



MASSMERIZE 2024

RETAIL, FMCG & OMNICHANNEL CONFERENCE

7TH & 8TH OCTOBER 2024 | THE LALIT, NEW DELHI

THEME: SPUR: Stimulate Performance, Unleash Results

DAY ONE

10:00 - 11:00am	INAUGURAL SESSION Welcome Address: Mr. Kumar Venkatasubramanian, Chair FICCI FMCG Committee & CEO, Procter & Gamble, India Industry Address: Mr. Harsha V Agarwal, Sr. Vice President FICCI and Vice Chairman and Managing Director at Emami Limited Launch of FICCI Knowledge Report by Deloitte Inaugural Address: Shri Chirag Paswan, Hon'ble Minister, Ministry of Food Processing Industries, Government of India Vote of Thanks: Mr. Siddharth Shah, Chair FICCI E-commerce Committee and Co-Founder & CEO, Pharmeasy
11:35 - 11:45 pm	Presentation by: Dr. Anand Ramanathan , Partner & Sector Leader, Consumer Products & Retail, Deloitte South Asia on FICCI Deloitte Massmerize Report
11:45 - 12:30 pm	Driving India Growth: Industry Perspectives on Creating an Enabling Policy and Regulatory Ecosystem Join us for a high-impact panel discussion featuring leaders from the FMCG, e-commerce, and retail sectors as they explore the evolving regulatory landscape and its implications for the industry. The discussion will highlight how a progressive and supportive regulatory environment is essential for unlocking the true growth potential of these sectors and the session will emphasize that while a favorable regulatory environment is critical, internal policy

	<p>reforms within companies—such as streamlined operations, enhanced compliance mechanisms, and innovative growth strategies—are equally essential for unlocking the true potential of these sectors. Panelists will discuss how a balanced approach, combining regulatory clarity with internal industry-led reforms, can help build a resilient and competitive business ecosystem. The discussion will highlight and outline how aligning industry expectations with regulatory support can fuel economic growth, innovation, and job creation, thereby enabling businesses to thrive and contribute meaningfully to India’s development story.</p> <p>Moderated by: Dr. Anand Ramanathan, Partner & Sector Leader, Consumer Products & Retail, Deloitte South Asia Mr. Siddharth Shah, Chair FICCI E-commerce Committee and Co-Founder CEO, Pharmeasy Mr. Viraj Bahl, Founder & Managing Director, Veeba Mr. Ravi Gandhi, Co-chair FICCI E-commerce Committee & President, Reliance Retail Mr. Harsh Hiroo Gursahani, Partner, PLR Chambers</p>
<p>12:30 – 13:30pm (Parallel Session)-By Invitation</p>	<p>CEO Roundtable: Navigating the Future: FMCG, Retail & E-Commerce in a Dynamic Economic Landscape</p> <p>Join industry leaders for an insightful CEO Roundtable as they delve into the future of the FMCG, retail, and e-commerce sectors amidst inflation, rising costs, and technological disruptions. This session will explore key challenges such as consumption slowdown, global recessionary trends, and sustainability pressures, while highlighting strategic focus areas for 2024-25. CEOs will discuss the top five supports they seek from the government to enhance ease of doing business and drive sector growth, emphasizing the importance of collaboration with Government to create a conducive market environment. The roundtable will also address how India’s expanding economy and evolving market regulations can be leveraged to attract investment, benefiting both businesses and consumers. This is a must-attend event for anyone invested in the evolving retail and FMCG landscape, offering a unique opportunity for CEOs to discuss the economic and investment landscape, strategize for resilience, and ensure their companies thrive in a dynamic market. Discover how to navigate the complexities of the current economic climate, capitalize on India’s growth potential, and make strategic decisions that will drive long-term success.</p> <p>Moderated by: Dr. Anand Ramanathan, Partner & Sector Leader, Consumer Products & Retail, Deloitte South Asia</p> <p>Keynote Address: Keynote Address: Smt. Nidhi Khare, Secretary, Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, Government of India</p> <p>Address by: Ms. Himani Pande, Additional Secretary, Department for Promotion of Industry and Internal Trade,</p>

Ministry of Commerce and Industry, Government of India

- Ms. Jyoti Vij, Director General, FICCI
- Mr. Kumar Venkatasubramanian, Chair FICCI FMCG Committee & CEO, Procter & Gamble, India.
- Mr. Siddharth Shah, Chair FICCI E-commerce Committee and Co-Founder/CEO, Pharmeasay
- Ms. Geetika Mehta, Managing Director, Nivea
- Mr. Tarun Arora, CEO, Zydus Wellness
- Mr. Gunjan Shah, MD & CEO, Bata India
- Mr. Prashant Tandon, Co-Founder and CEO, Tata 1mg
- Mr. Gaurav Agarwal, Co-Founder, Tata 1mg
- Ms. Vinita Jain, Founder, Biotique
- Mr. Ravi Gandhi, Co-chair FICCI E-commerce Committee & President, Reliance Retail
- Ms. Deepika Bhan, President, Tata Consumer
- Mr. Arun Neelakantan, Executive Director – Sales & Customer Development, HUL
- M S Jacob, Whole Time Director & CFO, Colgate Palmolive (India) Ltd.
- Mr. Ayush Gupta, Business Head (Domestic), India Market, KRBL Limited.
- Mr. Sandeep Verma, Country Head Consumer Health - India, Bangladesh, Sri Lanka, Bayer
- Mr. S. Swaminathan, CEO, GS1 India
- Mr. Sahil Malik, Managing Director, Da Milano
- Mr. Aditya Bagri, Director, Bagrrys India Private Limited
- Mr. Adarsh Gupta, Executive Director, Liberty Shoes Ltd.
- Mr. Saurabh Kumar, CEO – Retail, Kaleesuwari Refinery Private Limited
- Mr. Sanjay Singal, Chief Executive Officer - Wagh Bakri Tea Group
- Mr. Nikhil Nanda, Managing Director, JHS Svendgaard Laboratories Limited
- Ms. Shriti Malhotra, CEO, The Quest Retail
- Mr. Siddhant Keshwani, Founder, Libas
- Mr. Ajay Suri, CEO, Vestige
- Mr. Ankur Goel, Founding Member & COO, Drum Foods
- Mr. Ankush R Barjata, Founder, DEEVA
- Mr. Dhruv Verma, Founder & CEO Rize Bar
- Mr. Amit Bhasin, Chief Legal Officer, Marico
- Mr. Rakesh Swami, Group President and Head of Corporate Affairs, Godrej Industries
- Ms. Yashika Singh, Head - Corporate Affairs Communication and Sustainability, Pepsico

	<ul style="list-style-type: none"> • Mr. Anuj Nevatia, Co-founder, Bacca Bucci • Mr. Sahil Manral, Co-founder, Rize Bar • Mr. Nitesh Singh, Co-founder, Blue Tea • Mr. Himanshu Adlakha, Founder, Winston • Ms. Nikita Malhotra, Founder, Milagro Beauty • Mr. Priyasha Saluja, Founder, The Cinnamon Kitchen • Ms. Niharika Jain, Founder, Broomies • Mr. Mayank Arya, Co-Founder, Yes Madam • Mr. Amit Kumar Singh, Group Head - Corporate Affairs & CSR, Asian Paints Ltd
<p>12:30 - 13:15pm</p>	<p>Navigating consumer behavior shifts and strategies for success</p> <p>Rising prices and low consumer confidence have dramatically reshaped buying behavior, prompting a more cautious and selective approach to spending. Consumers are prioritizing essential purchases and seeking value for money, posing challenges for businesses striving to maintain sales and loyalty. However, despite budget-conscious habits, consumers are willing to pay more for convenience, sustainable products, healthy foods, and personalized shopping experiences. Companies are looking at innovative strategies across their portfolio, GTM and marketing approach to adapt to changing consumer behavior and to ensure brand loyalty. This panel will discuss and provide valuable insights into key consumer trends that brands and retailers must monitor closely and how they are adapting to grow and foster long-lasting consumer relationships</p> <p>Moderated By: Mr. Avinash Chandani, Partner, Deloitte India</p> <p>Keynote Address: Smt. Nidhi Khare, Secretary, Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, Government of India</p> <p>Panelist:</p> <p>Mr. Manoj Gadgil, Business Unit Leader and Vice President Marketing, Kenvue India Mr. Rajesh Jain, CEO, Lacoste India Mr. Vikram Karwal, Sr Director Marketing, Mondelēz International Mr. Aman Jain, Director - Public Policy, Amazon</p>
<p>13:15 - 14:15 pm</p>	<p>Lunch</p>
<p>14:30 - 15:15 pm</p>	<p>New Age business models: Quick commerce, D2C, Omnichannel commerce, and Social Commerce</p>

	<p>In today's day and age, a lot of new business models are emerging, and the impetus is on being available wherever the consumer is. Consumer preferences are also rapidly changing, and convenience of purchase and availability is one of the key consumer preferences. This panel will discuss the emergence of new age business models such as quick commerce, D2C, omnichannel and social commerce, how these models have evolved, what is drawing consumers to these models, challenges with scale up, impact on traditional business models and future outlook</p> <p>Moderated By: Ms. Karishma Gupta, Partner, Consulting, Deloitte India</p> <p>Keynote Address by: Dr. Jivisha Joshi Gngopadhyay, Deputy Secretary, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India</p> <p>Mr. Sandeep Verma, Country Head Consumer Health - India, Bangladesh, Sri Lanka, Bayer Mr. Gunjan Shah, CEO and Managing Director of Bata India Limited, Bata Mr. Tarun Arora, CEO, Zydus Wellness Mr. Sanjay Singal, Chief Executive Officer - Wagh Bakri Tea Group</p>
<p>15:00 - 16:00 pm (Parallel Session)</p>	<p>Modernizing India's Regulatory Framework on Cosmetics and beyond</p> <p>This session will be focusing on seeking views from regulators and industry on requirement of clear differentiation of cosmetics regulations from drug regulations for India. Modernization of regulatory framework will be a step changer to become export hub for cosmetics. The session will also take up a topic regarding need to bring new concepts of cosmeceuticals, nutricosmetics, etc along with broadening of definition of cosmetics, demand of having a separate Cosmetics Technical Advisory Board, etc. Session would also throw some light on AYUSH regulations with respect to challenges related to the regulatory framework. standardization of education and training within a regulated system, etc.</p> <p>Moderated by: Mr. Sumeet S Jaiswal, Head of Regulatory & Business Affairs, South Asia & Southeast Asia, Oriflame</p> <p>Shri R Chandrashekar, Joint Drugs Controller, Central Dugs Standard Control Organization, Ministry of Health and Family Welfare, Government of India Prof. (Dr.) Tanuja Manoj Nesari, Director, All India Institute of Ayurveda (AIIA) Shri D R Gahane, Joint Commissioner (HQ), Food & Drug Administration, Government of Maharashtra Shri Vishal Sachan, Drugs Inspector, Drugs Control Department, Government of N.C.T. of Delhi Mr. Gurubasavaraja KM, Head-Regulatory Affairs, Loreal</p>
<p>15:30 -16:15 pm</p>	<p>Harnessing AI in FMCG & E-commerce: Driving Business Transformation and Growth</p>

	<p>As consumers rapidly adopt Generative AI, the FMCG, Retail, and E-commerce sectors are leveraging this technology for enhanced creativity, automation, and business management. This session explores the most promising AI applications and their substantial business impacts, alongside the challenges and risks of scaling AI responsibly. India's booming economy and digital landscape present unparalleled opportunities for international brands to invest in AI-driven innovations. Attendees will learn how global companies can collaborate with Indian AI developers to unlock new growth avenues. Chief Business and Digital Officers will gain insights into India's evolving AI ecosystem and regulatory landscape, offering a unique chance to shape AI governance. Join us to discover how AI can revolutionize your operations, the infrastructure needed for successful integration, and the industry's wishlist for AI regulations in India. This session is your guide to harnessing AI's potential and navigating the dynamic global market.</p> <p>Moderated By: Mr. Bhaskar Ramesh, Director - Omnichannel Businesses, Google India</p> <p>Mr. Ritesh Mohan Srivastava, Chief Data Scientist, BharatPe Mr. Mayank Prabhakar, Head of Digital Marketing, Vivo India Mr. Rajiv Upadhyay, Sales Director, Salesforce</p>
<p>16:15 - 16:30 pm</p>	<p>Tea Break</p>
<p>16:30 - 17:15 pm</p>	<p>Empowering Women Leaders: Strategies for Workplace Equity and Advancement</p> <p>In this groundbreaking session, a distinguished panel of women leaders will delve into the critical issue of increasing women's representation in the workplace. According to a report by GreatPlaceToWork published in Dec 2023, only 8% of CEOs in Indian organizations are women and there is a 16% representation of women in executive and C-level positions. The panel will explore effective strategies for mentoring and uplifting women in leadership roles. The discussion will address essential policy interventions, including flexibility and return-to-work programs post-maternity, to foster diversity as a core business principle. The panelists will examine ways to engage male leaders as allies and advocates for change, while also focusing on immediate steps to shift mindsets that often lead to mid-career dropouts. The session will tackle the evolving landscape of women's independence in the social and digital age, and outline approaches to nurture the next generation of millennial women leaders. With 31% of women lacking female peers in senior leadership positions, this dialogue aims to pave the way for a more inclusive and diverse corporate future.</p> <p>Moderator: Ms. Ratna Bhushan, Senior Editor, The Economic Times</p> <p>Ms. Geetika Mehta, Managing Director, Nivea India</p>

	<p>Ms. Shriti Malhotra, Group CEO, Quest Retail Ms. Purva Misra, Chief People Officer, NDTV Group</p>
<p>17:20 - 18:00 pm</p>	<p>Driving Sustainability: How Businesses and Government Can Collaborate on ESG Initiatives</p> <p>In today's conscientious world, consumers demand sustainable business practices, reflecting their awareness of environmental, social, and governance (ESG) issues. Businesses must integrate ESG principles to meet these expectations and preserve brand reputation yet face challenges due to evolving regulatory landscapes that can result in legal and financial penalties for non-compliance. Government support is crucial in establishing clear policies and incentives to facilitate ESG adherence without disrupting industry growth. This session will explore the latest trends and developments in ESG compliance, examining the challenges and opportunities for businesses, the evolving role of regulation, and how companies can collaborate with the government to create a supportive environment for sustainability. CEOs and industry leaders will gain critical insights into the economics of sustainability and the importance of ESG compliance, making this a must-attend event for those aiming to drive innovation and competitiveness in their sustainability efforts. Join us to learn how India's sustainability framework and strategic initiatives can benefit your organization and ensure you stay ahead in the global market.</p> <p>Moderated By: Mr. Shailesh Tyagi, Partner, Deloitte</p> <p>Keynote Address by: Ms. Dia Mirza, Actor, Producer, UN Secretary General's Advocate for Sustainable Development Goals, UNEP Goodwill Ambassador</p> <p>Mr. Amit Bhasin, Chief Legal Officer, Marico Mr. Arupendra Nath Mullick, Vice-President TERI Council for Business Sustainability Mr. Rajesh Ayapilla, Senior Director-PACS-Sustainability and CSR for India and Southwest Asia, Coca-Cola Company Mr. Pradeep Kumar Pandey, President (Packaging Development) Emami Ms. Yashika Singh, Chief Corporate Affairs Officer and Head Sustainability, Pepsico</p>
<p>Day 2 (8th October 2024)</p>	
<p>10:30am - 11:30am</p>	<p>Unified Approach to Streamlining Packaging Regulations</p> <p>Join us for a roundtable addressing the pressing issue of packaging regulations in the FMCG sector. This discussion will bring together key officials from the Department of Consumer Affairs (DoCA), Food Safety and Standards Authority of India (FSSAI), Central Drugs Standard Control Organization (CDSCO), and Ministry of Environment, Forest and Climate Change (MoEFCC). Explore how coordinated efforts can simplify labeling and artwork updates, reducing the financial and environmental burdens caused by frequent regulatory changes. The roundtable will highlight the industry's proposal for a unified, annual update system and advocate for the use of QR codes for all mandated legal</p>

	<p>declarations. This collaborative effort promises to create a more sustainable and efficient regulatory approach, benefiting FMCG and retail companies by ensuring seamless compliance with all requirements.</p> <p>Moderated by: Ms. Vinita Korti Patil, Head of Legal, Beauty & Wellbeing, South Asia & LLPL Hindustan Unilever Limited</p> <p>Address by: Dr. Alka Rao, Advisor (Regulations, Science & Standards), Food Safety and Standards Authority of India, Government of India</p> <p>Address by: Shri Anupam Mishra, Joint Secretary, Ministry of Consumer Affairs, Food and Public Distribution*</p>
<p>11:45 am – 13:00pm</p>	<p>Elevating Logistics and Warehousing: Ensuring Supply Chain Excellence in FMCG, Retail, and E-Commerce</p> <p>Efficient logistics and warehousing are crucial for India's FMCG, retail, and e-commerce sectors, driving supply chain excellence and meeting consumer demands. With the rapid growth of e-commerce, the need for advanced infrastructure, including automated storage, robotics, and real-time tracking, has become paramount. This session will delve into strategic roadmaps, best practices in sourcing, forecasting, and demand planning, and strategies for managing disruptions. The impact of the PM Gati Shakti initiative and the development of dedicated e-commerce export hubs will be explored, emphasizing their role in simplifying trade processes and reducing re-imports. CEOs and industry leaders will gain insights into collaborating with the government to foster innovation, efficiency, and competitiveness in India's logistics sector, positioning the country as a global leader. This event is essential for those looking to capitalize on India's evolving infrastructure and strategic initiatives to enhance their supply chains.</p> <p>Moderated by: Mr. Vasudevan Rajagopalan, Regulatory Affairs Manager, DHL Express India</p> <p>Chair and Address by: Shri T K Manoj Kumar, Chairman, Warehousing Development and Regulatory Authority, Department of Food and Public Distribution, Government of India</p> <p>Address by: Dr Surendra Ahirwar, Joint Secretary, Department for Promotion of Industry and Internal Trade Ministry of Commerce and Industry, Government of India</p>

	<p>Address by: Shri Md. Moin Afaque, Joint DGFT, Directorate General of Foreign Trade, Ministry of Commerce and Industry, Government of India</p>
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