

	INDIA RETAIL FORUM		RETAIL REAL ESTATE		INDIA OMNICHANNEL FORUM		
	"Retail Roulette"		"The Footfall Game"		"The Tech Leap"		
	BALLROOM A TRENDS – STRATEGY – BRANDBUILDING – PROFITABILITY – EXPANSION		BALLROOM B RETAIL REAL ESTATE – store design - LEISURE & ENTERTAINMENT – MALL PROFITABILITY – ASSET MANAGEMENT		RETAIL HANGAR TECHNOLOGY – OMNICHANNEL / DIGITAL		
	Timing		Timing		Timing		
	5-Sep						
Day 1	10:00 – 10:10	Introduction to the 15th IRF journey: Welcome Address by IRF Business Anchor					
	10:10 – 10:30	IRF RESEARCH PRESENTATION: When Trends Matter The Most - Tracking Consumer Trends for 2019 And Making Them Work For Your Business In An Intelligent Manner					
	10:30 – 10:50	RESEARCH PRESENTATION: Lock In Your Bets for Growth in Tier 2-3 Retail: Understanding What Drives Shoppers' Needs and Aspirations Here and What Retailers and Shopping			10:30 – 10:50	IOF RESEARCH PRESENTATION: Envisioning Technology's Role in Transforming Retail's Future	
	11:00 – 11:07	IRF Chairman's Welcome Address and Introduction to IRF 2018					
	11:10 – 12:20	INAUGURAL AND KEYNOTE – The Promise in Retail : How Retail will Shape India's Future Prowess as the Top 3 Economies of the World					
	12:20 – 12:30	Knowledge Presentation (Sponsored Talk)					
	12:30 – 13:45	RETAIL SHARK TANK: Dolphins vs Sharks 10 Trends that will disrupt Retail in the Next Decade			12:30-13:30	INAUGURAL AND KEYNOTE – 'PHYGITAL - Digital Disruption: Short fuse, big bang' - Predictions, disruptions and trends	
	13:45 – 14:30	Lunch					
	14:30 – 15:30	Retailing Without Brands? The New Thrust On Private Labels	14:30 – 15:30	BUILDING RETAIL REAL ESTATE AS AN ATTRACTIVE ASSET CLASS: BUILDING AND SUSTAINING RETAIL SPACES FOR BOTH DEVELOPERS AND RETAILERS		14:30 – 15:30	"A lot can happen in Retail 2020 - say hello to the NexGen Retail"
				<ul style="list-style-type: none"> <li>Alternative asset classes; Commercial, Retail, Residential compete with each other. Maintaining Retail as preferred asset class generating higher ROI</li> <li>Retail development costs are increasing; leading to higher rentals - Are there differentiating revenue models that solve this equation of affordable rentals for retailers and viability for Real Estate</li> <li>Are retail estate developments in tier II/III sweeter than metro cities - land cost, operating costs, regulatory watchdogs...? or is it a retail consumption phenomenon.</li> <li>Co-existence or north/south region phenomenon for High streets Vs Retail Malls. What is lucrative?</li> <li>Maintaining robust P&amp;L and Operating Income - Alternative Revenue Streams beyond Revenue Share and Rental</li> <li>Developer's terms vs. Retailer's ability to pay - how to balance the two?</li> </ul>			<ul style="list-style-type: none"> <li>A Business Leader's Guide to Artificial Intelligence</li> <li>When everything speaks - How hyperconnectivity will create new boom in retail?</li> <li>AI Revolution #1 in Retail— Retailtainment, Chatbot, Virtual Mirror, Automated Cash Registers, Gesture Recognition-Where do we really stand?</li> <li>AI Revolution #2 in Retail—how connected AI platform to CRM will change the business?</li> <li>AI Revolution #3 in Retail— "Rethink Manufacturing"</li> <li>AI Revolution #4 in Retail—logistics &amp; Delivery – Like Superman coming to your doorstep</li> </ul>
	15:45 – 16:45	The Store Of The Future: Nothing Like A Store But A New Paradigm Of Retail	15:45 – 16:45	LEISURE and F&B: NEW SONG IN THE EQUATION		15:45 - 16:05	IRF SOLO - Propelling India's Millennial Generation into the Superpower Generation - Nurturing the Values, Aspirations and Lifestyles of today's Thinkers, Dreamers and Doers
				<ul style="list-style-type: none"> <li>Does Leisure, Entertainment and F&amp;B drives the shoppers into the malls Vs real estate compromising on lower rentals?</li> <li>Is leisure being a long term play for a mall's sustenance or Malls are in short supply - make hay while the sun shines?</li> <li>Are developers willing to give preferable terms to F&amp;B and leisure despite lower yield Vs space</li> <li>Leisure drives footfalls, but per sqft revenue is lower - can developers charge higher rentals to other tenants to make Entertainment more viable and commit footfall at the back of leisure</li> <li>Is leisure now getting too standardized – cinema chain, food joints, entertainment arenas. Grab a leaf from international book?</li> <li>New technologies like AR/VR – what new forms of leisure can they bring in a mall</li> <li>Future-gazing: just as shopping is becoming more Omni-channel, can leisure also take that form. For example, play a game on Mobile, and come to Mall to complete the final level. Can digital be an enabler to attract leisure enthusiasts to mall for a bigger play of leisure</li> </ul>			
	17:05 – 18:00	CEO Insights: Building the Retail Talentforce – Putting the Thrust on People for Empowering Retail Workforce, Talent and Motivation				16:30 – 17:30	"Striking the right Online-Offline Balance"
							<ul style="list-style-type: none"> <li>Evanescence or Reinvent -How not to get hit by the retail apocalypse</li> <li>In-store 'experience' -Transforming your Brick &amp; Mortar from "place to shop" to "place to engage"</li> <li>Omni-Channel –a ray of sunshine —how to flow across a fragmented world of eRetail and physical customer interactions</li> </ul>
	19:30 – 22:00	IMAGES RETAIL TECHNOLOGY AWARDS					
Day 2	6-Sep						

10:00 – 11:00	<b>GLAD TIDINGS:</b> Retail Makes A Difference – CSR And Beyond - How To Be A Socially Responsible And A Positive Difference-Making Retailer	10:30 – 10:50	<b>RESEARCH PRESENTATION:</b> 10 Retail Real Estate Trends To Expect In 2019	10:00 – 11:00	<b>Design as a crucial enabler in the digital world: Building an Involving, Engaging, Collaborating, and Seamless Interface for the Shoppers across your Omni-Channel.</b>  <ul style="list-style-type: none"> <li>• Retailers getting 'phygital' - successfully using technology to integrate physical and digital experience</li> <li>• Building a Connection that matters to your customer throughout their decision journey.</li> <li>• An increasing desire for personalization- to deliver valuable and personal experiences in and out of the store.</li> <li>• "Creativity Speaks"- How to make them imagine owning your product on&amp;offline?</li> </ul>
11:00 – 12:00	Building Retail Around Experiences – Stores That Enchant, Shopping Spaces That Invigorate, Online Channels That Delight	11:00 – 12:00	<b>FUTURE BETS: FORMATS OF RETAIL REAL ESTATE DEVELOPMENTS - WHAT CLICKS?</b>  <ul style="list-style-type: none"> <li>• What's the future of Strip Centers, Outlet Malls / Outlet Villages - rage abroad Vs. Future in India</li> <li>• Are transit oriented developments the next big wave - retail along side - airports, metro, cruise terminals. How do you capture this new wave?</li> <li>• Redevelopment projects - where is the retail and who is building it amidst confusion?</li> <li>• Unlocking land parcels - reorientation in thoughts, retail building code, unlocking traditional land parcels, change in policies - what is the real requirement?</li> <li>• Design a corner stone to look beyond the horizon - niche malls Vs. large formats but segmented offerings, lower yields vs footfalls, captive audience Vs generating audience?</li> <li>• Adoptions required to convert the success of wests to Indian market for future formats</li> <li>• How to design such projects so that utilitarian factor is high, but they also score well on ergonomics, aesthetics and finesse</li> </ul>	11:00 – 12:00	<b>A Deep Dive Into the Mind of the Gen Z Digital Native and Experience Hunter - That's Where The Sales And The Profits Come from:</b>  <ul style="list-style-type: none"> <li>- "Weconomy" shaping the future shoppers: choosing "access" over "ownership"</li> <li>- Meeting the desire for instant gratification- the "Dancing Dots" can't hold them for longer</li> <li>- Expectations Vs Reality- Retailers must "get it right the first time, every time"</li> <li>- <b>Customize or die!</b>-how to treat your customer as "a person" but not "a transaction".</li> </ul>
12:00 – 13:00	<b>REIMAGINED!</b> Brick-And-Mortar Businesses – The New Retail Spaces and Store Strategy of Iconic Retailers	12:00 – 13:00		12:30 – 13:30	<b>Is Supply Chain at its best?</b>  <ul style="list-style-type: none"> <li>• What tactics are used by retailers to integrate inventory and fulfilment across their Omni-channels</li> <li>• Balancing both side of the coins—How to invest in the future, while trying to be cost-conscious in the short-term</li> <li>• Key Logistics Trend: the future of Warehouse Robotics and Autonomous Road Transportation in the Supply Chain</li> <li>• How to graduate from just getting the goods where they need go, to innovating for efficiency in the last mile</li> </ul>
13:00 – 13:20	<b>IRF SOLO</b> - The Apple Store Experience – What's so great about it! Learning to replicate it	13:00 – 13:20			
13:20 – 14:00	<b>Lunch</b>				
14:00 – 15:00	Walking the Tightrope on the Right Pricing-Promotions-Brand Value Strategy - Increasing Sales Vs Offering Discounts Vs Preserving Brand Prestige Off-price, Season Sale, Discounting, BOGO - Price Promotions May Be Killing Your Brand: Here's What You Can Do About It	14:00 – 15:00	<b>CAPITAL BOOK: FINANCING FUNDAMENTALS FOR BUILDING YOUR SHOPPING CENTRE</b>  <ul style="list-style-type: none"> <li>• Stages of Investment - mapping the capital flow journey of the 3-5 years - debt Vs equityVs buyout? What speed?</li> <li>• What makes profitability ticking – Capital heads and Operating heads</li> <li>• REITs a buzzword but no REITs are in existence in India – where does the retail challenge lie?</li> <li>• What does it take for Developers, Investors, and Policy makers to build a REIT</li> <li>• When a PE invests or acquires, what are the priorities for them - Revenue Drivers, Investment Payoffs, RoI</li> <li>• Do Investors influence the Tenant mix - money does not come for free!</li> <li>• Investment Valuation fundamentals for Institutional Investors – successful asset Vs. turning around</li> <li>• International Investor that has made an exit, and is in the second phase of his investment - what are the nuances?</li> </ul>	14:30 – 15:30	<b>Think Tank: New Age of Retailing and Big Data Analytics</b>  <ul style="list-style-type: none"> <li>- How Small- and Medium-Sized Retailers Can Compete</li> <li>- From Predictive to Prescriptive Analytics- how to tackle the challenge</li> <li>- A holistic view of brand's performance- how retailers are deploying their cutting-edge retail analytics software to manage omni-channel data</li> <li>- loyalty is not price discounts — its customer experience-Reviving loyalty programs through big data analytics</li> </ul>
15:00 – 15:20	<b>IRF SOLO</b> – What Amazon CAN'T, But Walmart CAN!  EXPERIENCE ENGINEERING: The Art of Creating Experiences that Leave a Lasting Memory	15:00 – 15:20		15:30 - 16:30	<b>"Reimagining the in-store Digital Retail Experience"</b>  <ul style="list-style-type: none"> <li>• How Retailers are using technology to gain an in-store edge that delivers value to the consumers.</li> <li>• Engaging customers with personalised and seamless experiences, What does the future hold</li> <li>• The fundamental truths of consumer desire at the checkout</li> <li>• What retailers must do to stay relevant to mobile and millennial shoppers</li> </ul>
15:20 – 16:20	<b>INTERNATIONAL RETAILERS</b> in India – Five Things They Need Before They Enter Indian Markets Five Big Expectations that Indian Consumers Have From Them	15:20 – 16:20		16:30 – 17:30	<b>"Influencer's Marketing growing at the speed of technology: The Next Hot Commodity for Brands"</b>  <ul style="list-style-type: none"> <li>• Where's my influencer marketing ROI?</li> <li>• A sneak peek in Marketing- Giving your brand a voice across all channels</li> <li>• Too much control can Kill your Campaign- let influencers play with your brand to excite the audience, agree or not?</li> <li>• What Inspires Influencers to create content and how a brand justifies it?</li> </ul>

16:20 – 17:20	<b>ENTREPRENEURS CONCLAVE:</b> Dive Into Your Destiny Fostering the Entrepreneurship Spirit : Forging Passion, Idea, Scale, Opportunity, Ambition	16:00 – 17:00	<b>THE BIG REVOLUTION IN LEASING OF MALLS – LEASING PRACTICES WHICH ARE AT THE HEART OF THE MOST SUCCESSFUL MALLS OF TOMORROW</b>  <ul style="list-style-type: none"> <li>• How is the world of Leasing changing around us time to find a leasing solution to accommodate all mix of brands</li> <li>• International Retailers vs Indian Retailers – preferential treatment, Lease terms, Zoning allotment, Long Leases vs Short Lease</li> <li>• Long leases (30 years) Vs Sales throughput of international retailers - what is the growth potential</li> <li>• One-shoe-fits-all or customization: Every retailer has a different need and capacity to pay – can Leasing agreements be customized</li> <li>• Just as customer experience is important in retail for the final shopper, what are we doing to make Retailer Experience and onboarding into a new mall more delightful for the Retailer</li> <li>• Who needs it more – what to do when the Retailer needs the shopping center more, and when the shopping center needs the Retailer more (case in example: Uniqlo)</li> </ul>		
17:20 – 17:40	<b>One-on-one breakthrough Conversation:</b> BREAKING THE CONVENTIONS TO SUCCEED AGAINST ALL ODDS - What it takes to be an unconventional leader, and how it motivates your team			17:40-18:00	<b>THE 3 MINUTE MILLION</b> – Entrepreneurs' Conviction at its Best!  If you had to convince an Angel Investor in 3 minutes to give you a Million dollars for your breakthrough idea!
17:40 – 18:45	<b>MARKETING ADAPTATION</b> - Lesser Budgets, More Impact: New-Generation Marketing for Capturing the Mindshare of Digitally-Inclined Consumer				
19:30 – 22:00	<b>IMAGES RETAIL AWARDS</b>				