the new personal shopping assistant for people once they enter the stores. The most sophisticated retailers are ensuring their marketing strategies are geared toward enabling customers to convert on *any* channel. Why? Because they realize that a shopper who buys from them in-

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store and online is their most valuable kind of customer. According to a 2015 study, these shoppers have a 30% higher lifetime value than those who shop using only one channel. Omnichannel Retailer will always likely get a bigger share of the growth in consumption. Hear “online” effect in food business.

- **Lead Presentation: Bhavin Turakhia**, Co-Founder and CEO, Zeta
 - *Going digital – Why not embrace something which is environment friendly, saves money, and fits onto your smartphone*
- **Research Presentation and Co-Moderator: Subhendu Roy**, Principal, A.T. Kearney
- **Co-Moderator: K Radhakrishnan**, Co Founder, Grocermax
- **Kuldeep Goyal**, CMO, Grocery Business, Spencers Retail
- **Kiran Komatla**, AVP IT, Burger King
- **Manav Sethi**, Group CMO & Digital, Askmebazaar.com
- **Piyush Kasliwal**, Founder owner, merafoodchoice.com
- **Raka Chakrawarti**, Founder & CEO, Gourmetdelight.in
- **Seshu Kumar**, National Head Merchandising, Bigbasket
- **Tapan Malhotra**, VP Sales, Grofers



17:20 - 17:35 : STIMULATING THE BRAND CONNECT - CONNECTING WITH THE CONNECTED CONSUMER

- **Kavita Palekar**, Head Marketing, Godrej Natures Basket
 - *Building differentiation and aspiration in a low involvement category.*
 - *Seamlessly connecting with the consumer across channels.*
 - *Widening and scaling awareness of the gourmet platter by building convenience, awareness, reach, accessible price points, experiential ambience, touch, taste and feel ...*

17:35 – 18:30 BREWING A NEW CULTURE OF TEA – MAKING INDIAN TEA THE ‘WITH IT’ DRINK – A WELLNESS AND LIFESTYLE STATEMENT

Hot drink in search of cool

Whether it's drunk hot or cold, tea is one of the best things you can drink. It is the second most consumed beverage after water. With a long heritage of over 5000 years, tea drinking has been claimed to have health benefits for centuries, but only in recent years have doctors conducted studies to see if the claims are justified.

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A makeover: This is how the country's most widely consumed beverage can stay relevant to the rising number of young in the country. Positioning tea as a hip drink through lounges and boutiques will give it some much needed allure. Its image is that of a beverage for the older generation and there has been hardly any concerted move by the industry to boost its consumption out of home, but all that is changing now. Through a sustained campaign, complemented by efforts of enterprising and innovative young generation players who are reinventing this category and making it come back in vogue, tea is again taking the beverages category by storm. Through this session, we bring out what are the strategies and insights other food players can learn to catalyze the acceptability and growth of their own segments and food categories.

- **Moderator : Amuleek Singh Bijral**, Founder, Director & CEO, Chai Point
- **Kaushal Dugar**, CEO, Tea Box
- **Parag Desai**, MD, Wagh Bakri Tea
- **Sumit Shah**, ED, Madhujayanti
- **Subrata Mukherji**, Business Head, Typhoo

JANUARY 20, 2016 (WEDNESDAY)

10:00 – 12:00 : **KNOWLEDGE SERIES 2**

9 PROFIT BATTLES OF ONLINE RETAIL : How to maximize the return for your organization from the fastest growing sales channel, by excellent execution of online marketing, information technology and home delivery. World class cases from the US, UK, France and The Netherlands.

- **Online forecast.** Gain a clear understanding of the online grocery forecasts and identify the key drivers of online growth
- **Shopper behavior.** Understand the motivations and changing behaviors of online grocery shoppers to support your online strategy
- **Best online retailers.** Identify best in class online marketing, information technology and home delivery
- **Market share.** Know how to leverage consumer trends and technological developments to capture a bigger share of the online market
- **Delivery strategies.** Ensure you know the the best delivery strategies that will also deliver a positive bottom line

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9th FOOD & GROCERY FORUM India

INDIA FOOD SERVICE FORUM 2016

India Food Retail Tech

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- **Profitable online business.** Understand the 9 battles you have to win in order to develop a profitable online food business; preview of the new book.

EXPERT : Drs Joost van der Laan, Founder, Retail Economics

12:00 : THE FIRST PEEK: PRODUCT SHOWCASE

TWISS

- Founded in 2011 in London
- Innovative beverage with a fruit and herb combination to provide excellent refreshment with great taste
- Nominated as 'Finalist' in the innovation category of family beverages - by the "Grocer" in UK

12:10 – 12:40 : TRENDS IN FOOD SERVICES :The Indian middle class population has been leading consumption trends on all fronts, including the food services industry. Exposure to international cultures through travels, satellite content and digital media have increased urban India's appetite for authentic cuisines – both foreign and regional. Smaller formats like cafes and quick service restaurants have been doing well and the entry of international fast food chains in the country is further evidence of the same. While the overall growth story is intact, increased competition has significantly challenged same store growth. Profitability has remained elusive for most players.

Some of the trends driving changes in this industry:

- *Local cuisines will continue to gain popularity and shift towards organised format*
- *Ready to Eat product delivery segment to newer channels like super stores, cafes & other eateries will present a large opportunity*
- *Technology is transforming the "restaurant of the future" and making it into an entertainment zone*
- *Technology companies are driving online ordering - encouraging home cooks and restaurants in hopes to create the Unicorn of the food industry*
- *Cold chain logistics network continues to grow and there is a fast expansion in last mile delivery infrastructure - both will be key determinants for growth*
- *With stricter adherence to regulation, food quality and food produce traceability will play an important role going forward*
- *New entrants in the market have fared fairly well, riding on the excitement of new launches. Therefore, while the appetite for consumption continues, the food services*

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industry must continue to innovate in terms of offerings and streamline processes in order to achieve profitability.

- **Anurag Mathur**, Partner, PwC

12:40 – 13:10 : **KEY TRENDS IN FOOD AND GROCERY SEGMENT**

- *Key food categories & growth – where are the opportunities ?*
- *Packaged food trends in India – what moves to make ?*

- **Rachit Mathur**, Partner & Director , BCG

13:10 – 14:00 **LUNCH**

14:00 – 15:15 : THE WORLD AT YOUR SUPERMARKETS (FIFI) : FIFI in conversation with Modern trade heads and Traditional Retails charting the way forward to the untapped potential, overcoming the hurdles and challenges devise synergies and partnerships to develop this category, make the consumers understand the use and benefits of these foods, run various activities so that more and more people develop the taste buds for this category and ultimately increase. A Look on how the world has accepted Modern retail and the current International trends. The growing influence of private label and creating brand identity of retailers . How to increase your share in the Indian Food & grocery pie of 260 Billion US\$?

- **Moderator : Amit Lohani**, MD, MAX FOODS, Convenor, FIFI (Forum of Indian Food Importers)
- **Dr. Parthiban Muthukumarasamy**, Counsellor, Agriculture and Agri-Food, High Commission of Canada
- **Harish Motiani**, A & S Dry Fruits
- **Mohit Khattar CEO** , Godrej Nature's Basket
- **Sumit Saran** Head International Foods , Future Group
- **Hitesh Gawri**, Peshawri Supermarket
- **Nanji P Shah**, Neelam Foodland
- **Jamsher**, Big Marke
- **Kumar**, College House Shopper's Shop
- **Sanjay Bajoria** , MD, Bajoria Foods

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- **Puneet Gupta** , Director , L Comps Impex and Impero
- **Sanjay Jain** , Director, Dugar Overseas
- **Rahul Johar** , CEO , Johar Foods
- **Uday Chugh** , MD, Vriddhi Specialty Foods

15:15 THE FIRST PEEK: PRODUCT SHOWCASE

Taste'L Fine Foods - KOTTAGE GARDEN

- Wide range of international cuisines under the Kottage Garden brand.
- For food lovers, reinventing the joy of cooking combining great convenience and authentic taste.



15:25 – 16:10 STIMULATING THE BRAND CONNECT - CONNECTING WITH THE CONNECTED CONSUMER (*Contd.*)

- **Dev Amrithesh**, President & COO, Dunkin Donuts India, Jubilant Food Works
 - *When the ordinary won't just do - Putting the mojo back into your ubiquitous Food Menu marketing*
- **Rahul Singh**, Founder and CEO, The Beer Café
 - *From One Taste to 50+ Tastes - How do you build the taste for something, what the food consumer doesn't even the taste exists .*
 - *I just wanted to bring the tastes from around the world in a never before imagined Beverages category*
- **Nitin Saluja and Raghav Verma**, Co Founders, Chaayos
 - *In every home, now making it a lifestyle statement – putting the homely 'chai' on the food map*
 - *How to increase the 'cool quotient' of an omnipresent beverage*

16:10 – 17:10 SERVING EXCELLENCE WITH PROFITABILITY : HOW TO MANAGE PURCHASING DECISIONS FOR SERVING OUR CUSTOMERS WITH CLASS (HPMF) *Revenue Management & Purchase Techniques for Your Food and Hospitality Business Beyond 2020 – Managing Profitability and Efficiency*

In our food and hospitality business, the quality of the output and customers' satisfaction is directly equivalent to the quality of the inputs which go into the preparation and laying it all out for the customer. Knowing how to develop the right relationship with Vendors, and getting the

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right kind of ingredients, products and equipments at the right time, place and price during this time of significant supply growth and high transaction volume can affect your business significantly.

Get an objective and intelligent look at the tough or touchy issues of the moment in an interactive forum with the masters in the art and science of purchasing and sourcing. This panel will look through the long lens towards the practices which need to be further enhanced for keeping the purchasing and supply chain robust to meet with the rising consumer expectations and the new-age technology driving growth and efficiency:

- What's coming our way in terms of Tools, Technology and Talent Development?
 - How can we continue to drive profitability with greater time constraints and more competition?
 - Where are the opportunities to maximize revenue?
 - Will we be able to modernize the existing practices alongside the exponential development of technology?
 - What new guest segments, food and dining trends, and social media will change the game next, and how?
-
- **Moderator : Nitin Nagrale**, Director Materials, Radisson Blu Plaza, Mumbai, Founder & General Secretary, Hospitality Purchasing Managers Forum
 - **Lalit Kapoor**, MD, Hospitality Procurement Management Services
 - **Sameer Nair**, Purchase Manager, J W Marriott, Sahar
 - **Jaideep Gupta**, Freelance Consultant
 - **Abhijit Joshi**, Materials Manager, The Westin Pune Koregaon Park
 - **Teck Bahadur Sarke**, Materials Manager, Sahara Star , Mumbai
 - **Mahendra M. Shinde**, Materials Manager, The Resort, Mumbai
 - **Sunil Kuttan**, Head - Supply Chain, Pizza Express India

17:10 – 18:30 : **THE CHANGING CONSUMERS OF TODAY - IS THE BUSINESS OF FOOD READY FOR THE NEXT DISRUPTION?**

Driven by the primary desire for convenience and unusual experiences, modern Indian lifestyles are being increasingly influenced by the digital revolution. The manner in which food -- via both products and destinations -- is now selected and consumed is a function of both technology and new consumer desires. Online food ordering -- unheard of a few years ago -- is now an ubiquitous foodservice phenomenon, while the sweeping e-commerce advances have successfully added everything from household groceries to foreign cuisine exotica to the online shopping cart. And these changes will continue for the foreseeable future. The shifts may be

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hard to predict, but if companies can do this and transform customer service accordingly, they can potentially outstrip new entrants who will further disrupt the future landscape.

- **Moderator : Samir Kuckreja**, Founder & CEO, Tasanya
- **Sadashiv Nayak**, CEO, Big Bazaar
- **A S Chadha**, VP Sales, Organized Trade, Nestle
- **Ankit Jain**, Co-Founder, askmegrocery.com
- **BVK Raju**, Promoter & Director, Q Mart Retail
- **Oliver Mirza**, Director, Dr. Oetker India P. Ltd./ Fun Foods P. Ltd
- **Pradipta Kumar Sahoo**, Business Head Safal, Mother Diary
- **Gaurav Jain**, CEO, Mast Kalandar
- **Vikram Kamat**, ED, Kamat Group
- **Rohant Shyam**, Western Region Head, Zomato
- **Sanjay Coutinho**, CEO, Baskin Robbins
- **Sagar Daryani**, Co Founder & CEO, WOW Momo

19:30 onwards - COCA COLA GOLDEN SPOON AWARDS (By Invitation only)

JANUARY 21, 2016 (THURSDAY)

11:00 - 12:00 : FOOD TRENDS – THE CHANGING TASTES AND PALATES OF INDIA

- Evolving Tastes and Palates of modern India
- Bringing International Cuisines to Indian shores and taking the Indian taste abroad
- International Foods, Food Ingredients and growing categories
- New Recipes
- Influence of television and print media on food as a *lifestyle* – MasterChef series, TLC / Food Food Channel
- How to translate a trend into a product

Lead Presentations :

Chef Sabyasachi Gorai

- *Best Chef of India - Awarded by President of India*
- *National Tourism Award, 2011-12*

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- Director, Chef and Mentor - Olive Culinary Academy
- Cuisine Specialist and Mentor - Miele India

Chef Michael Swamy

- Over 20 years experience with prestigious names - Taj Group of Hotels (Mumbai); Bombay Brasserie (London); Noon Products, UK; Kuwait Airways (Kuwait); British High Commission (Mumbai).
- Studied at the prestigious Le **Cordon Bleu** Culinary School in London.
- Trained under **Michelin Star Chefs** - Chef Andrew Males, Chef Mathew Hardy, Chef Claire Clark and Chef Julie.
- Cooking applauded by several personalities like Sir G.K. Noon, Sir Andrew Pagewood, and **Prince Charles** along-with the Indian Ambassador UK 1995.
- **Australian Broadcast TV & Discovery Channel** featured him in a short documentary on the Mumbai Food Scene.
- Known for Food styling & photography – conceptualized recipes and styled food for corporate cookbooks for companies like Murphy Richards, Daewoo Electronics, Milton & Kellogg's India.
- Master Chef India's first two seasons - designing and conceptualizing entire food aspect of the show.
- Spearheaded the creation of **renowned food shows** like Ravinder's Kitchen (Travel & Living Channel), Season 3 & 4 of Twist of Taste (Fox Life) and Sanjeev Kapoor Ke Kitchen Khiladi (Sony).
- Awarded with a working scholarship at **Le Cordon Bleu 1995**.
- **One of the Top 50 Chefs in India** in 2012 and again in 2013 acclamation by The Indian Chefs Association.
- The Gourmand Award in Paris (2012) for 'Best Indian Cookbook' for his book The East Indian Kitchen (2010).
- Uses his travel to add to his culinary repertoire and actively uses his photography skills to promote the food highlights in the hotel.

12:00– 13:15: PRIVATE LABELS: SHARING BEST PRACTICES, LEARNINGS AND WAY FORWARD FOR RAISING STORE PROFITABILITY

Getting Private Labels To Move To The Next Trajectory Of Growth

Perceptions about private-label brands are favorable around the world, but value shares are not correspondingly distributed; they are much higher in developed regions like Europe, North America and Australia. The true private label opportunity in the growth story for modern retail in

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India has just come about to be discovered and realized. Private Labels are a win-win solution for retailers and customers in the current retail market structure. While retailers expect better bargaining power with their vendors, in turn better margins and control over their merchandise mix, customers get a wider range, better quality and good prices for the products. The growth of private labels is directly linked to the growth of modern retailing. Retailers need to gain customer confidence in its offerings so as to successfully introduce private labels. Private label's share in the modern retail in India is about 7%, but it is as high as 40% in European countries, and as low as less than 1% in China. Though the growth of private labels was seen across categories, growth in grocery was prominently seen in supermarkets at 15% and hypermarkets accounting for 30% of total value sales. Today's private labels – unlike the generic offerings of the past – are carefully managed and marketed in order to improve the retailer's competitive edge. Indeed, many are now seen as brands in their own right. This session discusses the new approaches to the development of private labels in the face of an increasingly competitive grocery landscape. It also looks at the exciting prospects for this sector, as the consumer mindset evolves and emerging markets remain virtually untapped.

- **Moderator : Sumit Chandna**, Chief Merchandising Officer, F & G, ABRL
- **Ashik Hamid**, Sr VP, F & G, Buying & Merchandising, Hypercity
- **Ashwani Sharma**, Chief Merchandising Officer, Walmart
- **Bhupinder Singh**, CEO, Vista Processed Foods
- **Gaurav Ghambhir**, MD, Shubh Food Products
- **Kuldeep Goyal**, CMO, Grocery Business, Spencers Retail
- **Sumit Shah**, ED, Madhujayanti

13:15 - 14:15 **LUNCH**

14:15 - 15:15 : : **KNOWLEDGE SERIES 3**

GROWTH STRATEGY FOR FOOD SERVICES

- Snapshot of the Restaurant Industry
 - Setting-up new restaurant business and creating differentiation
 - Building strategies in dynamic environment
 - Expansion and Same Store Sales Growth Strategies for Chained and Standalone Restaurants
- **Ravindra Yadav**, Associate Director, Technopak

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15:15 – 16:00 : **CHALLENGES OF STAKEHOLDERS IN HORECA INDUSTRY**

Leaders in HORECA Summit will help you to stay up-to-date with the latest global industry trends and help you expand your business into markets that are rising in the HORECA industry. The Leaders in the hotel industry to discuss under one roof-to discuss and find elucidation to trade concerns. The Suppliers would share their perspective on HORECA Challenges on Imported F&B Products , Consistent Availability , Ambiguity of Law - Multiple authorities , Preference to Legitimate Importers and Liability of End user .

- **Moderator : Amit Lohani** , FIFI and Max Foods
- **Rana Chaudhari** , The Oberoi Group , Mumbai
- **Chef Rohit Ghambir** , Executive Chef , The Oberoi Delhi
- **Nitin Nagrale** , **HPMF** , Hospitality Purchase Managers Forum
- **Chef Bill Marchetti** , Farmland Foods
- **Chef Sabyasachi Gorai**, Lavaash by Saby
- **Rakesh Banga** , FIFI Director
- **Dhiraj Dama** , MRK Foods
- **Anil Chandhok** , Chenab Impex
- **Pankaj Singhal** , RP Gourmet Pvt. Ltd.
- **Nicholas Paul** , Tan Business Venture
- **Sudhanshu Mathur** , BMS

16:00 – 16: 10 **CLOSING REMARKS BY CONVENOR, INDIA FOOD FORUM**

Agenda as on 18th January 2016

** Topics and speakers are subject to modifications, for continuous improvement of the program*
