



# INDIAFOODFORUM

• MASTERCLASS • CONFERENCE • EXHIBITION • AWARDS

14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup> January 2015

Hall No. 6, Bombay Exhibition Centre, Mumbai, India



**MISSION: TO ACCELERATE FOOD RETAILING BY CREATING IDEAS, KNOWLEDGE, NETWORK & OPPORTUNITIES FOR PROFITABLE GROWTH**

**THEME: Harnessing the future of food retail through ground-breaking concepts, powered by knowledge and insights into consumption drivers, technology innovations and best-practices sharing, for profitably growing the food businesses to reach their true potential of serving a billion-plus consumer market.**

**JANUARY 14, 2015 (WEDNESDAY)**

## **MASTERCLASS / WORKSHOPS**

**10:30 – 13:00 : WINNING AT THE SHELF – INSIGHTS TO REALITY** - Learn how you can get inside shoppers minds. Get world class insights on how you can influence demand and get them behave differently.

- Path to purchase right from channel selection to purchasing products
- Framework to tap shoppportunity
- E-tailing... not just purchases but role it plays in purchases
- Retailer's thrust on Foods
- Category management for foods
- Insights to action – Visual merchandising and in-store interventions
- Driving insight to action through collaboration
- Managing shelf layouts to drive business and shopper satisfaction

Experts: Deepak Pillai, Director, Performance Management, & Manoj Kulkarni, Director, Shopper Marketing, Nielsen

**13:00 – 13:45 LUNCH**

**13:45 – 14:30 : FGFI & IFSF CURTAIN RAISER**

- MARKET SIZING : CURRENT & PROJECTED – Rohit Ramesh, Principal, BCG
- EMERGING TRENDS IN FOOD SERVICE / EVOLVING CONSUMER FOOD HABITS & PREFERENCES – Rachna Nath, ED, PwC
- SHAILI CHOPRA IN A ONE-ON-ONE CONVERSATION WITH DEVENDRA CHAWLA, GROUP PRESIDENT, FOOD, FMCG BRANDS, FUTURE GROUP :
  - Evolving Consumerism – trends for 2015-16



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- Consumer's changing preferences towards online and strategy to integrate clicks with bricks
- Modern Trade helping to incubate new brands and aspiring entrepreneurial ventures...

## **14:30 – 15:45 : INAUGURAL & KEYNOTE ADDRESS : THE FOOD RETAIL LEAP 2020 : How the food retail industry will evolve in the next decade and the factors driving this evolution**

By 2016, India is expected to overtake Japan to become the world's third-largest grocery market, generating sales worth more than US\$566 billion. The emergence of India, behind only China and the U.S., clearly indicates that the country's food and grocery markets provide long-term growth opportunities for both domestic and international food retailers and wholesalers, distributors, product and service suppliers and investors. E Commerce and online has a crucial role in this growth trajectory. The Indian Food service industry which is worth \$ 41.3 bn, growing at a CAGR of 11% is also poised for a big leap. It is expected to reach \$68 bn by 2018. The size of Organized Indian QSR market is \$0.62 bn, growing at a healthy CAGR of 20% and is expected to reach \$1.1 bn by 2017-18. Digital evolution cannot be ruled out when considering this huge growth as it is also an important aspect of this growth cycle. The food experts discuss the future and shares their vision of this industry and what is fuelling this growth. E-commerce wars are hotting up and food and grocery e-tailing seems to be the newest battlefield. The shift from brick to digital metamorphosis in food retail is catching up very fast and that day is not far off when we have food online joining the billion dollar club like the other leading e-commerce categories. Hear from the food retail titans on how they are preparing themselves for this shift, & gearing up their business for the future.

- Opportunities and challenges emerging in the next decade
  - Key trends for 2015 & beyond
  - Changing Consumers spending habits
  - Decoding the new consumer mind
  - Digitalization : The new marketing means
  - The growing demand for Online shopping
  - How to capitalize and create the next consumption boom
  - Technology impact on the business of food
- 
- Moderator : Shaili Chopra, Award-winning news Presenter and formerly Senior Editor, ET Now
  - Anjan Chatterjee, Founder, Speciality Restaurants
  - Craig Wimsatt, CEO, Bharti Retail
  - Damodar Mall, CEO, Value Retail, Reliance
  - Rakesh Biyani, Jt MD, Future Retail
  - International Expert - Martin Hill, Commercial Director, FairTrade International



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**15:45 -16:30 FSSAI SESSION: FOOD REGULATORY GUIDELINES – CHANGES, CHALLENGES AND WAY AHEAD** : This session brings the Food Authority and the food business community together on a single platform to discuss the implementation of the regulations in a conducive and business friendly environment. Some of the prominent issues to be covered:

- ambiguity over the licensing criteria as many doubts about whether applicants can apply for more than one year license term as per the regulations of the Act
  - single license for business chains instead of a multi-license policy for each location of the same business
  - online licensing portal and online food import clearance system
  - procedure for harmonization of Indian food standards with Codex standards
  - notified referral labs for purpose of food analysis
  - creating awareness through mass media for various stakeholders on topics like licensing and registration, misleading claims made by companies, misbranding, adulteration, hygiene practices and safe food messages.
  - checking the safety of the food being imported into the country presently at select ports.
- Moderator : Amit Lohani, Founder Director, FIFI, MD, Max Foods
  - Dr. Pankaj Jaiminy, Ass VP, TÜV SÜD South Asia
  - Dr. Vaibhav Kulkarni, Director, Abbott Nutrition Regulatory Affairs, Abbott Nutrition International
  - Jitendra Nautiyal, Regional Audit Manger, NSF International
  - Ujjwal Kumar, ED, Food Safety, TFS Corporate Solutions

**16:30 – 17:00 DUBAI : THE CENTER OF GLOBAL FOOD TRADE** : *An interesting presentation show casing the various avenues of association with Dubai Exports and how the Indian food industry can partner, benefit and grow.*

- Dr Ashraf Mahate – Head, Export Market intelligence, Dubai Exports

**17:00 – 18:15 : THE ‘PICASSO’ OF MODERN FOOD ART : REVOLUTIONIZING THE INDIAN QSR & DINING : THE NEW TASTE, TEXTURES, AROMAS OF THE FOOD SERVICE BUSINESS IN INDIA** : The last couple of years have witnessed a plethora of new concepts and formats in Food Service retailing. Cafes make for an impulsive option to socialize with friends while fine dining places are popular with families. At one end we see Theme restaurants, Concept Cafes, Ice Lounge; at the other end there are cuisines such as Japanese, Greek, Malay, Lebanese, Mediterranean enjoying prime focus . What are the some of these other emerging formats which will drive food consumption trends in 2015 & beyond? This panel features the leading innovators and executives who are both satisfying the emerging changes in



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eating habits, tastes and trends as well as creating new concepts to capture diners who are ever hungry (and thirsty) for something new, fresh and exciting.

- Moderator : Samir Kuckreja, Founder, Tasanya Hospitality
- Chef Sabyasachi Gorai, Mentor at Fabrica by Chef Saby
- Chef Salil Fadnis, Executive Chef, Aamby Valley Ltd. & Sahara Hospitality Ltd & Secretary WICA
- Kajal Bhatia, Whole Food Nutritionist ; Natural Health Expert
- Kiran Nadkarni, Founder & CEO, Kaati Zone
- Parvin Juneja, MD, South Asian Hospitality
- Raju Bhupathi, CEO, Hello Curry
- Sagar Daryani, Founder, Wow! Momo
- Zorawar Kalra, Founder & MD, Massive Restaurants

## JANUARY 15, 2015 (THURSDAY)

**10:30 – 11:30 MASTERCLASS - THE FOOD 'AUTOBAHN' : TAKING THE EXPRESSWAY TO SPECTACULAR GROWTH OF YOUR FOOD SERVICE BUSINESS** - A - step – by step doctrine on food service expansion strategy, and the means and modes to grow intelligently and successfully How can you increase your restaurant business from 1 to 10 locations, from 10-50, from 50 – 100 & so on ? Is just vision enough ? Is your on ground execution in sync with your target ? The expert will take you through the various steps for your expansion and the means and modes through which you can successfully grow.

- Expert : Ravi Wazir, An entrepreneurial hospitality and retail professional & Author of Restaurant Start-up: A Practical Guide

*About the Expert :*

- *An entrepreneurial hospitality and retail professional since 1988,*
- *Worked with Swati Snacks (The Zaveris), The Olive Bar & Kitchen (A.D.Singh), Cafe Ritazza (The Compass Group, UK), Desi Deli (Radhakrishna Hospitality Services), The Tasty Tangles (Noodle House, Jumeirah Group, Dubai), The Sports Bar (Galaxy Entertainment) & the erstwhile Taj Birdys (Sanjay Narang).*
- *Authored articles to DNA Money, Hindustan Times, Express Hospitality and Hospitality Biz.*
- *Authored a book "Restaurant Start-up: A Practical Guide", now in its second edition on Amazon and other online book-stores.*



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**11:30 – 11:45 THE NEW SILK ROUTE OF EXQUISITE TASTE - FLAVOURS FROM THE WONDERLANDS OF AUSTRALIA ADDING THE EXOTIC TASTE TO INDIAN PALETTE** -A SPECIAL ADDRESS BY SENATOR RICHARD COLBECK, Parliamentary Secretary, Minister of Agriculture, Government Of Australia

**11:45 -12:45 WORKSHOP ON BUILDING A SUCCESSFUL RESTAURANT – THROUGH FOOD, MENU, KITCHEN LAYOUT AND FUSION OF MODERN CUISINES** : Our celebrity chef and food entrepreneur shows the secrets of crafting a recipe of success for a food service operation by delving deep into:

- menu planning pricing policy, hygiene, safety
  - how to build a kitchen, bakery, back area and facility planning
  - concepts of the food and beverage industry
- Expert : Chef Sabyasachi Gorai, Mentor at Fabrica by Chef Saby

*About the Expert :*

- *Best Chef of India - Awarded by President of India*
- *National Tourism Award, 2011-12*
- *Director, Chef and Mentor - Olive Culinary Academy*
- *Cuisine Specialist and Mentor - Miele India*

**12:45 – 14:00 GROW BIG AND PROFITABLE THROUGH MODERN TRADE - COLLABORATING THROUGH MODERN TRADE AS A FOCUSED STRATEGY TO BUILD YOUR BRAND** : There are two ways to grow big from the time you are in your launch-stage and relatively fresh as a brand: you can have a huge marketing budget to make a splash over the print, television and digital media; hire the best advertising agency with smart copy-writers; and muscle your space to the shelf space of coveted retailers by making big pay-outs as premiums. Or there is the smarter and steadier way of achieving all that – at a fraction of the cost – the key word being ‘collaboration’ and Modern Trade as the ‘facilitator’. Modern trade can help brands achieve a win-win and mutually synergistic strategy where brands get shelf space at retailers, and retailers get to build a wider assortment of top-notch products differentiating themselves from other stores. Paper Boat, Mrs. Bector’s Cremica and many other brands have found success this way with the mentorship and collaborative avenues of the modern trade channel. Hear it out .

- Co-Moderator – Rahul Saigal, President, Geometry Global ,O & M
- Co-Moderator - Abhishek Malhotra, Partner, AT Kearney
- Deeptanshu Khemka, CEO, Murginns
- Gaurav Gambhir, MD, Shubh Food Products
- Harshita Gandhi, Director, Tree of Life



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- Komal Anand, Head Sales, McCain Foods
- O P Khanduja, Business Head, DS Spiceco ( DS Group )
- Mohammed Al Kamali, Director, Dubai Exports
- Pradipta Kumar Sahoo, Business Head, Safal, Mother Diary
- Saumil Thanawala, Director, Marketing, Pelican
- Tarun Malhotra, Head, Organized Retail, Cargill

## 14:00 – 14:30 LUNCH

### 14:30 – 15:30 **FOOD KINGDOM : INFUSING CULTURE, SPECIAL OCCASIONS, EVENTS AND ENTERTAINMENT TO ADD TO THE GREAT TASTE OF EXCLUSIVITY**

: How do you differentiate your restaurant from every other similar dining place. Do you sell the food, champagne, dance floor, resto-bar, pub, or the sports screens. Learn how expert marketers have found their niche and created a differentiated strategy for positioning their brand and defined their clientele. Get insights into infusing the element of Entertainment, Events, and Culture into your brand and get your fan following to develop the taste for your place, notching up the quotient of a cool place to be seen at, and the most happening place in town.

- Moderator : Riyaz Amlani, CEO & MD, Impresario, President NRAI
- Dev Amrithesh, President & COO, Dunkin Donuts
- K S Narayanan, CEO, Pan India Foods
- Niren Chaudhary, President, Yum India
- Rahul Singh, CEO, The Beer Café
- Uma Talreja, CMO, BurgerKing

### 15:30 – 16:30 **MASTER CLASS : HOW TECHNOLOGY HAS BEEN THE BACKBONE IN CATAPULTING WALMART AS THE MOST ADMIRED RETAILER – WHAT THE LEGENDARY RETAILER DOES BEST TO KEEP MILES AHEAD**

Technology as the enabler in:

- Supply Chain and Inventory Management
  - Reinventing the Future with Omni-channel and Digital
  - Vendor Relationship Management
  - Technology inside the Walmart store
  - Re-inventing Marketing driven campaigns and Loyalty Programs through technology
- Expert : Vinod Sivarama Krishnan , e-Commerce & Chief Information Officer ,Walmart India



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## About the Expert :

- *Vinod Sivarama Krishnan , Business head of ecommerce & Chief Information Officer at Walmart India is responsible for setting up and growing up the e-Commerce business in India*
- *Leading and driving the use of technology across the retailer's India business.*

## **16:30 – 17:45 : 'ACHCHE DIN' FOR FOOD BUSINESS - THE WINNING CHANNELS OF THE NEXT 5 YEARS : RESETTING THE RULES OF RETAILING – INSPIRING SHOPPERS IN THE NEW ERA**

As shopper habits are evolving at breakneck pace, the retail landscape is quite different from earlier days. Technology has ushered in a revolution in the way customers make their purchasing decisions. Working women and time-pressed shoppers are taking advantage of the convenience of online shopping for their groceries and numerous service providers are meeting this demand. And while on-line purchases will lag behind in-store shopping, brick and mortar retailers must rework their strategies and tactics to continue to drive traffic and to maintain their dominance. Get insights on how, where and why Indian consumers will buy their food and groceries in the coming years and how you need to prepare for these inevitable changes.

- Moderator : Mohit Khattar,MD, Godrej Natures Basket
- Arjun Basu,Co Founder & CFO,mydala.com
- Darshana Shah, Sr VP Marketing & Visual Merchandising, HyperCity
- Karan Mehrotra,Co Founder & CEO,Localbanya.com
- Harshita Gandhi,Director,Tree of Life
- Maganlal Kirit,CEO, Magsons Group
- Nitin Kalra,Director, A I Licensing
- Nikunj Bubna,MD & CEO, Whats Extra India
- Sumit Chandna,Chief Merchandising officer, ABRL
- Sudhir Tiwari, President and Chief Operating Officer, ThoughtWorks
- Vishal Kumar Bhusari,Head Customer Marketing,GSK

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

Venue : Terrace Garden, Renaissance Hotel, Powai

## **JANUARY 16, 2015 (FRIDAY)**

## **09:45 - 10:45 : KITCHEN CONFIDENTIAL – THE SECRETS OF HAVING A GREAT NERVE CENTRE OF A SUCCESSFUL FOOD SERVICE & HOSPITALITY BUSINESS**

The kitchen is the heart and soul of a restaurant business and needs to be as nurtured and cared for as the food on the plate and the dining room ambience. A memorable dining experience is all about great food, prepared in the choicest manner with fine ingredients and right equipments, and



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served in a pleasing ambience. To do this efficiently day in and day out, and in a consistent manner requires sturdy back-end processes. Learn the secrets of great presentation, right preparation, and serving the food on the dining table in style, which makes the customer asking for more and come back again and again to re-live the experience. Learn the secrets and the dynamics behind a good and efficient kitchen; one which results in putting the best food possible on the plate while improving the cash-flow and profitability of the restaurant.

- Moderator : Rajen Boghani,CEO, Eurotech
- Chef Manoj Rai,Founder, Macchiatto
- Dinesh Rajagopalan,Nyati
- Pinaki Banerjee,MD, Rational
- Pradeep Mathur,MD, Mathur Hospitality Services
- Rakesh Tara, Vice President,Business Development,India & Saarc Region, Adande

## **10:45 – 11:00 : THE CONNECTED CONSUMER – CHALLENGES AND OPPORTUNITIES IN THE DIGITAL WORLD**

- A special Presentation by: Jayaraman Krishnamurthy, Industry Director – Consumer Industries, SAP India

## **11:00 - 12:00 : ROUNDTABLE: LEVERAGING TECHNOLOGY TO GROW YOUR FOODS BUSINESS IN INDIA**

- Overall state of Technology adoption with Indian food FMCG Manufacturers
- Challenges and priority areas for Food Companies
- SAP's strategy for the Food / FMCG Industry and the Innovations
- Partner Experiences with specific clients

- Lead Speaker: Jayaraman Krishnamurthy, Industry Director – Consumer Industries, SAP India
- Partner Lead Speaker: Sabahat Kazi – Director and Co-Founder, Intellect Bizware Services
- Akash Goenka ,Director, Goldiee Group
- Abhijeet Karmarkar, Head - IT, Godrej Nature's Basket
- Dr Umesh,Cow & Buffalo Health Farm
- Gaurav Gambhir,MD, Shubh Food Products
- Harshpreet,LT Foods
- N Prakash,Tata I-Shakti
- Rahul Singh, CEO, The Beer Café
- Rakesh Banga, Partner, Farmland Premium Foods LLP, Director, FIFI
- Rakesh Bhan,Cargill
- Sandeep Kataria,CMO,Yum



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- Saikat Sarkar, Head BFS & DCF, Spencers
- Shyam Venugopal, Director, Savorite Foods
- Saumil Thanawala, Director Marketing, Pelican
- Sandeep Kataria, Chief Marketing Officer, Yum! India
- Yash, Waa Luft

**12.00 – 12:30 : THE SECRETS OF CREATING INDIA'S SECOND LARGEST FMCG BRAND & \$ 3.2 BILLION COMPANY - an exclusive tête-à-tête with RS SODHI, MD, AMUL with SADASHIV NAYAK , CEO, FUTURE RETAIL**

**12:30 – 13:30 : LONDON, PARIS, NEW YORK - MAKING THE RIDE SMOOTHER FOR INTERNATIONAL FOOD HEADED TO INDIA ( FIFI )** : The millennial population and rising disposable incomes across India have created an upsurge in the international food category not only in the metros but also in small towns and cities. The appetite for the new and different grows day-by-day and at times seems insatiable. Yet while the scope is ample and the opportunities for growth loom large, the hurdles of labeling, safety norms, governing laws and other regulations hinder this growth. This panel delves into the opportunities, challenges and proposes the way forward for this important food category.

- Moderator : Amit Lohani, Founder Director, FIFI, and MD, Max Foods
- Adam Branson, Senior Agriculture Attache' US Embassy
- Amedeo Scarpa, Trade Commissioner, Embassy of Italy
- Puneet Gupta , L-Comps Impex
- Rakesh Banga, Partner, Farmland Premium Foods LLP, Director, FIFI
- Sudanshu Mathur, BMS
- Sanjey Bajoria, Bajoria Foods

**13:30 – 14:00 LUNCH**

**14.00 – 15:00 MASTER CLASS : CUSTOMER ENGAGEMENT – BUILDING EMOTIONAL CONNECTIONS FROM ACQUISITION TO INCREASED AND REPEAT VALUE CREATION TO RETENTION:** Customers have always wanted to receive good value and service and be shown respect on a regular basis in return for their loyalty. Increasingly Customer are becoming more demanding: expecting far more timely, appropriate and personalised communication and engagement with their favourite brands. These demands are driving traditional loyalty programmes to new levels of sophistication that incorporate the greater availability of data from multiple sources, the changing consumer communication channels, and increased virtualisation. This Master class is tailor-made to show you how to find deliver the 'oomph'



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factor to your customer engagement activities in both the food retail and food service segments. It will provide attendees with the stepping stones to significantly enhance your customer engagement programmes to drive incremental revenue while finding the right balance between complexity, operation and cost.

- Expert : Alistair Gordon, Founder & MD, ValuAccess

#### *About the Expert :*

- *Alistair is the founder and CEO of ValuAccess, a provider of gift card and customer engagement programmes to more than 100 major brands across Asia.*
- *Based out of Hong Kong since 1996, Alistair has previously established and/or operated companies in Asia, US and UK delivering consumer services in affinity marketing, loyalty, telecoms and telematics.*
- *For the last 6 years Alistair has been a judge for the Prepaid and Emerging Payments Awards.*
- *Some of his clients - Pacific Coffee, CitySuper, Outback, SSP, Pizza Hut*

#### **15:00 – 16:15 PEOPLE AS STARS, SERVICE AS THE HALLMARK - SUCCESS MANTRAS OF MAKING 'PEOPLE RESOURCES' THE MOST COVETED DIFFERENTIATOR IN YOUR FOOD SERVICE BUSINESS**

Front-end customer servicing people are the most important resource in building a warm hospitality experience in an eating-out atmosphere. And 'right people' with the 'right skill-set' is one of the greatest resource-crunch the food service industry is facing today. How to build the right talent, attract and retain them? How do you build successful teams ? How do you empower the next gen – the leaders of tomorrow and who will shape the industry ?

- Moderator : Dominic Costabir, Director, HTI
- Sanjay Coutinho, CEO, Baskin Robbins
- Gauri Devidayal, Director, The Table
- Prof Dilip Patel, Dean, Nalanda International Management School and First Faculty, SP Jain Institute of Management and Research, Mumbai
- Rahul Deans, CEO, Cocoberry
- Ritesh Kumar Choudhary, Director, F & B, JW Marriott Mumbai
- Sandeep Kataria, Chief Marketing Officer, Yum! India

#### **16:15 – 17:30 LIVING THE DIFFERENTIATION : BUILDING A MARQUEE FOOD STORE BRAND BASED ON VALUES, TRUST, QUALITY ASSORTMENT AND CUSTOMER SERVICE – WHERE PRIDE OF SATISFACTION MATTERS THE MOST**

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Retailers and brands are taking numerous steps to convert shoppers into buyers. When merchandise, brands, products being the same, why is that some retailers are reaping profits while others are trying their best to break even or are incurring losses. How are they differentiating themselves with others? Is price factor the main catalyst for buying or is it beyond that - the WOW experience, the ambience, the convenience, the product range & so on?. As we all know that modern day shoppers want more than just a good price — they also want quality and differentiated products. shoppers have more options than ever in terms of where they can shop — both in physical stores and online. Hear it out in this session

- Moderator : Mohit Kampani, CEO, Spencers Retail
- Opening Presentation : Pradeep Bhargava, Head Strategy & Sales, Gladminds
- Ashutosh Chakradeo, Chief Merchandising Officer, Jubilant Retail
- Ashwani Sharma, Chief Merchandising Officer, Walmart
- Martin Hill, Commercial Director, FairTrade
- Manoj Kumar Khatri, CMD, Anant Fresh
- Seshu Kumar, National Merchandising Head, Bigbasket.com