



CONFERENCE AGENDA

DAY 1 - MARCH 13, 2012 (TUESDAY)

08:30 = REGISTRATION BEGINS

09:00 – 10:00 = NETWORKING

10:00 – 11:00 = PRE-INAUGURAL: The Indian Fashion Industry: Ready for Business. Emerging Trends. Growth Potential. A Unique Market.

- Amit Gugnani, Sr. VP – Fashion (Textile & Apparel), Technopak Advisors
- Amit Mahajan, Associate VP, IRIS
- Moderator: Anish Trivedi

11:00 – 12:00 = INAUGURAL SESSION – GROWING THE FASHION MARKET

- Akhilesh Prasad, COO, Reliance Trends
- Kabir Lumba, MD, Lifestyle
- Rakesh Biyani, Joint MD, Pantaloon Retail
- Moderator: Jayant Kochar, Group Director & CEO, Images Group

12:00 – 12:30 = NETWORKING BREAK

12:30 – 13:30 = INDIAN APPAREL AND FASHION MARKET - 2012 AND BEYOND

The organized Indian fashion market has evolved impressively, having grown in excess of 10 percent over the past 5 years, with a healthy outlook for the future. This session explores the factors driving the growth, learning's and challenges along the way and future predictions.

- Lead Presentation: Anjana Sharma, Director - Fashion, IMG Reliance
- Amir Sheikh, Country Manager – India, Woolmark Services
- Michael Pike, Founder, Brandspoke
- Akhil Chaturvedi, Director, Provogue
- Rachna Aggarwal, CEO, Indus League
- Moderator: Subhinder Singh, MD, Adidas and Reebok India

13:30 – 14:30 = LUNCH BREAK

14:30 – 15:30 = INDIA FASHION FORUM PRESENTS “INDIA BRAND SHOW”

15:30 – 16:00 = NETWORKING BREAK

16:00 – 17:15 = TOMMY HILFIGER PRESENTS: “THE FASHION OPPORTUNITY IN ACCESSORIES RETAIL”

Fashion Accessories have evolved over the years – from being a value add for special occasions, to carving a niche for itself in the fashion retail industry. With organised retail on the rise and increase in the disposable incomes, retailing for fashion accessories certainly looks a promising option. Potential opportunity for value-added products in the fashion accessories market is high; opportunity to cater to the domestic market with a blend of traditional-cum-western fashion is the emerging new opportunity for the fashion accessories segment in India. Get insights into the opportunities and the challenges in this lucrative market segment.

- Lead Speaker: Rupi Arora, Fashion Industry Expert & ex Head of Buying – Menswear at Saks, 5th Avenue, New York
- Focus on Accessories at the Oscars plus Filmfare awards - by Kavya D'Souza, Celebrity Fashion Blogger

Panel Discussion

- Christoph Hirschmann, CEO, WOLY
- Emmanuel Eribo, Co-Founder, Butterfly Twists, UK
- Rahul Vira, CEO, Gili
- Sahil Malik, MD, Da Milano
- Moderator: Shailesh Chaturvedi, Managing Director, Tommy Hilfiger India

17:15 – 18:30 = RETAIL SPACE OPEN HOUSE: HIGH RENTALS AND LOW FOOTFALLS

An open house debate between retailers and real estate developers to discuss and find innovative ways to tide over the much debated issues of exorbitant cost of retailing space and low shopper conversions. What can fashion retailers do to improve their trading densities and how can real estate developers contribute to higher footfalls to the stores and greater purchase conversions.

- Lead Speaker & Moderator: Anuj Puri, Chairman & Country Head, JLL
- Cyrus Engineer, Head – Sales & Marketing, Tata Realty
- Dheeraj Dogra, Director - Retail, BNP Paribas Real Estate
- J P Biswas, Head - Leasing & Marketing, L&T Realty
- Kevin Chee, Country Head, CapitaMalls Asia
- Kishore Bhatija, CEO, InOrbit
- Nikhil Chaturvedi, MD, Provogue & Prozone
- Pallavi More, President, Growel
- Shabnam Singhal, Director, Sirius
- Sushil Mohta, MD, Merlin Group

- Gautam Jain, MD & CEO, Jole Clothing
- Sunil Biyani, Director, Future Group
- Venkat, CEO, Arvind Retail - Megamart

18:30 onwards = Cocktails & MUFTI LIVE Fashion Show (By Invitation Only)

19:30 onwards = IMAGES FASHION AWARDS, Cocktails & Dinner (By Invitation Only)

DAY 2 - MARCH 14, 2012 (WEDNESDAY)

09:00 – 10:00 = NETWORKING

10:00 – 11:00 = ECOMMERCE AND ONLINE RETAILING

As the internet-savvy consumer gets more and more comfortable with online shopping, learn the success techniques of leading online fashion retailers which are redefining and rediscovering Indian online retail. One big challenge all online retailers struggle with is on the need to distinguish themselves on service and unique products to compete with the surge of online competitors, rather than simply trying to match them on price. Learn the strategies which could help you explore the online retailing channel, or find ways to partner with the online retailers.

- Jeetendra Joshi, VP – Marketing, MartJack
- Kunal Shah, CEO, Freecharge
- Manmohan Agarwal, Founder, Yebhi
- Mukesh Bansal, CEO, Myntra
- Rahul Narvekar, Co Founder, Fashion & You
- S Shriram, SBU Head – Lifestyle, Indiaplaza.com
- Samarjeet Singh, Director, Iksula
- Introductory Remarks & Moderator: Rajiv Prakash, Venture Partner – Ecommerce & Consumer Businesses (formerly CEO, FutureBazaar.com)

11:00 – 12:00 = THE GLOBAL & THE DESI: WHICH WAY IS WOMENSWEAR IN INDIA GOING?

With more than 20 % of Indian women joining the workforce, the western wear category for women has grown steadily coupled with the fact that Indians are getting younger and increasingly dressing the same as other kids across the globe. In context of this, does that mean western wear is eating into the ethnic market or is that the Indian consumer is chasing both Indian and western brands to make his and her wardrobe eclectic. Find out in this interestingly crafted debate.

- Amit Jain, CEO, Shingora
- Anant Daga, CEO, TCNS Clothing Company
- Asheeta Chhabra, Head - Business Development, Chhabra 555
- Manish Saksena, Entrepreneur and Advisor, Tommy Hilfiger India
- Samir Sahni, Director, RituWears BigLife
- Siddharath Bindra, MD, Biba Apparels
- Vikas Purohit, COO, Planet Retail
- Vineet Gautam, Country Head, Bestseller
- Moderator: Amit Bagaria, Chairman, ASIPAC

12:00 – 12:15 = NETWORKING BREAK

**12:15 – 13:30: FOOTWEAR AND LEATHER ACCESSORIES CONCLAVE :
INDIA'S FOOTWEAR RETAIL MARKET: OPPORTUNITIES, ISSUES AND
CHALLENGES**

With organized retail on the rise and increase in disposable incomes, the Indian opportunity for footwear brands is huge. However a large part of the market is still unorganized and traditionally operated. For modern retailers the key challenges are exorbitant commercial rents, lack of local knowledge, preferences, the challenge of receivables, high credit period in case of third-party retail route, lack of brand building experience and difficult to manage inventories with round the year discount offerings. This session brings together a national representation of Footwear retailers to share experiences, solicit partnerships and create an agenda for the future.

- Adnan Shaikh, Director, Citywalk
- Asif Merchant, MD, Catwalk
- Christoph Hirschmann, CEO, Woly
- Florent Bailly, Vice President, Middle East, India and Africa, Crocs
- Harkirat Singh, MD, Woodland
- Imran Virji, Director, Rocia
- Inder Dev Singh Musafir, MD, Lee Cooper
- Kumar Sambhav, Head of Marketing, Bata India
- Manmohan Agarwal, Founder, Yebhi
- Rafique Malik, Chairman & MD, Metro Shoes
- Sanjiv Jain, CEO, GO Ventures
- Ved Vyas Chhabra, Owner, Touristor
- Moderator: Utsav Seth, CEO and MD, Pavers England

13:30 – 14:15 = LUNCH BREAK

**14:15 – 15:15 = INDIA SHOES & ACCESSORIES FORUM PRESENTS
“INDIA BRAND SHOW”**

**15:15 – 16:30 = DRESSING UP FOR SUCCESS – RETAIL ENVIRONMENT
MANAGEMENT**

Brands invest heavily in creating the perfect in-store experience. Visual merchandisers are tasked with the challenge to create an in-store experience that fits the brand, perfectly displays the collection, and reinforces the emotional connect with the brand's customers. The brand experience represents a large portion of price premium and the exclusiveness of the in-store encounter is an essential part of it. Luxury, aspiration and exclusiveness is what the consumers seek in the experience. Inside the store, all senses of the customer are triggered through highly designed visual presentations, audio, and often at times, olfactory elements, creating an engaging moment that touches customers on an emotional and intuitive level, driving them to love the brand and to purchase.

- Lead Presentation: Stuart Simon, CEO, Restore Solutions
- Lead Presentation: Prof Charneeta Kaur, Pearl Academy of Fashion
- Ashmit S Alag, Director, Academy of Applied Arts

- Donna Lambert, Founder, Lamb To Slaughter, UK
- Huzefa Merchant, Owner, Safe Enterprises and CEO, Insync RPM
- Jamie Lloyd, GM, Religion Jeans
- Siddhant Sahu, Visual Marketing Director, Liganvoa India Brand Retail
- Shitanshu Jhunjhunwalla, Director, Turtle
- Moderator: Michael Pike, Founder, Brandspoke

17:00 – 17:30 = All India Footwear Manufacturers and Retailers Association Session - Vision for the Footwear Industry.

19:00 onwards = InFashion Live Fashion Show followed by InFashion Honours Show & Dinner (By Invitation Only)

DAY 3 - MARCH 15, 2012 (THURSDAY)

09:00 – 10:00 = NETWORKING

10:00 – 11:00 = TECHNOLOGY AS A DRIVER OF FASHION RETAIL GROWTH

The exponential growth of the fashion retail sector also brings many challenges when it comes to the complex web of managing inventories, supply chain logistics, ordering, MIS reporting and billing and cash management. Learn how leading retailers have leveraged technology to drive business efficiencies and gain an edge over competitors, and how the technology providers are coming up with newer solutions and customizing their offerings.

- Dharmesh Lamba, Country Manager, Checkpoint Systems
- Lalit Agarwal, CMD, VMART Retail
- Prashant Lohia, Director, Ginni Systems
- Rohan Tejura, MD & Chief Technical Officer, RoSoft

11:00 – 12:00 = THE LOW-DOWN ON LOYALTY PROGRAMMES AND CUSTOMER ENGAGEMENT

Do Loyalty Programmes really work to retain Customers and increase spends? Organisations that are responsible for supporting Customer Loyalty and CRM initiatives discuss the realities of the subject with some of the leading retailers of the country.

- Ashok MS, COO, Accentiv India
- Rathin Lahiri, CMO & Business Head, LoyaltyOne India
- Sanjeev Agrawal, Entrepreneur (formerly Jt CEO, Future Value Retail)
- Vinay Bhatia, Head of Marketing, Shoppers Stop
- Vineet Narang, CEO, Mobiquest
- Moderator: Amit Mahajan, Associate VP, IRIS

12:00 – 12:30 = NETWORKING BREAK

12:30 – 13:30 = THE INDIAN LINGERIE MARKET: THE SIZE AND SHAPE OF THE INNERWEAR BUSINESS

The Indian inner wear market has seen a remarkable growth in the last decade and retailers are realizing the opportunity of a fashion category that offers higher profit margins. However the fact remains that for the organised players, inner wear retail has remained a tough category to crack. One of the main reasons is due to a highly fragmented market, with almost two-thirds of the business controlled by the unbranded and unorganised local players, which is more of a volume-led commoditised business. Women's lingerie segment constitutes 66 per cent share of the total market in value terms, though in Volume terms both segments are equal. The growth in women's lingerie market has also been a notch higher as lingerie has evolved from an optional part of the wardrobe to essential clothing. This session invites key Indian brands and international brands for a discussion about how this market is evolving and why it remains a challenge for any organised retail chain to crack the Indian consumer and how they are all fighting it out for a piece of action.

- Lead Presentation: Madhumita Sinha, Executive Editor, Images Business of Fashion
- A S Ashraf, Chairman & Director, Aviraté
- Ajay Amalean, MD, Amanté
- Dhatri Bhatt, Brand Manager India, La Senza
- Karan Behal, Founder & CEO, MTC Retail & MTC ECom
- Rishi Suri, Regional Business Head - South Asia, Invista
- Moderator: Gurpreet Wasi, Director - Marketing, Images Group

13:30 – 14:30 = LUNCH

14:30 – 16:00 = MULTI BRAND RETAIL – THE ROUTE TO SUCCESSFUL GROWTH IN THE INDIAN FASHION MARKET

With organized retail developing rapidly in India, Indian and Global brands are looking for the right formula for market expansion. Exclusive Brand Outlets create the right image statements, and offer a controlled environment, but with real estate and other costs being as high as they are, is this really the best way ahead? Many brands have tasted success by expanding through Multi Brand Outlets, where footfalls are higher, Customers have a strong connect with the retailer, and local marketing efforts are more effective. Which of these formats is going to be the key to profitable retail growth in the fashion sector in India? This eminent panel shares it's experience and knowledge.

- Abhishek Ganguly, Executive Director, Puma
- Darpan Kapoor, Owner, Kapsons
- Jitendra Chauhan, Chairman & MD, Jade Blue
- Kartik Ramaswamy, Director – Wholesale (Multi Brand Channel), Levi Strauss India
- Sanjay Vakharia, MD, Spykar
- Shahnawaz Sheikh, CMD, Shorty Capone
- Subrata Siddhanta, Executive Director – Apparel, Spencer's Retail
- Vinay Sharma, COO, Maya Lifestyle by Gitanjali
- Viren Shah, MD, Roopam
- Moderator: R S Roy, Editorial Director, Images Group

16:00 – 17:30 = GRAND FINALE: “THE CHALLENGES I HAVE FACED IN FASHION RETAILING, AND HOW I COULD OVERCOME THEM”

The Indian Fashion market has been likened to the game of “Snakes & Ladders”. The opportunities are unprecedented, but it all depends on the right strategy and tactics. Take the right decisions, and you could shoot up the ladder of success, while a wrong move can be a serious setback for your business. In this exciting finale to the India Fashion Forum, leading retailers take you through their journeys in the dynamic, exciting world of Indian Fashion Retail. Learn from the mistakes and successes of the biggest names in the business, and ensure the profitable growth of your own fashion business.

- Akhil Chaturvedi, Director, Provogue
- Asim Dalal, MD, The Bombay Store
- Parag Dani, Retail Director, Levi Strauss India
- Puneet Nanda, MD, Genesis Colours
- Rakesh Biyani, Joint MD, Pantaloon Retail
- Vineet Gautam, Country Head, Bestseller
- Moderator: Jayant Kochar, Group Director & CEO, Images Group