

10:15 - 10:30	WELCOME AND INTRODUCTION TO ICS 2021 Anish Trivedi , President, Alenka Media
10:30 - 10:50	RESEARCH PRESENTATION: 10 Ecommerce Trends That You Need To Know In 2021 Saloni Nangia , President, Technopak Advisors
10:50 - 11:05	CHAIRMAN'S INAUGURAL ADDRESS: Digital Cooperation : Opportunities for the Consumer, Digital Consumer Companies, and the Ecommerce Ecosystem Manish Tiwary , Vice President: India Consumer Business, Amazon & Chairman, Internet Commerce Summit
11:05 - 12:15	INAUGURAL SESSION: DIGITAL DEMOCRACY – Accelerating the Future of e-Commerce Dipali Goenka , CEO and Joint MD, Welspun Kavitha Rao , Country Commercial Manager, IKEA India Rajeev Chaba , President and Managing Director, MG Motor India Rajul Agarwal , Associate Managing Director, Accenture Ramneek Khurana , Co-Founder, Lenskart Session Moderator: Rajeev Dubey , Editor-In-Chief, Fortune India

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12:15 - 12:45	KEYNOTE ADDRESS by Patron and Guest of Honour : Sam Pitroda "How hyperconnectivity is transforming Commerce"	12:00 - 12:45	PANEL DISCUSSION: Hyper-Agile Supply Chains – Mastering the Success Mantra of Ecommerce Order Fulfilment Anil Menon , Head IT, Lulu Dr Anil Chinnabhandar , Senior Vice President – Retail Planning and Supply Chain, Landmark Group Mansi Pakhiddey , Regional Supply Head, Swiggy Satendra Kumar Pathak , Head warehouse and distribution, Adani Logistics Limited Saugat Dutta , Digital Solutions Leader & Head IT, DP World Santosh Kumar , Chief Business Officer - FTH Daily, FreshToHome Foods Session Moderator: George Pepes , APAC Vertical Solutions Marketing Lead, Retail, Healthcare and Hospitality, ZEBRA TECHNOLOGIES
12:45 - 13:05	KEYNOTE ADDRESS: Consumption credit confidence - driving commerce Abheek Singhi , Senior Partner and Managing Director - Consumer, Retail, GrowthTech - Asia Pacific, The Boston Consulting Group	12:50 - 13:10	RESEARCH PRESENTATION: CX Index: How Indian Brands Performed In 2021 Amit Bhatia , Senior Analyst, Forrester Research
13:05 - 13:45	TECH Fireside Chat of the Year! Sabeer Bhatia, Co-Founder of Hotmail Co-Founder, ShowReel In conversation with: Rajiv Makhni , Managing Editor, Technology, NDTV	13:15 - 14:00	PANEL DISCUSSION: The Need For Speed In Customer Service Anvesha Poswalia , Head of Digital and E-commerce – Home Care, Unilever Manish Patel , CIO, MG Motor Priyang Agarwal , Director Marketing, 1 MG Raveesh Bhatnagar , SVP & Head of Digital Business, Indusind Bank Session Moderator: Vandana Tanna , Regional Head - India Business, Freshworks
13:45 - 14:00	KEYNOTE ADDRESS: Conversational Commerce Beerud Sheth , Co-Founder & CEO, Gupshup	14:05 - 14:20	PRODUCT DEMO: WHATSAPP COMMERCE: Boost ROAS and deliver delight to your shoppers today. Sujoy Golan , Chief Executive, Vizury Omnichannel Cloud
14:00 - 14:15	KEYNOTE ADDRESS: How D2C brands helps in increasing customer satisfaction Devesh Khandelwal , CRO, Pickrr	14:25 - 14:45	PRODUCT DEMO: Build Fast Sites, in Less Time: A demo of "Layer0 by Limelight", an all-in-one platform to develop, deploy, and monitor your frontend Howie Ross , Director of Solutions Engineering, Limelight Networks
14:15 - 15:00	PANEL DISCUSSION: The Centrepiece Of Marketing - In 12 Weeks To Value Ajay Dhyani , Head- Marketing & E-commerce, Timex Group Alok Arya , Head – Digital Marketing (Consumer Products), PIRAMAL Group Sachin Vashishtha , Director - Digital Marketing, PaisaBazaar Vipul Mishra , CMO, Reliance Retail Session Moderator: Kumar Guhan , Director - Head of Sales, Business Development & Accounts Management, Treasure Data INDIA	14:45 - 15:00	PRESENTATION: Launch of D2C Yearbook Navin Joshua , Co-Founder & Director, GreenHonchos REPORT LAUNCH: The India D2C Yearbook 2021 100 Most Powerful D2C Brands Scripting Success in India. An exhaustive dissection of the D2C ecosystem challenges and opportunities and the future plans of notable D2C firms.
15:00 - 16:00	REPORT LAUNCH: India Phygital Index 2021 PANEL DISCUSSION: How Good is your Omnichannel Play? Benchmarking 250+ companies. Head to Head, Format to Format, Stage to Stage. Anil Shankar , CIO, Shoppers Stop Ranjan Sharma , CIO and Head of Supply Chain, captive eCommerce & Quality Assurance, Bestseller (Jack & Jones, Vero Moda, ONLY) Satish Panchapakesan , Sr Vice-President and Chief Information Officer, Arvind Fashions Sunil Nair , Group Chief Information Officer, Gulf Marketing Group Session Moderator: Venkat Nott , Founder and CEO, Vinculum	15:00 - 15:45	PANEL DISCUSSION : D2C Enhancing Customer Experience Manish Chowdhary , Co-Founder, WOW Skin Science Rashi Narang , Founder & Creative Director, Heads Up For Tails Rhitiman Majumder , Co-Founder, Pickrr Siddhant Rana , India and South Asia, Market Development Lead, Shopify Vivek Prabhakar , Founder, Chumbak Design Pvt. Ltd. Session Moderator: Navin Joshua , Founder/Director, GreenHonchos
16:00 - 16:45	FIRESIDE CHAT When you have an idea ... and you want to build History Sanjeev Bikhchandani -Co-Founder, Info Edge (naukri.com, jeevansathi.com, 99acres.com, shiksha.com, naukrigulf.com) -Co-founder, Ashoka University -Padma Shri Awardee In conversation with: Rajiv Makhni , Managing Editor, Technology, NDTV	15:45 - 16:30	PANEL DISCUSSION: Booming Ecommerce: The Key Ingredients Coming Together! Shaping the Future of Ecommerce: How to Thrive in 2022 and Beyond Amit Sawant , Head - Marketing, Corporate Communications, Fintech Strategy, Future Lifestyle Fashions Meheriar Patel , Group Chief Information Officer, Digital Solutions, Jeena & Company Prabhakar Tiwari , Chief Growth Officer, Angel Broking Vipul Mishra , CMO, Reliance Retail Session Moderator: Shibani Oberoi , Lead, Innovation, Assets & Offerings, Accenture
16:45 - 17:30	PANEL DISCUSSION: Power of Marketing Automation to Create Brand Evangelists Ajai Thandi , Co-Founder, Sleepy Owl Coffee (Forbes 30 under 30) Ankur Gattani , VP of Growth & Marketing, WebEngage Anurag Saboo , Co-Founder, DaMENSCH Deepak Sabharwal , Co-Founder & CEO, Earthy Tales Praveen Meloth , Head of Product and Marketing, Medisync Session Moderator: Punith Modhgil , Chief Research officer & Co-Founder, Octane Research	16:30 - 16:45	KEYNOTE ADDRESS: Win Shoppers' Loyalty Through Instant eCommerce Ajay Kapur , CTO, Limelight Networks
		16:45 - 17:00	KEYNOTE ADDRESS: CX Experience - Leading the Way Piyush Chowhan , Group CIO, Lulu Group International
		17:00 - 17:45	PANEL DISCUSSION: CMO DIALOGUES Marketing Strategies in the Digital Age – Building Brand and Relevance Ankit Pandey , Head of Media & Digital Marketing, Dyson Kaushal Satam , Senior Vice President heading Airline Partnerships, Product & Operations, InterMiles (Jet Privilege) Shruti Kapoor , Head Of Marketing, Pearson Yasser Suhail , Head Of Digital Marketing, GOQii Session Moderator: Kunal Jeswani , CEO, Ogilvy India

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10:50 - 11:35	FIRESIDE CHAT: Entrepreneurs Creating Content That Keeps the Internet Exciting, Buzzing and Interesting Chef Ranveer Singh Brar , Food nomad, Television and Digital celebrity, Masterchef India judge, Author, Restaurateur, Food film producer; second chef on the Forbes celebrity 100 list (Ranveer's celebrated food books - Come into My Kitchen, A Traditional Twist) In conversation with: Rashmi Daga , Founder, FreshMenu	11:00 - 11:30	CASE STUDY: An eCommerce Acceleration Journey - www.guidetoiceland.is Ellery Womack , Director of Engineering, Limelight Networks Sigurdur Njalsson , Senior front-end developer, Travelshift
11:35 - 11:50	KEYNOTE ADDRESS: Deliver effortless, omnichannel delight to the modern shopper Vinod Chandramouli , Principal Consultant for Business Transformation, Freshworks	11:30 - 11:45	KEYNOTE ADDRESS: The Power of Data - A Critical Enabler of Faster Decision Making Kumar Guhan , Director - Head of Sales, Business Development & Accounts Management, Treasure Data INDIA
11:50 - 12:50	PANEL DISCUSSION: The Rise of OTT - Media Consumption Through Internet How OTT and Streaming Platforms are Rapidly Rising and Changing the Entertainment Landscape Amruta Subhash , Actor & OTT Star Divya Dixit , Sr. VP - Revenue & Marketing, ALTBalaji Maanvi Gagroo , Actor & OTT Star Rahul Mishra , Head Of Marketing, Shemaroo Entertainment Ramakrishnan Lakshman , Sr. VP and Head Marketing, Eros Now Rasika Dugal , Actor & OTT Star Session Moderator: Sunil Lulla , Founder & Chief Evangelist, The Linus Adventures and formerly CEO - Balaji / BARC / Grey / Times / Sony Entertainment / Indya.com	11:50 - 12:05	KEYNOTE ADDRESS: The Profitability playbook to scale your D2C brand online! Navin Joshua , Founder/Director, GreenHonchos
12:50 - 13:20	CASE STUDY: Rise of Smart Receipts: Why Pantaloons adopted Smart Receipts to accelerate its Customer Engagement Strategy Sandeep Mistry , Vice President, Head - IT & Digital - Pantaloons and Jaypore, Aditya Birla Fashion & Retail Limited Siju Narayan , CEO, RexEmptor Consult LLP Siddharth Mishra , Founder, Karnival	12:05 - 12:50	PANEL DISCUSSION: Technology Empowering D2C Businesses Gaurav Khatri , Co-Founder, Noise Gaurav Mangla , Co-Founder & CTO, Pickrr Sidhant Keshwani , Managing Director, Libas Deepak Gupta , COO, Bombay shaving company Session Moderator: Uma Talreja , Marketing and Digital Advisor Ex CMO / CDO and Chief E-commerce (Raymond, Trent, Shoppers Stop, Burger King, ABRL)
13:30 - 14:30	PANEL DISCUSSION: Cross-Border Commerce: International Expansion - Capturing a Global Slice Palak Shah , CEO, Ekaya (Forbes 30 under 30) Rajat Tuli , Co-Founder, Happily Unmarried & Ustraa Samrath Bedi , Executive Director, Forest Essentials Session Moderator: Anurag Mathur , Partner & Leader - Consumer and Retail business, Strategy, PwC	12:55 - 13:10	PRODUCT DEMO: Accenture innovation labs - driving the future of commerce Alpana Dubey , Technology Research Senior Principal, Accenture Suma Kuriakose , Associate Manager, Accenture
14:30 - 15:30	PANEL DISCUSSION: News On The Move How India Consumes Content – Digital News, Learning, Entertainment for the Well-Connected Consumer Bhavesh Pitroda , Founder ICS and Director and CEO, Images Group Ritu Kapur , CEO and Co-Founder, The Quint Sriram Iyer , Editor-in-Chief, Business Insider Session Moderator: Ruhail Amin , Sr. Editor, BW Businessworld	13:10 - 13:40	CASE STUDY: Big Retail on WhatsApp: How Fossil is driving Omnichannel sales on WhatsApp Sujoy Golan , Chief Executive, Vizury Omnichannel Cloud Sumit Ghosh , Director, Brand & Retail, Fossil (India)
15:30 - 16:15	PANEL DISCUSSION: Mastering Web Acceleration – Make It Your Business to be in the Top 10 Meer Irfan Ali , Vice President, Digital, Vodafone Idea Limited Pawan Deshmukh , Director of Products, Tata CLiQ Punit Lodhaya , AVP - Product, Justdial Rithish Saralya , SVP-Engineering, redBus Session Moderator: Ishan Anand , VP of Product, Limelight	13:40 - 13:55	PRODUCT DEMO: Universal Commerce - Empowering Direct to Consumer Brands and Marketplaces Brett Ison , Chief Revenue Officer, Universal Commerce