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7th FOOD & GROCERY FORUM India

MOFPI
Ministry of Food Processing Industries
Government of India

INDIA FOOD SERVICE FORUM 2014

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23 & 24 January, 2014
Hall 5, Bombay Exhibition Centre, Mumbai

FFI **NRAI**

• MASTERCLASS • CONFERENCE • EXHIBITION • AWARDS

AGENDA TOPICS

The MISSION of the Food and Grocery Forum India is:

To accelerate Food Retailing by creating ideas, knowledge, network and opportunities for Modern Retail.

Theme of FGFI'14:

Accelerating the growth of Modern Food Retail by building the appetite for Food consumption in India

JANUARY 23, 2014 (THURSDAY)

MASTERCLASS

10:00 – 12:30 : HOW TO MAXIMIZE SALES PER CUSTOMER – INCREASING THE SHOPPING BASKET SIZE OF EACH CUSTOMER THROUGH IN-STORE CONVERSION TECHNIQUES

Through this hands on Workshop, learn the technique of maximizing the shopper's time inside your store by optimising their purchase basket through a deep understanding of the shopper's psyche - what brings her to your store, the shopping mission and purchase process. This exclusive, in depth session will explain how you can use simple techniques to drive shopper engagement both with products and people inside your store. Topics covered will be :

- Preparing for shopping,
 - Shoppers' category and products universe perception
 - Omni Shopper path to purchase
 - Reasons for choosing a channel/a store
 - Visual Merchandising
 - Aisle placement
 - Shelves optimization and eye-leveling
 - Combi-packaging and Pack sizes
 - Store Ambience
- **Expert: Ankur Shiv Bhandari, MD, Kantar Retail India & MD, ASBICON**

- Shopper marketing & consumer behavior expert with wide national & international experience
- Presently MD of Kantar Retail, Indian Subcontinent & MD, ASBICON
- Has directly managed multi million dollar businesses with the likes of Procter & Gamble and ICI
- Has consulted many Fortune 100 organisations

CURTAIN RAISER

12:30 – 13:00 : CONSUMER IN THE DRIVING SEAT - WINNING STRATEGIES IN THE CONSUMER LED FUTURE

Top 10 consumer trends in 2014

- **Saloni Nangia, President, Technopak**

Retail Trends of Future : A Global Perspective

- **Bhavdeep Singh, Executive VP, US Operations, Ahold USA**

13:00 – 14:00 : INAUGURAL AND KEYNOTE ADDRESS : THE OPPORTUNITY IN FOOD AND GROCERY RETAIL FOR INDIA'S ONE BILLION - Although food and grocery constitute 69 per cent of India's total retail market (which is estimated to be worth about \$490 billion), the share of the category in the country's \$37-billion organized retail market has increased from one per cent to three per cent, according to a recent study. Hence a huge opportunity lies ahead as this sector is poised for a significant growth in the years to come. How do we tap the huge potential eradicating all the bottlenecks and roadblocks ? What are the learning's in this industry in the last decade and how do we move forward with those? What ideas, innovation does the food captains have in their mind to offer more to the consumers and grow the overall pie of modern retail and trade ? Hear the CEOs, Policy-makers, experts and consultants on the entire cycle of food production, distribution, retailing and consumption, and how it is preparing itself to serve the one billion Indian consumers.

- **Moderator : Shivnath Thukral, Group President, Corporate Branding & Strategic Initiatives, Essar Group and former Managing Editor, NDTV Profit**
- **J. P. Meena, Joint Secretary, Minister Of Food Processing Industries (MOFPI)**
- **Gajendra Bhujbhal , Economic Advisor, Ministry Of Food Processing Industries (MOFPI)**
- **Ajay Kaul, CEO, Domino's**
- **Devendra Chawla, CEO, Food Bazaar , Future Group**
- **Jamshed Daboo, CEO, Trent Hypermarket**
- **Mark Ashman, CEO, Hypercity**

14:00 – 14: 30 – LUNCH



14:30 – 15:30 : QSR:THE WAY FORWARD - A report by CRISIL mentions that India's QSR market will double by 2015 – 16 from 2012 -13. Currently global brands constitutes 63% of total QSR market

but with a lot of domestic, regional, new international players entering this market tuff competition lies ahead. How does the Indian players compete with the foreign players ? How do they distinguish their brands and offerings ? What are the successful elements in both the QSR players ? Hear it our from some of the leading players.

- **Moderator : Samir Kuckreja, President, National Restaurant Association of India (NRAI)**
- **Ajay Kaul, CEO, Domino's**
- **Dheeraj Gupta, MD, Jumboking Foods**
- **Gaurav Jain, CEO, Mastkalandar**
- **Nilanjan Bhattacharya, COO, Barista Lavazza**
- **Sanjay Coutinho, CEO, Baskin Robbins**



15:30 – 16:30 : THE WOW EXPERIENCE - Designing, developing and managing a truly memorable experience for customers & what they look for a memorable eating out experience. The WOW ! experts share customer winning techniques which create immense brand loyalty, life-long relationships and enduring word-of-mouth.

- **Moderator : Samir Kuckreja, President, National Restaurant Association of India (NRAI)**
- **Dev Amrithesh, President & COO, Dunkin' Donuts India**
- **Mohit Sharma, CEO, Romio Technologies**
- **Subroto Mukherjee, CEO, Burgs**
- **Viraj Sawant, Business Head, West, Zomato**
- **Sanjiv Rajdan, GM , Pizza Hutt India, Yum Restaurants**
- **Chetan Arora, Subway**

.16:30 – 17:30 : SUPPLY CHAIN - Who's job is it to fix it ? - The supply chain capability of a retailer is a good indicator of modernity, i.e. up-to-date, novel and good practice. Supply chain capability may be achieved through functional integration and development of advantages in lowering costs, increasing revenue, improving quality, service levels and building consumer loyalty. Many supply chain programs have reached varied degree of success in Indian food retail industry, but they are well short of excellence achieved by modern retail world over. How should Retailers collaborate with Food and Grocery Companies and vendors? How should they take their vendors' help in managing the inventory? Is direct delivery to stores a good idea and is it feasible? Which vendors qualify to get visibility of demand and point of sales data? How should we analyse the data for faster filling of shelves? Why are we not able to make the cold chain cost effective? Who will fix these problems?

- **Moderator : Sanjay Sethi, CEO - Food & Beverages, Export Trading Group**
- **VPS Malik, VP Sales, Modern Retail & Institution, Parag Milk Foods**
- **Balaji V, COO, Future Supply Chain Solutions**
- **Chandramohan Gupta, Director, Supply Chain, Coca Cola**
- **Rajdeep Datta, Director, E Business & Supply Chain, Carrefour WC&C India**
- **Ravi Mandayam, Founder, Director - Technology, Frontal Rain Technologies**
- **Rustom B Irani, CEO, Promethean Spenta Technologies**

- **Srinivasa Ramanujam, Business Head, Adani Agrifresh Ltd**

17:30 – 18:30 : FORUM OF INDIAN FOOD IMPORTERS (FIFI) CONCLAVE - Imported food segment is growing and becoming more popular not only in the metros but also in the smaller towns and cities as well. Traditional & Modern Retail plays a very important role in the growth of the Imported Food Category. Growing young working population coupled with their willingness to experiment with new cuisines and to pay more for higher quality ingredients will drive the growth of this food category for a long time. FIFI in conversation with Modern trade heads and Traditional Retail 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 consumption ?

- **Moderator : Sumit Saran, Director, SCS Group**
- **Co Moderator : Amit Lohani, Max Foods & Convenor FIFI**
- **Jehanghir Lawyer, Fortune Gourmet**
- **Purshotum Narang, The Gourmet Store**
- **Saikat Sarkar, Head Speciality Foods, Spencer's**
- **Laxmichand Gada, Society Stores**
- **Kirit Maganlal , Magsons**
- **Prakash Sanghavi, Delta Nutritive**
- **Dhruv Meid, Fine Foods**
- **Rakesh Banga, Banyan Foods**
- **Sanjay Bajoria , Bajoria Foods**
- **Subash Gulati, Empire Store**
- **Puneet Gupta , L-Comps Impex**
- **Uday Chugh , Vriddhi Specialty**
- **Ajay Parashar , Arjit Foods**

18:30 – 19:30 : GROWING THE HEALTH FOODS MARKET: HEALTH AND WELLNESS ON CONSUMER MINDS - Consumers are actively seeking quality and healthy foods. Apart from easy to cook/serve, convenient foods, they want high quality, low calorie, organically produced,. functional foods and beverages, natural foods and are willing to pay a premium for them. Grocers who are able to provide healthy food options will have an edge. But how will they create awareness, maintain consistent quality and how will they influence customer purchase decisions. As more and more such healthy alternatives continue to flood the supermarkets, what will be the next breakthrough in this segment. How will suppliers innovate and meet demand, and leverage their brand on the "healthy and fresh" platform?

- **Moderator : Mohit Khattar, MD, Godrej Natures Basket**
- **Lead presentation :V N Dalmia, Chairman,Dalmia Continental & President,Indian Olive Association**
- **Aditya Bagri, Head, Marketing & Strategy, Bagrry's**
- **Kajal Bhatia, Nutritionist Therapist, Founder Clean**
- **Mickey Mehta, India's leading Holistic Health Guru**

- **Naaznin Husein, Founder & Director, Freedom Lifestyle & Wellness Centre, Secretary Indian Dietetic Association, Mumbai Chapter**

20:30 onwards - COCA COLA GOLDEN SPOON AWARDS (By Invitation only)

Venue : Renaissance Hotel Convention Centre, Powai

JANUARY 24, 2014 (FRIDAY)

MASTERCLASS:



09:30 – 11:30 : GETTING YOUR CUSTOMERS TO RETURN : WINNING & RETAINING CUSTOMERS

Loyalty programs are an important part of a retailers marketing strategy. Creating a successful loyalty scheme means delivering real relevance and perceived benefit to customers. But then how do you differentiate? And do loyalty programs always work? This workshop will provide you with all that you need to know about differentiating your loyalty. Obtain first-hand insight into the most successful schemes and software being utilized and discover how to influence customer behavior over time to deliver a bottom line contribution to profit. Topics covered will be

- Loyalty: Fad or Fab?
 - ValuAccess Approach to Loyalty
 - Case Studies of success in Loyalty
 - Defining the Perfect Programme
- **Expert : Zulfi Tyebjee, MD India, ValuAccess**
 - Leading ValuAccess in India since 2008 & has been one of the key drivers in establishing ValuAccess as a leader in the GiftCard & Loyalty business in India
 - Clients include Pizza Hut, SRS , Bercos, Baskin Robbins Country Inn, JW Marriott, Cocoberry in India and Pacific Coffee in Hongkong .
 - Handling 75+ brands in Hongkong, China, Malaysia, Singapore, Malaysia, India and UAE
 - Was C.E.O. of Clubnet Services Pvt Ltd
 - Co Founded A La Concierge Services Pvt. Ltd in 2003. ALC is a concierge and value-added services provider to large corporations and their employees and is one of the largest concierge companies in India with employee strength of over 200 staff.

11:30 – 12:30 : SEMI URBS – THE NEW CONSUMPTION HUBS - The early 2000s witnessed development in a lot of Tier II cities. Rapidly growing economic activity in these cities led to increased urbanisation, higher disposable income, and increased aspirational levels of the consumers. In view of these factors, brands see these cities and their huge untapped population as a lucrative opportunity. A survey has reported that acceptability of newer products is faster in smaller cities where people have more time to visit malls. These new consumption hubs are emerging with economic growth percolating to smaller cities. By 2020 there will be around 200 cities in India with a population of more than 0.5 million. Some of these so called ‘small towns’ are buzzing

with action and displaying signs of growing consumerism. Hear food brands, retailers and experts on how they are leveraging this huge opportunity

- **Moderator : Sadashiv Nayak, CEO, Future Value Retail**
- **A. S. Chadha, Vice President Sales, Organized Trade, Nestle**
- **Amit Singhal, Head Direct Trade, Colgate Palmolive**
- **Aseem Soni, Director, Consumer Sales, Cargill Foods**
- **Manish Behl, Business Head Foods, Sahara Q Shop**
- **Sumit Chandna, Chief Merchandising Officer, Aditya Birla Retail**

12:30 – 13:15 : DUBAI : A LAND OF IMMENSE OPPORTUNITIES & SOLUTIONS FOR INDIAN BUSINESS - Dubai exports is planning for exploring various key sectors and growing its business with partnership in Indian entrepreneurs. The vast range of manufacturing & production facilities in Dubai coupled with excellent logistics infrastructure forms a lucrative opportunity to expand and export from here, also for Food and Beverage sourcing. The Head of Dubai Exports in an interesting presentation will share the opportunities & how the food industry can benefit .

- **Dr. Ashraf Mahate**, Head Export Market Intelligence, Dubai Export Development Corp. & Vice Chair Economic Policy Comm., Dubai Department of Economic Development

13:15-13:30 – LUNCH



13:30 -14:30 : DEVELOPING INDIAN FOOD PALATE TO INTERNATIONAL STANDARDS – FOOD CONNOISSEURS SHARE THE INNOVATION IN TRENDS - With each new generation of customers that enters the market comes a new set of expectations with new tastes, and food habits. Consumer trends are changing at a fast pace, they would like to experiment with new recipes, go in for new food, new cuisines. Thanks to the new generation chefs who are able to fulfill this because of their creativity and innovation. But how are they doing it ? How are they sourcing the various ingredients in their cuisines, what are the products they are using in their recipes, how are they adding a pinch of international flavors in their dishes yet not moving away from its traditional and local tastes? Customization and newness is the key now. How are they doing it ? With the growing tastes of consumers, chefs are also experimenting with their ideas, innovation & trying to create new palates for the modern consumers. Hear it out from the master chefs and the hospitality sector experts in this session.

- **Moderator : Riyaz Amlani, MD, Smoke House Grill and Mocha Cafe**
- **Chef Sandeep Pande, Executive Chef , Renaissance Convention Centre**
- **Chef Sudhir Pai, Executive Chef, Holiday Inn Mumbai International Airport**
- **Chef Kedar Bobde, Executive Chef, Hyatt Regency Mumbai**
- **Gauri Devidayal, Director, The Table**

14:30 - 15:45 : FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA (FSSAI) & FIFI SYNERGY – PARTNERS IN PROGRESS : COLLABORATIVE GROWTH OF IMPORTED FOOD RETAIL & SERVING THE BEST TO INDIAN CONSUMERS - FIFI has played a pivotal role in

increasing awareness on compliance on various Food Safety norms and regulation . The forum has emphasized on bridging the gap between FSSAI and Trade by conducting various interaction , seminars and consultations on rationalizing the law . The ever evolving laws in the country has created various stalemates in Trade impacting the entire industry. We have been able to get various reliefs from FSSAI , Legal Metrology to simplify the laws and bring major compliance in Trade . The overall scenario has impacted Trade Commissions , Embassies , Importers and Modern trade in a major way. How do all the affected constituents of trade take a future course to bring more compliance in Trade and get the law simplified ?

- **Moderator : Amit Lohani, Convenor FIFI**
- **Saikat Sarkar, F & B Specialist, Spencer's**
- **Sumit Saran, Director, SCS Group**
- **Ashwin Bhadri, FSSAI & Compliance Expert & Head Business Relations, Equinox**
- **David Williams, Head Agriculture Office, US Consulate, Mumbai**
- **Kathleen Donohue , Trade Commissioner, Canadian High Commission**

15:45 – 16:45 : MULTI-CHANNEL RETAILING FOR MAXIMUM OUTREACH TO EVERY POSSIBLE CUSTOMER AND GROWING SHARE OF MODERN RETAIL IN FOOD AND GROCERY - Retailers are focusing on multi channel retailing as an opportunity to grow business, increase consumption & reach out to more consumers as this gives ample scope to grab many eyeballs and saves them from the high rental costs. A grocer must build his business from a customer centric perspective, which must include serving customers via many channels (internet, telephone, home delivery, mobile vans, catalogues, kiosks). Even the customers are continuously adapting to multiple channels and are moving across various mediums to make a purchase. How are the grocers leveraging this in their business and making sure they are omnipresent ? How technology, social media, blogs forms a very important part of their growth strategy? Which products / categories do well in which channels/ formats ? The retailers and grocers needs to be well versed with all these facts and apply to their business. To stay ahead in competition and be the most preferred shopping channel ,they also need to innovate and renovate continuously. Retailers and grocers share their multi channel retail strategies in this session.

- **Moderator : Sreejith Mohan, GM & Head – Buying & Category Management, Godrej Natures Basket**
- **Darshana Shah, Sr VP, Marketing & Visual Merchandising, Hypercity**
- **Karan Mehrotra, MD, Localbanya.com**
- **Manoj Satia, MD, Direct2u Retail**
- **Naresh Gupta, Paramount Group**
- **Pradipta Kumar Sahoo, Business Head Safal, Mother Diary**
- **Shaurya Mehta, Co Founder & COO, Ekstop.com**



16:45 – 17:45 : ROLE OF F & B IN BUILDING THE HALL MARK OF AN HOTEL - Restaurant business acts as a catalyst to business in the hospitality sector. Not only it generates additional revenue but it drives in more traffic, creates a brand positioning in the market. Bukhara restaurant at ITC Maurya Sheraton, Delhi is a known name and is the dining destination point of famous people, state heads, celebrities and global presidents. How does the restaurant enhance the overall brand prestige and by itself becomes a brand on its own ? .How does the focus on food and beverage provides greater opportunities to enhance a property's overall performance, which ultimately adds value to the asset as well as the real estate. What is the importance of food and beverage part in hospitality? What role does it play ? Hear it out in this session.

- **Moderator : Chef Saby, Fabrica by Chef Saby**
- **Aditi Kapur, Founder, DeliveryChef.in**
- **Madhulika Dash, Food Writer and Freelance Journalist**
- **Vikram Kamat, Executive Director, Kamat Group**
- **Ravi Wazir,Principal Consultant, Phoenix Hospitality Solutions**

17:45 – 18:30 : PRIVATE LABELS: LEARNINGS FROM PAST AND THE FUTURE FORWARD -

While India's retail industry continues to scale new heights each year, the private-label arena has also shown incredible consistency and potential. Nielsen estimates the spend on private labels in the country to grow five times to reach \$500 million, or about Rs 3,000 crore, by 2015. Private brands already account for close to 5% of modern trade FMCG sales in India. The food category alone accounts for 76 percent of the total sales in private label, and within this, some areas are making bigger waves than others. Packaged grocery, for example, has a particularly dominant position, as it pulls in a whopping 53 percent of total sales. PL will remain to be an important constituent of any retailers business as some products are doing much better than the national brands. Is it a wake up call for the brands to revise their pricing strategy? Do we have scales to create more PL ? Which categories sell more ? What kind of in store promotions the retailers do for PL and what works ? How are they branding it ? What have been the learning's over the years? How will you implement those ideas in future to grow its scale further ? How can you make this business more lucrative in the future ? Hear the answers from some of the established players in this session.

- **Moderator : Devendra Chawla,CEO, Food Bazaar , Future Group**
- **Ambrish Chheda, Chairman & MD, MasterClass Training & Consulting LLP**
- **Darshana Shah, Sr VP, Marketing & Visual Merchandising, Hypercity**
- **Murali Krishnan, CEO, Nilgiris**
- **Sunil Sanklecha,Founder & Managing Partner, Nuts n Spices**

18:30 – 18:40 CLOSING REMARKS

Notes: Speakers, Sessions and Program Schedule are subject to last minute changes