



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

**THEME:** CATALYSE AND BUILDING THE APPETITE FOR FOOD CONSUMPTION IN THIS DIGITAL, CONNECTED AND CONVENIENCE DRIVEN CONSUMERS LANDSCAPE AND FEEDING THE ONLINE CONSUMERS OF TOMORROW

### **JANUARY 31, 2017 (TUESDAY) Day 1**

#### **10:15 – 11:15 : KNOWLEDGE SERIES 1 - SHOPPER DRIVEN CATEGORY MANAGEMENT**

The food and grocery industry has seen dramatic developments in the last 2-3 years, so it's only natural that the category management process undergoes an update to make it relevant for these fast-paced times. This workshop will focus on the New age category management and how it inspires shoppers to shop, increases the urge of impulse buying, how strategic category management is key to reducing costs, increasing sales and improving profit margins — all while keeping customers happy.

- **Ankur Shiv Bhandari, MD, Asbicon Group (London)**

#### **11:20 – 11:40 : INSIGHTFUL RESEARCH PRESENTATION : KEY MARKET AND CONSUMER TRENDS INFLUENCING THE FOOD SERVICES AND FOOD RETAIL INDUSTRY'**

While demonetization and its impact would be the strongest influencer for food services and food retail industries in the immediate future, Technopak's presentation looks beyond to share key trends and insights which will shape the food services and food retail sectors in India in the medium and long term.

- **Saloni Nangia, President, Technopak Advisors**

#### **11:40 – 11:50 : IFF Chairman's Welcome Address and Introduction to the 10<sup>th</sup> year of India Food Forum**

- **Krish Iyer, Chairman, India Food Forum, and President & Chief Executive Officer, Walmart India**

#### **11:50 – 12:05 : *Special Presentation* by Sri Sri Products**

- ❖ **THE FIRST PEEK : PRODUCT SHOWCASE - *Ojasvita***

**12:05 – 13:20 : INAUGURAL SESSION: FOOD FOR TOMORROW - HOW CURRENT TRENDS ARE SHAPING THE GROWTH AREAS OF TOMORROW**

***How innovation is leading to growth and potential for food market – WHAT IS THE NEW NORMAL***

For the last decade, innovation in the food sector has been driven by, and met, consumers' increasing demands for convenient, affordable, value-based, nutritious and healthy food – off the shelves, at the restaurants, and home-delivered options. This Session will be able to answer following questions emerging in food marketers mind?

- What's the next wave of consumer demands?
  - Where will new food trends take us — and what do they mean for our family tables, restaurant kitchens and grocery aisles?
  - How can chefs, restaurants, and brands predict the cadence of these changing appetites?
  - As technology evolves exponentially, and new concepts and layouts are always at play, what can food sector players do to keep up?
  - How is human-centered design changing the traditional food retail model from concept to marketplace? What new methods are teams using in the research and development of product flavors, packaging, and positioning? how is this affecting the consumer experience in store?
  - How to use senses to create truly disruptive food experiences, designing for food and beverage experience using a multisensory approach can be a powerful tool for rethinking what, and also how, we eat for tomorrow as objects can influence our emotional engagement with food and drink.
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- **Krish Iyer, Chairman, India Food Forum, and President & Chief Executive Officer, Walmart India**
  - **Arvind Varchaswi, Trustee, Sri Sri Ayurveda Trust, and Group Advisor - International Affairs, AYUSH Advisory Group**
  - **Ameeta Virk, Market Specialist - India, Department for International Trade (DIT), UK Govt. and Leader of the British Trade delegation**
  - **Henrik Österström, Country Food Head, IKEA India**
  - **Jamshed Daboo, MD, Trent Hypermarkets**
  - **Mohit Kampani, CEO, Aditya Birla Retail**
  - **Nandan Reddy, Co- Founder, Swiggy**

**Moderator:**

**Devendra Chawla, Group President – Food & FMCG Brands, Future Group & CEO, Future Consumer Ltd**

**13:20 – 13:30 : THE BEST SOFA SELLER OR WHY ITS MANDATORY FOR AN *IKEA* STORE TO HAVE A RESTAURANT : *IKEA Food Concept and more.***

Ikea's not-so-secret ingredient: delectable food along with trendy furniture. One of the top-selling items at the Swedish furniture retailer Ikea, is not flat-packed and requires no assembly. But it is Swedish. Inheriting a strategy devised by its Swedish founder in response to the observation that shoppers were leaving as they grew hungry, IKEA has had restaurants inside nearly every location. Food is a key component of Ikea's strategy because of its capacity to attract shoppers. Food is a big part of the brand and the idea. "Shoppers aren't happy when they have an empty stomach. The food business is very important. We think it's a driver to our stores. It's about the whole experience."

So what's the secret and how can Food Service entrepreneurs and professionals develop this strategy of innovation and execution for their full-fledged food outlets.

- **Henrik Österström Country Food Head, IKEA India**



## JANUARY 31, 2017 (TUESDAY) Day 1

13:30 – 14:30 = LUNCH

14:30 – 15:15 : SPICES – GROWTH, TRENDS, SIZE & MARKET SHARE, GROWTH OF GENERAL TRADE vs MODERN TRADE

- **Lead Speaker: Dr Shweta Rastogi, renowned Nutritionist**
  - *Presentation theme:* Indian spices - a treasure of health
- **Kuldeep Goyal, Vice President - Buying & Merchandising (Food & FMCG), Spencers Retail**
- **Nitin Nagrale, Founder & General Secretary, HPMF(Hospitality Purchasing Managers Forum), Vice President - Materials Management, Foodlink Restaurants India**
- **Parag Gadre, Head - Pulses & Spices Business, Tata Chemicals**
- **Rajiv Sharma, Head of Staples, Future Group**
- **Sudeep Goenka, Director, Goldiee Group**
- **Vijay Jain, Director, JK Spices & Food products**

15:15 – 16:30 : **THE FOOD CEOs MEGAPOLIS – WHAT MAKES THE FOOD BUSINESS THE MOST EXCITING BUSINESS TO BE IN, AND WHY THE FOOD LEADERS FEEL UPBEAT THAT THE BEST IS YET TO COME**

\* Largest consumption category in India

\* 57% of the total Indian retail value

\* 3.5 times growth by 2025

\*Will be worth INR 71,000 Billion by 2025

\*Demonetisation will drive shift to modern formats

- **Special Invitee:**  
**Ambassador Deepak Vohra (IFS), Special Advisor to the Prime Minister, Lesotho and Guinea-Bissau**
- **A Mahendran, CMD, Global Consumer Products and formerly, MD, Godrej Consumer Products**
- **Ajay Gupta, MD, Capital Foods**
- **Damodar Mall, CEO - Grocery Retail, Reliance Retail**
- **K Radhakrishnan, Co Founder, Grocermax**
- **Piruz Khambatta, CMD, Rasna & Chairman, CII National Committee on Food Processing & Ambassador, 'Make in India' initiative**
- **Ramesh Menon, Chief Executive Officer, Hypercity Retail**
- **Sukanto Aich, Senior Director, Philips Lighting**
- **Unnat Varma, MD, Pizza Hut (India Subcontinent), Yum! Restaurants**
- **Vikram Kamat, MD, VITS hotels & Kamats Restaurants**

**Moderators:**

**Sadashiv Nayak, CEO, Big Bazaar, and Ankur Shiv Bhandari, MD, Asbicon Group (London)**



## **JANUARY 31, 2017 (TUESDAY) Day 1**

### **16:30 – 17:45 : NAVIGATING THE FOOD RETAIL AND SUPERMARKETS LANDSCAPE: SUCCESS ON THE SHELF**

#### ***How to convert the opportunities into success story***

With the changing food consumption patterns and changing consumer need for convenience, choice and value for money, the set-up of retail formats in the country are also changing. With changing lifestyle there is growing **scarcity of time**, and **convenience** in food shopping is emerging as an important driver of growth of one-stop retail formats that can offer consumer 'value for time' in addition to 'value for money'

Following are the opportunities leading to the potential growth of **Food Retail and Supermarkets**:

- Change in consumer lifestyle with a steep rise in the value of time, change in the Indian family structure from large joint families to nuclear ones, and an increasing level of quality awareness have made the case for organised retailing stronger.
  - The traditional retailing format has been largely limited to meeting the changing requirements of the consumers. Nowadays, the consumers, however, want value, convenience and a wide variety of offerings, coupled with a pleasant shopping experience. This has created an opportunity for modern retailing formats to emerge and plug the existing gaps.
  - Brand Flexibility for different category of FMCGs: In case of food items, Indian consumers are flexible about the brand.
  - Opting for convenience: Buyers are willing to pay additional money in order for convenience. Emphasis is placed on the location of the store.
  - High degree of value orientation and digitalisation: A suitable pricing strategy and technology is essential in order to grab a larger share of the Indian consumer market as they places emphasis on the value of a product.
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- **Aman Mittal, COO, Savemax Hyper Market**
  - **Kirit Maganlal, Founder & CEO, The Magsons Group**
  - **Madhumita Mohanty, Head Merchandising, Health & Glow**
  - **Oliver Mirza, MD, Dr. Oetker India**
  - **Ponnu Subramanian, COO, Max Hypermarket**
  - **Pradipta Kumar Sahoo, Business Head - Safal, Mother Dairy**
  - **Richa Arora, COO - Consumer Business, Tata Chemicals**
  - **Sahil Gilani, Director, Gits Foods**
  - **Vimal Anand, MD, Apis India**

#### **Moderator:**

**Sumit Chandna, Chief Merchandising Officer - Food and Grocery, ABRL**



## **JANUARY 31, 2017 (TUESDAY) Day 1**

### **17:45 – 18:45 : ALLIANCE AVENUES WITH FOREIGN PARTNERS TO EXPAND THE FOOD MARKET IN INDIA**

This session with Trade Commissioners of several countries will identify avenues for partnerships in food, beverages and food service industry and how Embassies and Trade Commissions can play a more pro-active role to facilitate such alliances. Emerging major market of the world, India offers huge opportunities for manufacturers, producers and providers of products and services from across the globe to sell here or partner with Indian companies to serve this market.

Acceptance of multinational culture, a growing taste for foods from across the globe, increasing inflow of foreign nationals, willingness to experiment new cuisines and more over avenues to market new products further add to the opportunity. Embassies and Trade Commissions of foreign countries in India are well placed to capture these opportunities for business organization in their respective countries. How effective have been their efforts and what more can be done?

- **Adam Branson, Senior Agriculture Attaché, U.S. Consulate**
- **Anthony Cooper, UK Trade & Invest (Mumbai)**
- **Carolina Vasquez Munoz, Trade Commissioner, Embassy of Chile**
- **Nora Galway , Counsellor Agriculture, Embassy of Australia**
- **Parthiban Muthukumarasamy, Counsellor (Agriculture and Agri-Food) and Senior Trade Commissioner, High Commission of Canada**
- **Sylvain Biard, Head of Business France, Embassy of France**

#### **Moderator:**

**Amit Lohani, MD, Max Foods, and Convener, FIFI**

### **18:45 – 19:00 : HOW TELEVISION, THE INTERNET, LIFESTYLE SHOWS AND BOOKS HAVE TRANSFORMED WHAT WE EAT AND HOW WE EAT**

- **Dinesh Patel, Masterchef India Season 5 Top Three and Founder, Couture Confection, London**



## **FEBRUARY 1, 2017 (WEDNESDAY) Day 2**

### **10:15 – 11:20 : KNOWLEDGE SERIES 2 - SAY HELLO TO THE EXPERIENTIAL SUPERMARKET**

- The shift to all things fresh and less processed is being driven by the approach that the *quality of consumption* has a direct impact on the overall life quality.
- Shoppers typically want *direction, guidance and inspiration*. They are motivated to *improve lifestyle quality* – their bodies, relationships, work and home life.
- Fresh food purchases influenced by *Five Senses*. How can retailers and retail support partners maximise this?
- *Humanising supermarkets* requires retailers to leverage store design around food experience and culinary inspiration. People love food and want to interact with it. Can we help them on this journey? When they walk through the door is it a food Disneyland encounter or just sterile merchandise shelf navigation?
  - Open live kitchen with chef-inspired menu prep experiences.
  - Shopping concierge services – culinary guidance and inspiration.
  - Cookbook corner with computer workstation for recipe searches.
  - Cooking club tasting events
  - Meet-the-farmer product showcases and demos.
- **Mohit Khattar, CEO, Graviss Foods (Baskin Robbins) and formerly, MD, Godrej Nature's Basket**

### **11:20 – 11:45 : DUBAI EXPORTS - GLOBAL FOOD AT YOUR DOORSTEP : An interesting presentation on choice, quality & affordability by Dubai Exports and how the Indian food industry can collaborate, partner, benefit , grow and associate with it**

- **Dr. Ashraf Ali Mahate, Chief Economist, Trade and Export Development, Dubai Exports**
- **Ahmed Naji, Dubai Economic Department, Dubai Exports**



## **FEBRUARY 1, 2017 (WEDNESDAY) Day 2**

### **11:45 - 12:05 : IFF SOLO \* Stories \* Opinions \* Learnings \* Outcomes \* – THE TRAITS OF A HIGHLY SUCCESSFUL FOOD LEADER**

What makes a food professional / entrepreneur highly successful and effective at different levels – the top, the middle rung, the frontline. What are the traits they must display to grow in this business.

- *The 7 Habits of a Highly Effective CEO*
- *The 7 Habits of a Highly Effective Middle Management Leader*
- *The 7 Habits of a Frontline Customer Facing Executive*

- **Arvind Mediratta, MD & CEO, Metro Cash & Carry**

### **12:05 – 13:05 : THE KITCHENS OF TOMORROW : TECHNOLOGY - FOOD - CUISINES INNOVATION**

What will the kitchen of the future look like, and, more importantly, what does it mean for chefs, food companies, and consumers? What are the key technological advances we can expect to see in both professional and home kitchens? What implications will this have for an industry stricken by rising innovative talent? And how will it shape the experience of cooking and eating? This session will tackle these questions and more with presentations from leaders who are revolutionizing the kitchens.

- **Chef Harpal Singh Sokhi, Director, Tarban Tadka Hospitality**
- **Chef Nilesh Limaye, Chef Culinaire, All Bout Cooking**
- **Harvey Rodrigues, Director Procurement, Meluha The Fern**
- **Kapil Kohli, VP - Retail Head, Usha International**
- **Mahendra Shinde, Purchase Manager, K Hospitality**
- **Tushar Malkani, Executive Chef and General Manager, Kaitlyn's Hospitality, Food Stylist, YouTube Food Show Anchor**

**Moderator:**

**Reynold Fernandes, CEO, Oriental Cuisines**

### **13:05 – 14:00 : LUNCH**



## **FEBRUARY 1, 2017 (WEDNESDAY) Day 2**

### **14:00 – 15:20: FOOD SAFETY CONCLAVE**

#### **Topics for Deliberation**

- Food Safety Culture in Emerging Food Industry
- Streamlining of food safety best practices in the entire value and supply chain
- Technology driven solutions to ensure robust food-safety system

The issue of food safety has suddenly become a focal point of discussion and a subject of debate within the government, in the industry & media and with the public at large due to growing health and hygiene awareness. Consumer is demanding more information and transparency about the products they buy, including the source of the ingredients.

The responsibility of providing safe food to the consumer is shared by many people in every stage in the production of food, including consumers, themselves. The food industry - including growers, processors, retailers, distributors, foodservice operators - has become cautious of its products and offerings. Since most consumers receive their food from retail and food service establishments, a significant share of the responsibility for providing safe food to the consumer rests with these facilities. Working together with their regulatory authorities, operators of retail and food service establishments can make the greatest impact on food safety.

Are our safety standards and food guidelines are clear and fair enough for food operators to understand and comply with ? How the Food regulators and retailers need to work together to ensure that the food products on sale meet the required food safety standards ? In a candid conversation between the policy makers, food regulators and retailers, this session will discuss the ease of doing business and suggests ways to make the regulatory framework more streamlined and how the food operators can avoid tripping up on safety guidelines.

**Conclave Chairman:** Dr. R. P. Singh, Secretary General, Quality Council of India (QCI)

**Moderator:** Shalini Chakravorty, Vice President - Ethics & Compliance - Asia, Walmart

#### **Panel:**

- Omprakash Arora, Head of Quality, Nestlé South - Asia
- Atul K. Joshi, Chief General Manager, Quality and Legal Compliances, Patanjali
- Dr. Vinod Dhanuka, Head R&D and QA - Reliance Retail
- Dr. N Bhaskar, Advisor, Quality Assurance, FSSAI
- Sanu Jacob, Export Inspection Council of India (EIC) - Ministry of Commerce & Industry (GOI)
- Dr. Prabodh Halde, President AFST Mumbai & Head Technical Regulatory - Marico
- Dr. Nilesh Amritkar, MD, Envirocare Food Lab
- Kaushik Sengupta, Product Manager-Food SAR, Bureau Veritas
- Raj Kumar Singh, Head - F&V Quality and Innovation, Big Basket
- Ravi Mathur, CEO, GS1 India
- Vinay Hastak (GM- Quality Assurance) Hardcastle Restaurants (McDonald's West & South India)
- Venkatesha Prasanna, Head, Quality, FCL (Future Group)





## **FEBRUARY 1, 2017 (WEDNESDAY) Day 2**

### **15:20 – 15:40 : INSIGHTFUL RESEARCH PRESENTATION: FUTURE OF FOOD AND ITS RETAIL – WHEN WILL IT LIVE UP TO ITS PROMISE?**

The future of food – both in terms of products and services never really “arrived” in India, though investments and preparations have been talked of for a decade. The sales growth of large packaged / processed food companies haven’t consistently kept pace with GDP (volume growth in excess of 6-7% per annum). And Food service retail, which did see significant investments in the last 5 years risks being undone with chronic slow growth and in many cases de-growth. So what is the future for food in India? Will it continue to be in the kitchens or be consumed outside in a variety of ways?

A.T. Kearney believes the next 5-7 years is critical for the food industry and when the major uptake will start taking place .. tune in to be more prepared and for more details!

#### Key questions:

- a. Will food processing and ever be big in India?
- b. What will be the drivers for modern food products, retail and servicing?
- c. In the short run, what are the opportunities for food manufacturers and retailers?

- **Debashish Mukherjee, Partner and Head, Consumer and Retail Industries, A.T. Kearney**

### **15:45 – 16:45 : THE OPPORTUNITY IN THE DIGITALISATION DRIVE ON HOSPITALITY AND RETAIL TRADE**

Over the short and medium terms, the demonetization drive will have varied effects on the many sections of the industry in the country, but in the long term will positively impact the growth of all sectors. The demonetization drive will benefit the organized hospitality sector in India the most. Combined with the general uptake in the sector, the movement of customers to the organized sector due to ease of alternate modes of payment will positively impact the market. The retail trade has also been affected by this drive but the long term impact is immense and positive. Hear it out from the people in the business who discusses the historic reform and how it has benefitted them in their respective business.

- **Avinash Tripathi, Category Head, Godrej Nature’s Basket**
- **Bharandharan Ramaswamy , Director Procurements , Marriott’s Hotel India**
- **Chef Rakhee Vaswani , Palate Culinary Studio Mumbai**
- **Chef Anil Rohira , Felchlin Switzerland**
- **Sanjay Tandon, Director, Dabon**
- **Rakesh Banga, Farmland**
- **Nitin Nagrale, Founder & Gen Secretary, Hospitality Purchasing Managers Forum (HPMF), and Vice President - Materials Management, Foodlink Restaurants India**

#### **Moderator:**

**Amit Lohani, MD, Max Foods, Convener, FIF**

## **FEBRUARY 1, 2017 (WEDNESDAY) Day 2**

### **16:45 to 18:45 : MEGA CONCLAVE: DRIVING RETAIL SHELVES TO HIGHER PROFITABILITY**

The evolution of modern trade has thrown up new challenges for the FMCG and food majors. While they love the space, the visibility and all the benefits that modern trade offers, and also have allocated resources towards this new order through dedicated supply chain management, in-store execution, category innovation, and joint business planning with retailers, they are often confronted with issues like margins, space, supplies, promotions etc.

Considering massive inflow of new products in to the market, retail shelf space allocation is as huge a challenge for retailers as it is for new/ innovative products to get on grocery store shelves.

How brands and retailers can work this out to see some great partnerships happening?

What have been the new experiments done by retailers to add more action on the shelves?

**Conclave Chair: Devendra Chawla, Group President - Food & FMCG Brands, Future Group and CEO, Future Consumer Limited**

#### **Moderators:**

- **Damodar Mall, CEO (Grocery) Reliance Retail**
- **Kedar Lele, VP - eCommerce, Modern Trade & Inst. (CSD/CPC) Business – HUL**

**16:45 to 16:55: An introduction by the Chair and moderators.**

**16:55 to 18:00 : Session 1: Partners in Progress : Joint Presentations of Success Stories by Brands and Retailers – 7 Minutes Each.**

#### **Success Story 1: Driving Expansion and Profitability of the Juice Category**

Presenters:

- **Y.V. Rao, AVP - Merchandising, Hypercity**
- **Sreejit Nair, Director – Sales, RAW Pressery**

#### **Success Story 2: Premiumisation of Laundry Category**

Presenters:

- **Arunabh Das, Head - Merchandising- FMCG, Easy Day**
- **Kabir Gossain, Head of Key Accounts & Customer Development, Modern Trade, HUL**

#### **Success Story 3: @ Modern Trade @ MRP**

Presenters:

- **Vallabh Soudagar, Business Head - FMCG, Reliance Retail**
- **Aditya Pittie, MD - Pittie Group**

#### **Success Story 4: Winning Customer Share of Heart through Categories in Modern Trade**

Presenters:

- **Rajiv Sharma, Business Chief – Staples, Future Retail**
- **Shyam Iyengar, Head - Supply Chain Management, Patanjali**
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#### **Success Story 5: Maximizing the Potential In Expandable Category with Cadbury's Silk**

Presenters:

- **Ganesh Mishra – Head Commercial, Trent Hyper Market Ltd.**
- **Brett McLean - Head of Modern Trade - Mondelez India**

## **FEBRUARY 1, 2017 (WEDNESDAY) Day 2**

### **Success Story 6: Partnership – Success @ Fresh**

Presenters:

- K Ravindranath, Head - Buying & Merchandising (Fruits & Vegetables), Heritage Fresh
- Ritesh Bhimani, Country Head, Zespri International

### **Success Story 7: Innovative Customer Engagement in Spirits Category**

Presenters:

- Satish SV, AVP – Buying & Merchandising (Foods), SPAR India
- Deepak Bhatnagar, Sales and Marketing, Sula Vineyards

**18:00 to 18:45: Session 2: RAPID Q&A - How together we deliver 'MORE' to the customer?**

#### **A rapid Q&A session on success stories and other interesting case studies.**

- If following concepts working in India ?
- Food/ FMCG Brand pays fixed rental/ MG for shelve space.
- The "Direct Store Delivery" concept where delivery reps come in regularly to restock and rotate products.
- Prime shelf space auctioned on daily/ weekly monthly basis by retailers to products/ brands.

#### **Retailers Panel:**

- Ajay Thakur, Business Head ( Fresh), ABRL
- Sunil Sanklecha, Nuts-n – Spices
- Uday Varma, Commercial & Marketing Director, Trent Hypermarket (Star Bazaar)
- Ponnu Subramanian, Chief Operating Officer, Spar India
- Kuldeep Goyal, VP - Merchandising (Foods), Spencer's
- Madhumita Mohanty, Head Merchandising, Health & Glow
- B.V.K. Raju, Director, Q Mart
- Arun Khattar, CEO, Needs Supermarket

#### **Brands Panel:**

- Gaurav Sharma, Director Sales, Kelloggs
- Saurabh Saith, Head of Modern Trade - Bev & Foods, PepsiCo
- Krishna Rao, Category Head, Parle Biscuits
- Rao Sahib S R, Director - Sri Family Group
- Neelima Burra, Chief Marketing Officer & Business Head - Organised Retail & Olive Oil, Cargill
- Saptarhi Lahiry - Modern Trade & CSD, Abbott
- Harshita Gandhi, Director, Tree of Life
- Rohit Dogra, Head - Modern Trade, ITC

**19:30 onwards** : Venue: Sofitel Hotel, BKC, Mumbai

#### **IFF SOLO \* Stories \* Opinions \* Learnings \* Outcomes \* – LESSONS FROM A STORY OF PERSONAL RESILIENCE**

- Niren Chaudhary, Global President, KFC, Yum! Brands

*followed by: COCA-COLA GOLDEN SPOON AWARDS powered by INDIA GATE ( (by Invitation only)*



## FEBRUARY 2, 2017 (THURSDAY) Day 3

### 10:30 – 11:30 : **KNOWLEDGE SERIES 3 - THE TEN COMMANDMENTS OF BUILDING A TRENDY FOOD BRAND – BUILDING ASPIRATIONAL, BUILDING EXPERIENTIAL!**

- **“Experiential is the Holy Grail for marketers”**
  - *How to build a niche strategy, and how to execute it*
  - *Delivering memorable moments to the consumer .. what creates the Wow! factor*
  - *With the millennial-ization of our consumers and digital-ization of the new interfaces and mediums they stay tuned to, what are the ways to break clutter and stand out*
  - *The ambience and positioning matters, as much as the product, or sometimes even more .. how do you achieve that 360 degree aura*
- **Mahesh Kanchan, Vice President – Marketing, Carlsberg India**

### 11:30 – 12:30 : **FOOD SERVICE OPPORTUNITIES & TRENDS**

- Changing diners’ preferences
  - Changes in Food service Industry – India v/s rest of world
  - Changes in regulatory & legal environment
  - Impact of digitalization on Food Service Industry
  - New Formats of food outlets
- **Lead presenter : S K Maratha, President, Food Service India**
  - **Altamsh Patel, Sous Chef, Taj Hotels Resorts and Palaces**
  - **Sushil Sawant, Director Commercials, Vista Processed Foods**
  - **Chef Juliano, Owner, Link room, Corporate Chef - La Ruche**
  - **Vijaypal Rawat, Cocktails & Dreams**
  - **Kajal Bhatia, Founder Nutritionist, Owner, Kajal Bhatia Health**
  - **Shashikant Shetty, Ex – Hon Gen Secretary, AHAR association**

#### **Moderator :**

**Gaurav Singh, GM, Marriott International**



### **FEBRUARY 2, 2017 (THURSDAY) Day 3**

#### **12:30 – 13:30 : THE EXCLUSIVE COFFEE TABLE - FOOD PANACHE : THE LANDMARKS OF GREAT CUISINE AND THE ICONS WHO BUILT THEM**

They didn't build just food outlets or restaurants. What they built are landmarks and institutions of great cuisine, trendsetting as much for the food as well as the panache, service and ambience and the storytelling.

In conversation with the most admired Food Icons – we share and discuss their journey and success story in conversation with a well-known Food connoisseur.

- **Anjan Chatterjee, Founder and Managing Director, Speciality Restaurants (Mainland China)**
- **A D Singh, Owner, Olive Bar & Kitchen**
- **Ashish Saxena, ED & CEO, TexMex Cuisine ( Chili's American Grill & Bar )**
- **Rahul Akerkar, Chef & Restaurateur and Founder, Indigo**
- **Talk show host: Harmeet Bajaj, Food connoisseur & Partner Impresario**

#### **13:30 – 14:30 : HOMEGROWN FOOD BRANDS RULE THE ROOST – IDEAS TO INNOVATE, GROW AND BUILD A TOWERING APPEAL AS A MARKET LEADER AND TREND-SETTER**

- *Case study presentations*

- **Albinder Dhindsa, Co Founder, Grofers**
- **Alok Jain, Founder & CEO, Yumist**
- **Yangchen Lachun, VP, Marketing, Chai Point**
- **Vikrant Batra, Founder and Owner, Cafe Delhi Heights**

#### **CLOSING REMARKS**

**14:30 onwards : LUNCH**