

TIME SLOT	SESSION THEME	TOPIC
08:30 - 09:30		Registration & Breakfast
09:35 - 09:40		<b>Introduction and ICS Delhi - A quick overview of how Internet is impacting businesses and its role in establishing #New Commerce Order. Insights on day's agenda and what's in store for Retailers, Brands and eCommerce Players.</b> <b>INDUSTRY EXPERT &amp; SUMMIT HOST: Siju Narayan</b> , Retail & Consumer Industries Business & Technology Practitioner
09:40 - 10:00	Research presentation By Forrester	<b>The India Growth Story - How is Technology and digital transformation is driving business of the future</b> Advances in technology have changed the way we do business. India is going through a transformation, with disruptive innovations constantly at its doorstep in today's digital ecosystem. With billions of connected devices and the resultant exponential data growth Internet Businesses are forced to adopt technology transformation with a view to harvesting data to gain and monetise insights. <b>PRESENTER : Satish Meena</b> , Sr. Forecast Analyst, Forrester
10:00 - 10:20	Research presentation By Technopak	<b>Future Consumer Outlook: Evolving Shopping channels, Consumer Behavior trends and emerging business concepts</b> How will Consumer behaviour evolve and what will they expect from brands, retailers & eCommerce players in the near future? This insightful research will assist in providing direction and stir creativity to prepare businesses for what lies ahead. <b>PRESENTER : Saloni Nangia</b> , President, Technopak
10:20 - 11:10	Inaugural Session	<b>Customer First, Millennial Magic &amp; Tech Innovations - Setting your business priorities for the #NewCommerceOrder</b> In today's rapidly evolving business, putting the customer first strategy means businesses should be agile enough to meet the needs of an on-demand customer. Millennials are forcing businesses to continuously innovate and increase capabilities. How will the leadership set priorities in the digital age and What are the greatest challenges to a modern day leader? <b>SPEAKERS : Lalit Agarwal</b> , CMD, V-Mart Retail Limited <b>Soumya Kant</b> , Founding Member, Clovia.com <b>Tarun Tiwari</b> , Director Product, NYKAA <b>MODERATOR: Siju Narayan</b> , Retail & Consumer Industries Business & Technology Practitioner
11:10 - 11:30	Keynote Address By SAP	<b>Commerce Reinvented - Reimagine everything, from shopper engagement to business models</b> Consumers expect a new type of individualized experience, where commerce is seamless on any channel, gratification is instant, and technology is invisible. Know how to use digital at every turn in the consumer shopping journey and how retailers are innovating shopper engagement across all physical and digital touchpoints – not just a single transaction. <b>PRESENTER : Krishnan Chatterjee</b> , Chief Customer Officer and Head of Marketing, SAP
11:30 - 12:30	Table Talk	<b>What's better than Acquiring a New Customer?</b> Retention is the new lever to growth <b>SPEAKERS : Saikat Sinha</b> , Head of Marketing, Droom Technology <b>Swapnil Tripathi</b> , Chief Business Officer, RailYatri.in <b>Akshay Sharda</b> , Head of Digital, EaseMyTrip.com <b>Amit Kalia</b> , Vice President Marketing, Rew Cars <b>Deepak Tuli</b> , CBO, MakeMyTrip <b>Jacob Singh</b> , CTO, Grofers <b>Shishir Gupta</b> , Director and Founder at Kalki/Kalkifashion.com <b>Vishesh Khurana</b> , Co-founder, Shiprocket <b>Deepanshu Manchanda</b> , Co-Founder & CEO, ZappFresh <b>Bindu Arora</b> , Vice President Marketing, Enhance <b>MODERATOR: Jay Magdani</b> , Head - Product, CleverTap
12:30 - 12:50	Keynote Address By Netcore	<b>AI-Led Personalization for E-Commerce to Scale 10X Growth</b> Today's digitally-informed and demanding e-commerce customers demand greater context. Greater value-for-effort. That's why brands need to personalize the entire customer journey across various digital touchpoints such as websites, mobile apps, email, and social media. How can e-commerce businesses transform new users into brand loyalists? <b>PRESENTER : Pradyut Hande</b> , Senior Growth Marketer & Product Evangelist, Netcore
12:50 - 13:30	Panel Discussion By Zendesk	<b>Creating a Culture of Customer Centricity and Engagement to drive better Customer Experience</b> With focus on Customer, brands and retailers are under pressure to re-invent and re-define organizations to be more customer-centric. This discussion will focus on the culture-change needed to transform Customer Experience Management. The discussion will also focus on building trust through effective engagement to increase Customer Life-time Value. <b>SPEAKERS : Arun Naikar</b> , Head Ecommerce, Fabindia <b>Akhil Srivastava</b> , Managing Director, Parfait India <b>Abhinav Mahajan</b> , Director, Maspar <b>Sandeep Jabbal</b> , VP-IT, Jubilant FoodWorks Ltd. <b>Anil Menon</b> , GM - IT Innovation, Tata Starbucks <b>Vikram Idnani</b> , Sr. Vice President / Head-IT, Reliance Retail <b>MODERATOR: K T Prasad</b> , Country Director, Zendesk
13:30 - 14:15		<b>LUNCH &amp; NETWORKING</b>
14:15 - 15:15	LIVE CASE STUDIES By Vinculum & CleverTap	<b>The Secret Sauce into Nykaa's Success Story and 5X faster Go-to Market</b> Hear the case study on how Nykaa partnered with Vinculum to go Omnichannel and Scale Faster! <b>SPEAKERS : Gaurav Tejwani</b> , Product Head, NYKAA <b>Venkat Nott</b> , Founder and CEO, Vinculum Group <b>MODERATOR: Ranjit Satyanath</b> , CIO, Infiniti Retail Ltd. (Croma) <hr/> <b>How Dineout Attained a 154% Growth in GMV During Great India Restaurant Festival (GIRF)</b> Hear the casestudy of how Dineout partnered with CleverTap to register a phenomenal growth. <b>SPEAKER : Sahil Jain</b> , Co-founder & Head-Sales, Dineout <b>MODERATOR: Raghav Kumar</b> , Head Customer Marketing, CleverTap
15:15 - 15:30	Keynote Address By CleverTap	<b>Retention is the new lever to growth</b> <b>PRESENTER : Jay Magdani</b> , Head - Product, CleverTap
15:30 - 16:05	Strategy to Win Quickfire Insights	<i>Visionaries in their own right, some entrepreneurs are trendsetters too. Here's our special panel dedicated to these outstanding technology-enhanced product and service revolution.</i>
	Changemaker	<b>Hostel living can be a trendy alternative. It is an affordable option, as well. Zostel tells us how it has innovated this trend to make it rise up to the occasion and demand.</b> <b>SPEAKER : Dharamveer Singh Chouhan</b> , Co-founder & CEO, Zostel
	Transformer	<b>The MAGIC of buying property online - How did India's largest Real Estate Internet Company simplified home buying</b> <b>SPEAKER : Karan Primlani</b> , Head - Corporate Dev, Operations and Business Head Owner Services, MagicBricks
16:05 - 16:50	Startup Session Powered by 100 Watts	<b>Role of Startups in bringing innovations in retail and eCommerce business</b> <b>SPEAKERS : Bhavish Sood</b> , General Partner at Modulor Capital and Mentor 100Watts <b>Priya George</b> , Consultant, Co-Founder, Sentient Scripts <b>Vishal kapil</b> , CTO, Marks and Spencer Reliance India Ltd. <b>Sunny Nandwani</b> , Founder and CEO, Acuver Consulting <b>MODERATOR: Ranjit Satyanath</b> , CIO, Infiniti Retail Ltd. (Croma)
16:50 - 17:30	Marketing in the #NewCommerce Order	<b>What does it take to be a New-age CMO</b> The new-age CMO is the one who interprets consumer behaviour with prowess and brings to the front possibilities that are tailored to the customer in every way. But how does he/she do it? What is the mantra to become the new-age CMO? This session has all the insights you would need to up your A-game! <b>SPEAKERS : Kanika Mittal</b> , Business Head, Twitter India <b>Kanika Nijhawan</b> , Head of Marketing, Reebok <b>Gautam Kapoor</b> , Co-Founder & COO, Shiprocket <b>Rahul Garg</b> , CEO & Founder, Moglix <b>Subhjit Mazumder</b> , Director, KPMG <b>MODERATOR: Punit Modhgil</b> , Marketer at large
18:00 Onwards		<b>Closing Remarks</b>

**SPECIAL WORKSHOP 2pm to 3pm**

**Everywhere Commerce - Making every interaction shoppable, across the entire customer journey.**



**Anu Anand**  
Customer Experience  
Solution Advisor, SAP



**Rituparno Mukhopadhyay**  
Partner-Consulting  
PwC India

