

EXPLORE. DREAM. DISCOVER

JANUARY BOMBAY 17-18, 2014 EXHIBITION

EXHIBITION CENTER HALL NO. 5

GOREGAON MUMBAI

CONFERENCE AGENDA

DAY 1 — January 17, 2014 (Friday)

09:00 Onwards REGISTRATION 10:30 – 11.15 Morning Cuppa! 11:30 – 11:40 Welcome Address

(Richa Bansal – Editor, Shoes & Accessories)

11:40 - 13:00 INAUGURAL SESSION

"OPPORTUNITY INDIA: ARE YOU READY FOR THE KILL?": HOW CAN GLOBAL FOOTWEAR AND ACCESSORY BRANDS DEVISE A STRATEGIC MARKETING DESIGN TO UTILISE GROWTH DRIVERS LIKE INCOME, PRICE, OCCASIONS, STYLE AND FASHION TO THE OPTIMUM? HOW CAN BRANDS OPERATE IN A MARKET AS DIVERSE AS INDIA?

Moderator: Utsav Seth – MD, Pavers England Rafique Malik – Chairman, Metro Shoes G Sankar – CEO, Reliance Footprints Sanjeev Agrawal – MD, Skechers Nissan Joseph – MD, Crocs Raman Bansal – Director, Liberty Shoes

13:00 - 14:00 LUNCH

14:15 - 15:30 SESSION 2

FAST FASHION: WE'VE HEARD OF IT IN APPAREL. IT EXISTS IN FOOTWEAR TOO! AND GETTING STRONGER BY THE DAY, ESPECIALLY THE WOMEN'S CATEGORY. FAST AND AFFORDABLE FOOT FASHION IS WHAT THE YOUNG FASHION-CONSCIOUS, NOT-SO-AFFLUENT OR AFFLUENT YOUNG OR YOUNG-AT-HEART GIRL IS LOOKING FOR. HOW CAN BRANDS CAPTURE THIS TARGET GROUP WHO MUST COORDINATE ALMOST EVERY DAY DRESS WITH MATCHING FOOTWEAR? CAN BRANDS GIVE THE HIGH STREET PLAYER A RUN FOR HIS MONEY? WHAT ROLE DOES DESIGN PLAY IN FAST FASHION?

Moderator: Manish Saksena – CoFounder-President, Limeroad & Advisor-Tommy Hilfiger Sophia Premjee – MD, Lord's Asif Merchant – MD, Catwalk Rina Shah – Designer, Rinaldi Shruti Kaul Sachdeva – Partner, Trishuli Sohel Kamdar – COO, Metro Shoe Rishika Agarwalla – Director, Pimento by Malaga

15:30 - 16:00 High Tea

16:15 - 17:15 SESSION 3

AIFMRA MEET: REVIEW THE STATUS OF REPRESENTATION FOR REDUCTION IN EXCISE DUTY ON FOOTWEAR AMONG OTHER THINGS ON THE AGENDA.

18:00 INDIA BRAND SHOW

CONFERENCE AGENDA

DAY 2 – January 18, 2014 (Saturday)

11:30 - 12:40 SESSION 1

'E-COMMERCE: ARE YOU WORKING TO BE AN OMNI-CHANNEL RETAILER?': IN A RAPIDLY CHANGING E-COM SCENARIO, JUST ADDING THE E-DIMENSION TO YOUR FASHION BUSINESS WILL NOT SUFFICE. INTERNET ACCESS FROM MOBILE DEVICES WILL SEE HUGE GROWTH IN COMING YEARS. ARE YOU READY FOR THE MORROW?

Moderator: Navin Joshua – MD, Green Honchos Praveen Sinha – MD, jabong.com Puneet Khanna – MD, Famozi Manoj Chandra – Founder-CEO, myschoolstuff.com Rajiv Prakash – Founder, Next In Advisory Partners Jeetendra Joshi – Director-Marketing, Reasoning

13:00 - 14:00 LUNCH

14:00 - 15:30 SESSION 2

'HOW TO MAXIMISE THE POWER OF YOUR DISTRIBUTOR CHANNEL': THE BUSINESS OF DISTRIBUTION IS AT THE CORE OF A MAJORITY OF THOSE IN THE BUSINESS OF FOOTWEAR – BE IT AS A BRAND OR THE LICENSEE OF INTERNATIONAL BRANDS. WHAT STEPS ARE NEEDED TO WORK OUT AN EFFICIENT SUPPLY CHAIN BETWEEN THE MANUFACTURER, DISTRIBUTOR AND BRAND-RETAILER?

Moderator: Rajeev Uppal – CEO, Suncorp Exim (Warner Bros/GAS)

Amrit Gulati – President, Footwear Wholesalers Association

S Sridhar – MD, Centro
Ismail A Ajani – MD, Hollywood

Anuj Chawla – MD, Delco

Surendra Singh – MD, Venus Steps
Ishaan Sacheva – Director, Virola Shoes (Alberto Torresi)

Hemant Dhanwani – CEO, Tejam Sales

15:30 - 16:00 High Tea

16:00 – 17:00 CONCLUDING SESSION

THE MBO vs EBO PARADOX – GETTING THE MIX RIGHT TO MAINTAIN BRAND PRESTIGE AND MAXIMUM RETAIL PENETRATION': IN A WORLD OF INCREASING NUMBER OF RETAIL CHANNELS, WHICH ROUTE SHOULD A BRAND TAKE TO EXPAND ITS INTERFACE WITH THE CONSUMER? SHOULD A BRAND SHOWCASE ITS VAST RANGE OF PRODUCT LINE THROUGH AN EXCLUSIVE BRAND OUTLET (EBO) OR SPREAD ITSELF GEOGRAPHICALLY TOO BY GETTING INTO AS MANY MULTIBRAND OUTLETS (MBOS)? IS THE SUCCESS OF A BRAND DIRECTLY PROPORTIONAL TO THE NUMBER OF OUTLETS IT FEATURES IN, OR DOES IT HAVE A SLIDING EFFECT ON THE BRAND'S POSITIONING IN THE LONG RUN?

Moderator: Inderdev Musafir – MD, M&B
Shailesh Chaturvedi – CEO & MD, Tommy Hilfiger India
Kabir Lumba – MD, Lifestyle
Harkirat Singh – MD, Woodland
Rajeev Lakhara – MD, FDDI
Asif Merchant – MD, Catwalk
Amin Virji – MD, Inc5
Imran Virji – MD, Regal Shoes
Anupam Bansal – MD, Liberty Shoes

19:00 India Shoes & Accessories Awards Cocktails & Dinner (By Invitation Only)