



# DIGITAL DEMOCRACY

Accelerating the Future  
of eCommerce

OCTOBER 6-7, 2021  
ALL-DIGITAL

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## INTERNET COMMERCE SUMMIT

6th – 7th October 2021

### AGENDA

#### INAUGURAL SESSION: DIGITAL DEMOCRACY – Accelerating the Future of e-Commerce

- Evangelizing the 4th Industrial Revolution (4IR) with Internet and how it augurs for the growth of ecommerce industry – advances in artificial intelligence, cloud computing, robotics, 3D printing, Internet of Things, advanced wireless technologies, quantum computing
- The Future of Lifestyle Management – AI, Robots, Apps, Deep Machine Learning - commanding how we work, sleep, learn, socialize, entertain
- Vision, Values, and Velocity – from bright yellow STD/PCO booths to 100 Unicorns. What the last 50 years mean for next 50 years of India's development into a 'superpower'
- Internet as Foundation for the Future in Human Resource Development – means to achieve social and economic equality, inclusiveness, ESG goals of enterprises, UN Sustainability Development Goals
- Exploding Freedom: Roots in Technology. Internet Freedom: Promoting Human Rights in the Digital Age

#### KEYNOTE ADDRESS by Patron and Guest of Honour : [Sam Pitroda](#)

- *"How hyperconnectivity is transforming Commerce"*

#### TECH LANDSCAPE OF 2025

##### The five TECH 'superpowers' changing our world

'Superpowers' in the digital era takes a new meaning - five extraordinary technological capabilities that are transformative and unlocking game-changing opportunities. A lot of the things that we see now in 2021 could not be imagined even 3 years back. Let us see what can be possible in 2025 in the arena of Tech and Internet-enabled commerce.

We discover the possibilities that are taking place in the world of tech through the eyes and minds of visionary leaders who are at the forefront of imagining and developing astonishing advancements in technology.

1. Mobile: unprecedented reach
2. Cloud: previously unimaginable scale
3. AI: intelligence everywhere
4. IoT: Connecting the digital and physical worlds
5. Cybersecurity

#### 10 ECOMMERCE TRENDS THAT YOU NEED TO KNOW IN 2021

In 1995, the first item ever was ordered online on Amazon – a book. Around 27 years later, the ecommerce industry has made trillions of dollars in sales worldwide. To take our ecommerce business to the next level, we need to make sure to take advantage of these emerging trends in the ecommerce industry.

- Online Sales Growth is Unstoppable – \$4.89 trillion dollars in 2021, and estimated to reach \$6.38 trillion dollars in 2025. Nearly one-fifth of every \$1 spent on retail goods this year will be done over the internet
- The Future of Ecommerce After COVID-19
- Mobile Shopping is Growing
- Young Consumers To Change the Business Landscape
- Evolving Role of Social Media in Ecommerce
- Environmental Topics Influence Buyers
- Desire To Shop With Independent Businesses
- Augmented Reality Transforms How We Shop
- Personalization is the Future
- Visual Commerce Is on the Rise

#### TECH PRESENTATION: As Disruptive As It Gets

## FIRESIDE CHAT

### When you have an idea ... and you want to build History

**"Man's Audacity Turns Dream into Reality"** – this is the snapshot from newspapers that reappeared recently when the world celebrated 50 years of the moon landing and the backstories credited this line to JFK who dreamt his moonshot.

Our daily problems are a little smaller than landing man on the moon.

But there are a lot – as a billion Indians face these problems. And that's the *moonshot* these Founders aimed for. It is the stuff of legends how these entrepreneurs dreamt their vision and changed how India went about crossing its daily hurdles, aiming the power of Internet to make solutions for these - easier, enjoyable and more accessible – better access to a satisfying job, finding a companion for life, getting a fresh hot meal or grocery item delivered. And turning them into India's most admired and valuable companies of the new age.

This inspiring fireside chat will challenge entrepreneurs' thinking to learn from the past, maintain defiance in the face of adversity, keep the grounded-ness and humility intact despite unimaginable success, draw inspiration from the Founders' vision they had on day 1 and carried it through a decade long odyssey, renew our commitment to building better and better businesses that challenge the limits of entrepreneurship and scaling up, and finding newer purposes once you have achieved what you set out to do.

- **Sanjeev Bikhchandani**
  - Co-Founder, Info Edge (naukri.com, jeevansathi.com, 99acres.com, shiksha.com, naukrigulf.com)
  - Co-founder, Ashoka University
  - Padma Shri Awardee

### TECH Fireside Chat of the Year!

In 2002, TIME named him one of the "People to Watch in International Business."

**Sabeer Bhatia, the Inventor of Email and Co-Founder of Hotmail. Silicon Valley Entrepreneur.**

Sabeer Bhatia is the legendary Entrepreneur and technological Genius that everybody in the tech world and outside it, feels proud of. One of the top ten names you would think of when you hear web, computers, email. The 'Inventor' of Email and the legendary genius acclaimed for his business acumen in leading his idea to the greatest business deal of the last century, with no less than the biggest corporation in the world.

In the 90s, Sabeer put India's name on the technology edifice – one of the first Indians who made the world take notice.

*# How does he see India today as a creator of tech value – with the third largest number of Unicorns in the world – India has 100 tech Unicorns out of 700 in the world. And the CEOs of biggest Tech giants having their roots in India.*

Sabeer Bhatia's rise to prominence is part of the "techpreneur folklore". Sabeer came to the US as a 19 year old on a rare CalTech transfer scholarship - the only one to be chosen for the scholarship that year.

*# How does he see life for technology professionals who come into the world of tech with big dreams – hopes to get into a MIT, Caltech, Stanford one day; head a prestigious company like TCS, Infosys; be at the helm of a global tech giant like Microsoft; build a Unicorn company; or invent something useful like Sabeer.*

"He's the most interesting negotiator I've ever met," Steve Jurvetson of Draper Fisher Jurvetson said who was the first investor in Sabeer's idea with \$300,000.

*# What are Sabeer's golden words and golden rules for negotiating a deal, how does he know what is the breaking point of a negotiation and when to walk out the door, what's his advice to young start-up entrepreneurs who sit with pitch decks and term sheets in front of VC and PE investors.*

Creator of the 'original' Unicorn even before the word itself came to be founded 20 years later in the Silicon Valley jargon!

*# If Sabeer was a 20-something old today, what kind of a company would he start, what technologies would he place his bets on. What would he do that becomes an Uber, Zomato, WhatsApp, WeWork, PayTm, AirBnb of tomorrow.*

On one side of the negotiating table was a 20-something Indian engineer and on the other side was the world's richest man, Bill Gates.

*# How different is the art of negotiation today versus the day he sat across Bill Gates and the small army of negotiators from Microsoft. How does the inescapable feeling come that you are right and how do you fight off that fear - what if it all comes to naught.*

"The biggest risk in life is not to take a risk at all," Sabeer Bhatia often tells his friends.

*# What other risks Sabeer has been taking after the spectacular success of Email and co-founding Hotmail.*

Why he believes the journey is more important than the destination.

*# How has the 25 year journey panned out after his 29th B'day (the day Bill Gates bought rights to Hotmail for 400 million).*

Sabeer's VC investor Steve Jurvetson joked with him, "You don't have to sell now. Why don't you wait until you're big enough to buy Microsoft, rather than them buying you."

*# How does Sabeer keep his entrepreneurial journey alive to this day, as a serial entrepreneur with a mindful of tech ventures and enterprises. What kind of bets does he take on other people's ideas. What kind of an idea will Sabeer invest in if someone else approaches him with it.*

Does technology really reach the needy? Is it creating enough jobs?

*# Sabeer talks about his latest endeavours and how he continues to make a difference to people's lives:*

*ShowReel App: help the 1 Billion unemployed (as a result of the Pandemic) get back on their feet*

*Global SIM cards to make mobile phone usage less expensive overseas for international travelers*

*Being able to water farms in India without requiring farmers to travel to the fields themselves*

Generating a higher purpose in life – besides as the 'Inventor of Email', how would he be best like to be known and remembered.

## **B2C the Game-changer : How Leading Businesses are Re-Inventing Themselves Using the Power of Modern Internet Technologies**

- Their journey from a manufacturer-only mindset to leading innovation in retailing and e-commerce
- What Internet technologies have they found most useful – in manufacturing, production processes, the product itself and in retailing
- How did they capture the first mover advantage while making the transformation
- How were the Digital & Technology decisions taken which called for major investments
- How did they make the transition - did they go 'all-in' or take small steps to experiment
- What does it take to convince the 'old guard' and the management who believes in the 'golden ways' of doing things
- How can other legacy businesses catch up that are still uncertain to make the transition, following the success of these 'first movers'

### **14 Ecommerce Trends Leading the Way**

We spoke with leaders in the industry about the changes this year and they had a lot to share. So, let's explore the biggest ecommerce trends and see where things are headed.

1. AR enhances the reality of online shopping
2. There will be a growing volume of voice search
3. AI helps shops learn about shoppers
4. On-site personalization uses those insights to create individualized experiences
5. Big data plays a big part in creating personalized experiences
6. Chatbots improve the shopping experience
7. Mobile shopping is still on the move
8. More ways to pay
9. Headless and API-driven ecommerce allow continued innovation
10. Customers respond to video
11. Subscriptions keep customers coming back
12. Sustainability is becoming more important
13. Businesses should optimize digital strategy for conversion
14. D2C is growing...and changing

## **CMO DIALOGUES**

### **Marketing Strategies in the Digital Age – Building Brand and Relevance**

Top marketers open up about their approach to digital marketing, integrating commerce with digital, building digital presence using hundreds of new technologies, tools, interfaces and mediums out there, and ensuring user fatigue does not set in.

- changes in strategies in last 2 years to cope with the 'new normal'
- make commerce human – optimize, personalize, humanize
- technologies that helped them most – in reach, visibility, consumer satisfaction, organic growth, category development, cost-cutting, revenue growth, profitability growth
- strategies to create a commerce channel for the brand – marketplace, own e-delivery channel, online ordering
- when to do it yourself and when to rely on a third party (e.g. Flipkart, Amazon, Myntra, Zomato, Bookmyshow)
- with the digital ecosystem maturing, how best to seamlessly integrate payments, entertainment, e-commerce, delivery, user experience, after-sales, positive customer reviews
- ensuring a unified brand ethos and authentic message across hundreds of channels – what you can control and what you can't control - social media, digital advertising, influencers, viral videos, memes, Google SEO searches, Instagram pics, Twitter feeds, LinkedIn posts, Facebook stories
- ways to manage a crisis – for example when the star footballer brushed aside bottles of a soft drink during the Press Conference and brand's value dropped by 4 billion USD

### **D2C Enhancing Customer Experience**

D2C has helped businesses survive and thrive in the pandemic, and the growth was remarkable as well. It is a game changer for almost all segments - healthcare, fashion, beauty, and more. 800+ brands have joined the D2C club - not only new brands and startups but traditional players are also establishing a strong presence in the D2C market. This makes sense as the country's online shoppers base is likely to jump to 300 million in the next five years with 90% of the consumers from tier II cities and beyond. Last year, during the festival period alone, e-commerce giants, Amazon, Flipkart and various vertical players clocked nearly \$9 billion sales, despite the pandemic onslaught. We look at how to scale up your journey to become a D2C player.

## 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.

- First-of-its-kind yearbook mapping the milestones of D2C brands across 9+ categories
- What, how, and the future plans of prominent D2C brands
- Category-wise analysis of growth for the sector
- Deep dive into D2C ecosystem to study opportunities and challenges

## THE UNICORN CLUB

### FINDING (and FUNDING!) THE NEXT 100 UNICORNS - E-Commerce Investment Landscape

India achieved the 100 unicorns mark (that is out of 700 unicorns in the world) with a combined market value of \$240 billion, in sectors from e-commerce and fintech to education, logistics and food-delivery. 18 unicorns this far in 2021. Zomato's stunning IPO and Cars24 mega launch in the UAE with a dazzling launch display at Burj Khalifa in Dubai, were the obvious headturners.

- What will it take to create the next 100 unicorns - for PE and VC investors to create wealth, for a growing tribe of e-Entrepreneurs to build on innovative ventures, and for the entire ecosystem to thrive
- Hyper-growth and scaling – x to 10x growth. After achieving the Unicorn badge --> Growing into a Decacorn
- What should be the next mission after becoming a Unicorn – purpose, values, vision, founder's dream
- Built to last - how to catalyze into becoming sustainably profitable businesses
- With some sectors getting over-concentrated, which sectors are ripe for growth for the next set of unicorns
- Keeping the innovation engine running constantly – Jeff Bezos still talks about the 'fire' and 'passion' of the 'first day'
- The next wave of IPOs – Building a successful Roadmap to an IPO. Zomato's and PayTm's successful showing opened the door – how can others build a successful route to market
- With public money getting involved (through IPOs) – how to keep on top of greater public scrutiny + intervention by public authorities and regulatory bodies
- Open innovation programs, corporate accelerators, venture capital arms, crowdfunding platforms, family offices, innovation contests, cohort programs of B-schools – other avenues to help create startups
- How to 'Invest' In Your Investor – creating The Startup — VC Dialogue - trust, transparency, authenticity and respect

## TECH PRESENTATION: Mobility Paves The Way

### MOBILE FIRST

#### Mobile Marketing Strategy for Ecommerce – Why it Matters & How to Get it Right

Mobile marketing must form a central plank of any digital marketing efforts given the sheer numbers, and that are ever-increasing:

- people spend three hours and 15 minutes per day on their mobile phones
- mobile devices accounted for 56% of organic search engine visits
- 203 minutes consuming media via mobile - browsing social media platforms, watching videos, reading ebooks
- 68% of email campaigns now get opened on a mobile device
- 85% of millennials say they've bought a product after watching a marketing video.

We understand from the most digitally-savvy brands how they do it:

- developing a multichannel strategy - SMS, email, social media, content marketing, mobile app
- how-tos of building meaningful Consumer-Brand connection with GenZers
- how a digital marketer can maintain a zero 'switch off' – ensuring the message is out there 24/7
- capture all vital marketing channels - organic search, email, social media, video
- new found role of WhatsApp, Chatbots, QR codes, own App
- tailor-made Content for Micro-Moments
- clicks turning to online ordering and home delivery as a massive mega trend
- how to maintain the right balance:
  - o the right amount of personalization so that it does not 'creep out' the prospect
  - o does not infringe on privacy rights or makes it irritable
  - o maintains a healthy approach to brand building vs a click-n-buy transaction

### CROSS-BORDER COMMERCE

#### Internet Driving International Expansion - Capturing a Global Slice

Once these companies became hugely famous in India and became names to be reckoned with internationally, it is natural they were looking for international expansion. Setting up a physical brick and mortar business in even 5 countries abroad would call for huge investments and take years to pay back. Internet sales can make your reach possible in over a 100 countries in no time and with immediate pay-offs. We learn how these companies decided to set up their online websites and international shipping channels to drive sales abroad.

## TECH PRESENTATION: Too Big to Ignore: The Business Case for Big Data

## **BIG DATA - TAMING THE 'GOLIATH'**

### **How Dispersed Data is Growing by a Million Pieces a Day And Yet How We Can Transform it from the Binary to the Extraordinary**

Whether it is for fraud mitigation by banking and insurance companies, or for getting additional staffing for the rush of orders during Big Billion Days sale or Amazon Prime Day, to ensuring the Chef and delivery boys are ready for the additional pizza orders that will flow in with a Buy One Get One scheme, to ensuring the favourite cereal box on the supermarket aisle is stocked in the right numbers, data is the force driving the decisions.

- 55% of companies used data to improve efficiency during the pandemic while 47% relied on it to improve customer interactions and 45% used it to predict business outcomes
- 80% of the content streamed on Netflix is driven by analytics — specifically its recommendation engine

We step up to Data-Driven Leadership with our expert panel on how they turn data into a revenue-producing action and improve decision making process:

- o Multitude of customers and many ad channels make it difficult to determine which channels are most effective in bringing customers. Trace customer journeys to identify most effective (and profitable) ad channels. **#adbudget**
- o Attribute conversions to the right marketing channel and determine the optimum **#marketingmix**
- o A small segment of customers contribute to a large portion of the sales. Recognize traits of your top-performing customers and help you identify the best prospective customers for faster growth. **#targetedmarketing**
- o Retaining existing customers is a lot less expensive than acquiring new customers. Modelling **#churn** to identify why customers leave
- o Making investment decisions? Analyze top KPIs and drivers, revealing their trends and causes

## **Internet Driving Sales in the Supreme High-End Category**

### **Acceleration of E-Commerce Adoption in the Most Demanding Environment**

Investing in a house and buying a car are probably the most physical - touch, see, and feel - of all the purchases we ever do. Countless site visits, test drives go into making the decision. The pace of consumer acceptance of digitization, virtual world, and the technology to be able to show the product in high definition, real-world environment reached new heights – so much so that developers could sell multi-million dollar homes over a virtual video tour and expensive high-end cars could be sold through virtual showrooming. Also the trend is increasing for pre-owned car sales as well as leasing / renting out properties through property portals without the need to check out the location physically.

Explore the latest trends and technologies that make such conviction possible today for the consumer to be able to make their most important decisions through an e-journey and how leading names are driving this innovation.

## **THE FUTURE SERIES – A NEW & RISING FIELD**

### **AI Gets Emotional: How Perceptive Analytics Could Revolutionize Marketing**

The new world of analytics - artificial emotional intelligence (AEI).

Computers are warming to human feelings, with new image, voice, and text-recognition software tools effectively able to look into the 'soul' and empathize the true emotional state of a person.

While the technology is new and still evolving, some practical ways in which it can turn the future of marketing on its head:

- o the tools can decipher if facial expressions like smiles, smirks, arched eyebrows, or frowns suggest emotions that can be served by a particular product or service **#identifytheneed**
- o AEI offers the ability to better understand customer motivations to buy a particular product **#whoneedsanewlphone**
- o By recognizing, tracking, analyzing, and measuring human emotions using AI, we can access people's truthful reactions to ads and other forms of promotion **#enjoyableads**
- o emotion technology solutions can help advertisers reach people with specific products or services they actually need, freeing the rest from a barrage of product/service promotions **#dnd** (do not disturb)
- o the boredom and frustration viewers feel when bombarded with "hit or miss" emails, social media ads, television - anger boils over into **#adblocking**

## **TECH PRESENTATION: Hybrid Cloud – The Cloud with Avant Garde Personality**

## **THE FUTURE OF WORK**

### **Internet Expanding the Office Cubicle - Hybrid Work and The Future Workplace**

The pandemic has accelerated what was already on the horizon: a hybrid workplace. What we know going forward is that employees will all be more "hybrid" – changing place, changing state, changing mode more constantly. Work will not be binary – either entirely at the office or entirely remote – but hybrid across the office, the home, third spaces, and more.

We explore some of the implications of a more hybrid world of work, and how Internet technologies are shaping the future of work as the "work" and "place" separate.

- How CEOs and HR leaders are deciding on the inflection point for culture, process, management, design, and strategy to embrace the inclusivity, flexibility and distribution of work
- Designing better, healthier solutions for a world of hybrid work
- Inclusive design of solutions to build cohesiveness with the distribution of teams across geographies, different working hours and time zones

- Companies are questioning why they have the floor space they do - average annual cost per employee for real estate in New York is \$17,000 – what investments can be made in technology instead
- Huge increase in On-demand and Gig work
- Next generation of asynchronous communication platforms driving distribution of both work and workforce
- Talent exchanges set up to emphasize the interchangeability of people.
- Increased use of the collaboration metadata - more distributed, more asynchronous, more automated, more fungible
- Talent bases broaden when not defined by office proximity
- Countries and cities competing with each to be the best for remote work talent

## **BOOMING ECOMMERCE: THE KEY INGREDIENTS COMING TOGETHER! Shaping The Future Of Ecommerce: How To Thrive In 2022 And Beyond**

Delve into the ecommerce world and discover the trends that will dominate the Ecommerce landscape in 2022 : e-payment, customer experience and relationships, ultra-personalization, omnichannel approach, AR/VR, machine learning & AI, chatbots, conversational commerce, unified commerce, market places, social commerce, paying methods, shoppable TV, ReCommerce, sustainability, and many more.

## **REPORT LAUNCH: India Phygital Index 2021**

How Good is your Multichannel Play? Benchmarking 250+ companies. Head to Head, Format to Format, Stage to Stage.

First-ever in-depth Multi-channel Commerce Preparedness Report of 250+ Indian Retailers and Brands. Covering:

- 8 overall truths of Hybrid Commerce adoption
- Change management, organisational restructuring, technology adoption, stages of customer journey
- 10+ categories and five phases of the customer journey
- Analyses of - Awareness, Evaluation, Purchase, Service, Loyalty

## **Hyper-Agile Supply Chains – Mastering the Success Mantra of Ecommerce Order Fulfilment**

'Next day delivery' was yesterday's mantra. Now we have Amazon Fresh with 2 hour delivery and noon daily with 90 minutes delivery. How do we adapt the whole fulfilment cycle chain to hyper-agile supply chains and hyper-connected warehouses.

- Gaining visibility and agility at granular level across order management, inventory and logistics with Connected applications
- Simultaneously encompass two opposing concepts: leanness and agility
- Bringing speed, visibility, structure, and accountability - agile enough to change, digitally connected from end-to-end
- Cutting edge solutions such as warehouse robotics; and customer chatbots automating at the front end
- Practical applications of blockchain - developing intelligent track-and-trace in shipping to slash time spent on paperwork by 65%.
- Predictive analytics that use technologies like AI to model multiple logistics scenarios to effectively adapt to unexpected disruptions
- Partners up and down the supply chain be able to communicate in real time
- Building resilience into a Supply Chain 4.0 strategy - Getting ahead of supply-chain risks
- 'Control tower' model - full visibility and connectivity with total digitisation, resembling an airport control tower with screens flashing with continuous updates
- Deploying the latest in ever-advancing technologies: RFID, barcode readers, handheld mobile computers, automated carousels, robotic systems, automated guide vehicles, drones

## **TECHNOLOGY EMPOWERING ART & CULTURE**

### **Creating Iconic Experiences through the Power of Internet**

World famous museums in the league of Louvre Abu Dhabi and Van Gogh Museum curated their collections in an immersive walk-through, coveted Art Galleries presented exhibitions online, Dubai Opera presented a much acclaimed 'hologram' concert replicating the presence of the performer on stage without him actually being present, legendary shows like Geneva Watch Show were attended online, centuries old auction houses like Christie's and Sotheby's took their multi-million dollar auctions online, Tourism Destination Boards marketed their destinations and countries immersing their visual appeal through the internet, Expo2020 is almost here promising to take immersive experiences to another level.

We discover with internationally renowned experience creators on how far the power of Internet can take the performing arts, entertainment, and destination experiences.

- The Future of Immersive Entertainment
- Using the web to power spatial design, art and media in transformations
- How can parallel industries replicate these experiences and help them become more mainstream

## **THE RISE OF OTT - Media consumption on the rise through Internet**

### **How OTT Platforms Are Rapidly Rising and Changing the Entertainment Landscape**

OTT has disrupted the entertainment sector, made watching films and series convenient and handy, brought a class of programming, variety, and sophistication of production techniques rarely seen before. Anybody with a mobile phone and an internet connection can watch a film, documentary or exciting series sitting anywhere in the world. What's next for this exciting phenomenon.

- OTT benefited in subscriber and viewer numbers when people were watching more stuck in homes – how to sustain the growth and numbers as people step out and engage in other activities
- How to capture the attention of Generation Z—who prefers to play video games, stream music, and engage on social media, often simultaneously, rather than just watch TV or movies
- Bringing the Golden Age of Entertainment to the drawing room and the Mobile – with spectacular content already being made in last few years, how to manage rising viewer expectations who expect everything to get more awe-inspiring
- Complete state of the entertainment landscape - integrating streaming + cinema + satellite television (bouquet of channels)
- What doesn't work on broadcast, but can work on streaming
- Transforming viewers' palate to be more receptive to content that is different from what was ever produced before
- Generating exclusive Indian content vs internationally driven content
- Growing the audience category - expanding beyond millennials and metros, to homemakers and senior citizens
- Growing the pie with vernacular programming and regional streaming catering to non-Hindi and non-English markets
- Different monetisation avenues like pay-per-view, sVod (subscription video on demand)
- Tier-two, three and four towns have caught up with OTT phenomenon – what's the next unsaturated market left
- Pricing strategies to make OTT more affordable, to various audiences with different purchasing power, different viewing habits
- The challenge of stickiness – how to make subscribers stay beyond the one week or one month subscription they take to watch a bunch of movies or binge on a particular series
- Changing the perception of the actors - telly can be prestigious too – every big star is doing something on OTT
- How the web space has been a big equaliser – talent is getting recognised and going beyond casting few renowned names
- What's next - roll-out of 5G services, multiplayer cloud gaming, high definition video content, streaming of live sports, entertainment enmeshed with mixed-reality experiences
- Forging innovative partnerships with Telecom companies who have a huge consumer base

### **DIGITAL HEALTH ECOSYSTEMS: Internet-Driven Future of Healthcare in India**

While Telemedicine has been around for many years, it was in the last year that the use of Internet truly powered Healthcare ahead. Teleconsultations, e-prescriptions, Remote patient monitoring served millions in far-sprung corners, saved countless lives and doctors could devote more time to urgent critical care. Internet-driven technology showed that healthcare could be made more efficient, lesser waiting times for patients, patients could be cared for equally well at home, and doctors could attend to 3 patients in the time that they could attend to 1 patient in the traditional way.

How do we progress medical care from here and take benefit of the internet enabled technologies that can provide accessible, equitable, and on-demand healthcare:

- CoWin as world's fastest tech platform – Govt. led from the front when it needed to show results – how we can broaden this lead with private participation
- Health apps, m-health platforms, e-pharmacies leading the way
- Evolving Teleconsultation, Telementoring, Telemonitoring to the next level – making the best care available outside a clinical premise
- 24/7 healthcare and 'Doctor for Every Citizen' – how the Govt. can achieve its goal of universal healthcare
- Different models to serve patients with differing needs, urgencies, ability to pay - purely "virtual urgent care", longitudinal virtual care, integration of telehealth with other virtual health solutions, hybrid virtual/in-person care models
- Digitising healthcare touchpoints – from taking an appointment for an OPD, to final discharge papers after a major surgery, to universally accessible patient healthcare records
- Mental health care which is fast becoming a big issue
- Caring for seniors - with Indian homes becoming more and more 'empty nests' – elderly parents left alone at home while children live in outside cities and other countries
- Broadening access to primary care to address underserved populations in hundreds of smaller towns and thousands of far-flung villages

### **News on the Move**

#### **HOW INDIA CONSUMES NEWS – Digital News for the Well-Connected Consumer**

- Traditional print media bringing their news platforms online – how the best in the business do it – going all digital while retaining the ethos of a publisher
- What are the new dynamics to generate content
- How can news companies develop lasting relationships with discriminating consumers – what can be offered as free content and what can be value-added to make it a subscription model
- Role of social media as an aggregator of news and entertainment, and what this means for advertising and trust
- News dissemination via Social media: Everyone is at the party, but where is the trust? And the revenue for newsmakers?
- 73% access news through smartphones – how to build your complete OMNICHANNEL news outlet
- Facebook and WhatsApp becoming leading platforms to find, consume and share news – how do traditional newspapers, business magazines, news channels combine their strengths through social media
- Enriching user experience making it more interactive - combining several forms of information delivery besides the traditional article format – QR codes, videos, slideshows, podcasts, map mashups, VR-modules
- Most people consume news while they are multitasking, on the move, waiting for something - innovating through cloud-based voice services such as Amazon Alexa and Siri that are able to read out news to the consumer like the 'audiobooks'
- Expanding the meaning and content of news beyond current affairs to inspiring talks, stories that connect, ideas that help grow as a person, learning which helps to expand the horizon

## **THE NEW 'DIY' INDIA – Thanks To The Internet**

In the 80s, Americans discovered keeping fit through Jane Fonda workout videos on VHS tapes. Today fitness gurus, influencers, dieticians, nutritionists, travel writers, fashionistas provide a multitude of channels, whether it's keeping fit through Yoga, Pilates and Meditation; following the latest healthy diets; mastering your way in the kitchen through unique cooking recipes; building up trend-setting styles and fashion icons; or following novel trails by traveling to destinations less explored.

How can we grow on this trend, give consumers more choices, and build profitable channels for the people involved in it.

## **Unlocking the Power of Shopping Centres for Experiential Online Experience The E-Retailer – Shopping Centre collaboration**

*"It seems as if every day there is an e-tailer announcing it is opening physical stores. At the same time, retailers are investing in technology to deliver a platform that meets their customers' needs."* Stephen Lebovitz, former Chairman of ICSC.

The debate of competition between Shopping Centres and Online Retail was over a long time back – online shopping did not make Malls go extinct. If anything, experiential retail needs shopping centres to fulfil that part. With customers demanding unique and personalized experiences, it is clear Online Retailers can find much value in collaborating with Shopping Centres that provide the physical space.

World over, E-commerce retailers — from Bonobos to Amazon with its new pop-up stores — are rolling out brick-and-mortar stores in an effort to solidify their brands and curate their product assortments. A hybrid form of commerce is emerging, one in which shoppers move seamlessly between the physical and digital worlds of retailing as they research products and make purchases. Millennials are savvy, price-conscious shoppers, yet they also tend to place a high value on experiences. While "showrooming" - the practice of researching a product in the store but buying it online - gets plenty of attention, recent studies suggest it is far less common than "webrooming," which entails researching a product online and then purchasing it in a store. 90 percent of all U.S. retail sales still occur "within the four walls of a physical store", according to A.T. Kearney.

We bring the developers who create iconic experiences and leading online retailers who are redefining the digital experience together in this collaborative discussion.

- #1: Unification of Bricks-and-Mortar and Online Retail
- #2: Unprecedented Intimacy with the Consumer – taking the 6 inch screen experience into a 600 sq.ft store
- #3: Elevating the Shopping Centre spatial experience to the tribe of Online Shoppers
- #4: Mall Environments that engage Digital Millennials
- #5: Incorporating Distribution Into Shopping Centres
- #6: Accelerated Developer–Online Retailer Collaboration
- #7: Emergence of a New Blended Hybrid Shopping Model
- #8: Arrival of a Online Retail–friendly Shopping Centre Developer Outlook

## **The Future of Payments How Digital Payments are Enabling Omni-Commerce**

Online shoppers are infamous for their short attention span and their want for instant gratification. What this means, is that e-commerce sites must provide what they need, there and then. And especially at the most crucial spot of the shopping journey – the payments page. After a shopper adds items to their cart, the last thing they want is hitches in the payment process. Most e-commerce websites promise easy payment, but this does not reflect on the choice of payment options they offer. Digital payments can now provide a seamless shopping experience which in turn, leads to customer loyalty, fewer abandoned carts, increased sales conversion, and better ROI.

Most e-commerce websites started out with only credit and debit card, as payment options. But things have now changed and the demand for "anytime, anywhere" payments complemented by superior smartphones, internet connectivity and non-physical interfaces make it a must for every e-commerce site to feature digital payments and "omni-payment" options.

- #1: How digital payments allow more customers to complete the purchase journey on online store more efficiently and with lesser snags
- #2: Multi-site and multi-currency capabilities – target different geographical markets without complexities of currency conversion
- #3: Mobile payments led by devices such as mobile phones and watches  
Before the pandemic outbreak, mobile payments were expected to reach two-fifths of in-store purchases in the US, and already represented half of in-store payments in China
- #4: Traditionally disparate steps in purchasing process no longer work in today's increasingly connected world and can be the biggest put-off for the shopper - taking a holistic approach that provides a connected digital experience across all purchases
- #5: Digital approach is not simply to digitize an existing process – but providing an end-to-end connected experience that integrates payment with coding and receipt capture, whether shoppers make purchases online or in-person

## **Last Mile Delivery : New Rules for the eCommerce Era Challenges, benefits, and future implications**

Today, a great last mile delivery experience is central to any e-commerce business and defines the success of an e-tailer. Customers want to get deliveries on their terms – with 'days' having turned to 'next day' turning to 'same day' and now turning to 'hours'.

The online shopping experience has evolved from "now and then" to "here and now" and nothing more reflects in the expectations of online shoppers. Few points below illustrate how online commerce – the whole success of an e-tailer and its staying power in the market hinges on the last mile delivery.



- 37% of online shoppers who face a poor delivery experience blame the online seller itself and never shop again on its website
- 66% of millennial shoppers want eCommerce companies to provide the 1-hour delivery option in metropolitan cities
- 29% of shoppers change delivery time and location of their package. Furthermore, 50% would like to opt for it if that option is available
- 27% cancel their order as there was no same-day delivery option available
- 90% shoppers track delivery status of package and want delivery to fit seamlessly with their schedule
- Consumers, especially millennials, are prepared to pay a 30% premium for same-day delivery, and even more for guaranteed delivery
- Same-day delivery is expected to reach a 25% market share by 2025, and with surcharges becoming acceptable, delivery is becoming a profit center in its own right
- It just takes one bad delivery to damage a brand's reputation. A failed delivery is not when a parcel doesn't turn up — it's when it doesn't come according to the customer expectations

**#Fixthelastmile** – we understand from the best retailers known for speed and agility in delivery performance how they manage this crucial component, and how the whole supply chain, logistics and warehousing ecosystem is gearing up to evolve new benchmarks in fastest deliveries possible at scale.

### **The Payments Arsenal**

- Payment And Credit Converge To Boost Sales
- How Fintech Gives Back
- The Instant Credit (R)-Evolution
- Pay Tomorrow: Consumer Financing And E-Commerce

### **ADDING A NEW DIMENSION TO YOUR BRAND – Finding your Brand's Mojo through the Internet**

#### **POP CULTURE - Internet is the new 'MTV'**

##### **Music to the Ears – India's famous bands and artists teeming up the Internet**

It's the democracy Indian artists were longing for. Breaking free from record labels, agents and licensing agreements.

#### **How Govt. is the New Start-Up**

#### **Internet Bringing Societal Change : Social Media in Communication**

See how a film producer used the power of the net to bring about societal change.

#ApnaDeshApnaMask - urging people to make their own masks, and inculcating in them the habit of 'mask compliance', instead of mask awareness.

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