

Day 01,
13th Nov '24
India D2C Summit
HALL 1



10:00 - 10:30 am
REGISTRATION & BREAKFAST MEETS

10:30 - 10:35 am
D2C WARM UP
Anish Trivedi, President & CEO, Alenka Media

10:35 - 10:45 am
WELCOME ADDRESS
Bhavesh Pitroda, Convenor, D2C & CEO, IMAGES Group



10:45 - 11:45 pm
D2C Open House
D2C TURBOCHARGE: 60 MINUTES WITH INDIA'S SHARPEST FOUNDERS

A high-octane session with 100+ D2C brand founders. Crisp insights, battle-tested strategies, and innovative approaches to scaling, marketing, and customer acquisition. A ride packed with actionable advice, inspiring stories, and firsthand accounts of triumphs, setbacks, and disruption in India's competitive D2C landscape.

Host: Himanshu Chakrawarti, CEO, **Snapdeal and Stellaro Brands - Ace Vector Group** & Devangshu Dutta, Founder & CEO, **Third Eyesight**

Aakash Anand, Founder, BellaVita
Aditya Seth, Co-founder, Wellversed
Alok Paul, Co-founder, Berrylush
Anuj Nevatia, Co-founder & Director, Bacca Bucci
Ashutosh Kumar, Founder, Offmint
Atul Shivnani, AVP - E-commerce & Digital, The Body Shop
Deepanshu Manchanda, Founder & CEO, ZappFresh
Ganesh Kamath, Founder & CEO, Earthraga
Mohit Khatri, Strategist - Middle East and MENA region, Tripura Oud
Mohit Malik, VP & Head - Digital Business, Heads Up For Tails
Neha Kant, Founder & Director, Clovia Lingerie
Rahul Kumar, Co-founder, Love of India
Samayesh Khanna, Co-founder, Beany Coffee
Siddharth Dungarwal, Founder, Snitch
Sidharth S Oberoi, Founder & CEO, Lets Shave
Swagatika Das, Co-founder, Nat Habit
Ujjwal Sarin, Founder, Nu Republic
Richa Kapila, Co-founder, D'chica
Abhijeet Anand, Founder & CEO, abCoffee

Radhika Dang, CEO & Founder, The Good Karma Co.
Nitin Jain, Founder & CEO, Indi Gifts
Jasmeet Thind, Co-founder, CoutLoot
Niharika Talwar, Founder & CEO, Marsallime
Abishek Elango, Co-founder, Tailor & Circus
Dhruv Toshniwal, Founder, The Pant Project
Akash Valia, Co-founder, Secret Alchemist
Surbhi Bhatia, Founder & CEO, The Mom Store
Aditya Agrawal, Co-founder, P-TAL
Arpit Upadhyay, AVP & Business Head - D2C, The Man Company
Shrey Jain, Founder & CEO, Alphavedic
Ankita Chaudhary, Co-founder & COO, Power Gummies
Prateek Singhal, Co-founder, Yoho
Karan Singla, COO, The Sleep Company
Kammal V KKalra, Director of Operations, VegNonVeg
Stuti Ashok Gupta, Founder, Amrutam
Sushant Nayyar, Founder & CEO, Denzour Nutrition
Abdus Samad, Founder, Sam & Marshall
Aayush Goenka, Founder, Soxytoes
Garima Kakkar, Co-founder, Fraganote

Apeksha Jain, Co-founder, Get Sain
Pratik Mukherjee, Head of Business - Beauty, House of Masaba
Lavanya Aneja, Founder & CEO, Lea Clothing Co.
Ketan Munoth, Co-founder, Plush
Raj Bhagat, Head of Business Strategy, Heel Your Sole
Supriya Malik, Founder & CEO, Indulgeo Essentials
Vinayak Garg, Founder, Lazy Gardener
Sonam Sobti, Co-founder, AKISO
Vinni Aggarwal, Founder, Coco Crush & Essential Extracts
Rajat Jaiswal, Co-founder, Keydroid India & Water-Burger
Mayank Jain, SVP, VAHDAM
Rimjim Deka, Founder, Littlebox
Shivani Soni, Co-founder, Beyoung
Apeksha Jain, Co-founder, GET SAIN
Astha Katta, Founder, Shyle
Mayank Sisodia, Founder, The Honest Home Company
Ankush R Barjata, Founder, DEEVA

Kuldeep Parewa, Founder & Chief Farmer, Anveshan
Param Bhargava, Founder, Khadi Essentials & The Ayurveda Co.
Abhishek Negi, Co-founder, Eggoz
Jitendra Sharma, Founder & CEO, HairOriginals
Aditya Khanna, Co-founder, Assembly
Aashish Batra, Co-founder, myPAPERCLIP
Dr. Shweta Choudhary, Founder & Director, InnovHer
Kalpana Jha, Founder, JhaJi Store
Snigdha Manchanda, Founder & CEO, Tea Trunk
Bhavik Vasa, Founder, GetVantage, GetGrowth Capital, Fintech NBFC
Abhiram Bhalerao, Partner, V3 Ventures
Vishal Kapur, CEO & Co-founder, The Nut Lounge
Simran Khara, Founder, Koparo
Manushree Khandelwal, Founder, Femora
Antara Raychaudhury, AVP, Spring Marketing Capital
Chirag Gupta, Founder, 4700BC
Puneet Tripathi, Head of Data, Wakefit
Aakriti Rawal, Founder, House of Chikankari

Akshay Shivpuri, Co-founder, SAADAA
Nikhil Doda, Co-founder, COO, Lahori Zeera
Utsav Malhotra, Chief Operating Officer, Noise
Rahul Agarwal, Founder & CEO, Organic Harvest & RASA Group
Sanjay Singal, CEO, Wagh Bakri Tea
Garima Tyagi, Head of Business, MyMuse India
Dhiraj Agarwal, CEO & Co-founder, Campus Sutra
Mohit Rathod, Co-founder & Director, Truly Desi
Hitesh Rathi, Founder, Aadvik Foods
Archit Kaushik, Associate Director, KindLife
Himanshu Adlakha, Co-founder, Winston
Pratik Goyal, Founder, Bar Box
Riddhi Jain, Founder, Necesera
Apeksha Jain, Founder & Chief Confiturier, The Gourmet Jar
Yash Singhal, Founder, Hancock
Puneet Tyagi, Vice President, EGOSS
Mansi Baranwal, Founder, Troovy

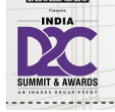
Day 01/ 13th Nov 24 Contd.



11:45 - 12:00 noon

KEYNOTE ADDRESS: MULTIMODAL AI SEARCH FOR E-COMMERCE

By Ramesh Srinivasan, Chief Growth Officer, **Flyfish**



12:00 - 12:45 pm

D2C 2.0 – HOW TO KEEP THE MOMENTUM GOING

A host of 'perfect storm' elements came together almost concurrently to birth the D2C phenomenon in India. A devastating pandemic-induced lockdown, India's digital-forerunner status, rise of an entrepreneurial culture, market gaps and a mammoth digital-first consumer base. Four years on, things look more stable, but many revolutionary concepts have fallen by the wayside, and tough lessons have also been learnt.

- * After the many highs and lows, hits and misses in the first chapter of India's D2C revolution, what may we expect for the next five years?
- * Will entrepreneurship become more cautious? Will investors tighten wallets and pre-conditions? Will brand-stickiness become a thing of the past? Will India deliver a global D2C brand?

Panelists:

Aakash Anand, Founder, **BellaVita**
Ganesh Kamath, Founder & CEO, **Earthraga**
Siddharth Dungarwal, Founder, **Snitch**
Aditya Agrawal, Co-founder, **P-TAL**
Chirag Gupta, Founder, **4700BC**
Param Bhargava, Founder, **Khadi Essentials & The Ayurveda Co.**
Aashish Batra, Co-founder, **myPAPERCLIP**
Prateek Singhal, Co-founder, **Yoho**



12:45 - 01:00

FIRESIDE CHAT

Sonakshi Nathani, Co-founder & CEO, **Manifest AI**
& Speaker from **BIK**

Host : Bhavesh Pitroda, Convenor, D2C & CEO, IMAGES Group



01:00 - 01:15

KEYNOTE ADDRESS BY NETCORE



01:15 - 02:00 pm

THE SUSTAINABLE EDGE: CLV STRATEGIES FOR D2C SUCCESS

In today's competitive D2C landscape, acquiring new customers is costly, and retaining them is crucial. To achieve sustainable growth, brands must prioritize Customer Lifetime Value (CLV). Join industry experts as they share strategies for balancing Customer Acquisition Cost (CAC) and CLV, and explore how curating personalized experiences through digital engagement can foster enduring customer relationships, drive loyalty, and unlock limitless lifetime value.

- * How can D2C brands optimize their Customer Lifetime Value (CLV) to Customer Acquisition Cost (CAC) ratio for sustainable growth?
- * What role do data-driven insights, digital touchpoints, and personalized experiences play in cultivating lifelong customer relationships?

Panelists:

Neha Kant, Founder & Director, **Clovia Lingerie**
Ankita Chaudhary, Co-founder & COO, **Power Gummies**
Ujjwal Sarin, Founder, **Nu Republic**
Swagatika Das, Co-founder, **Nat Habit**
Ashutosh Kumar, Founder, **Offmint**
Anuj Nevatia, Co-founder & Director, **Bacca Bucci**

02:00 - 02:45 pm **Lunch & Networking**

Day 01/ 13th Nov 24 Contd.



02:45 - 03:30 pm

UNIFYING SOCIAL COMMERCE

The rise of social media platforms and influencer marketing has revolutionized how brands connect with consumers. D2C brands are capitalizing on these channels to build brand awareness, engage with their audience, and drive organic growth through user-generated content and word-of-mouth referrals. The intersection of social media and social commerce, can also however, lead to a lack of consistency across platforms. The nature of customer journeys is often fragmented – the purchase begins within one app, but ends on a different one, making it difficult to track the customer's journey accurately. This also generates the risk of cyber fraud and broken payment experiences. How can we make social commerce experiences more unified?

Panelists:

Sidharth S Oberoi, Founder & CEO, **Lets Shave**

Richa Kapila, Co-founder, **D'chica**

Surbhi Bhatia, Founder & CEO, **The Mom Store**

Akash Valia, Co-founder, **Secret Alchemist**

Mohit Malik, VP & Head - Digital Business, **Heads Up For Tails**

Nitin Jain, Founder & CEO, **Indi Gifts**

Rimjim Deka, Founder, **Littlebox**

Moderator: Sandip Hazra, Director, **PwC India**



03:30 - 03:45 pm

KEYNOTE ADDRESS BY QUANTICUS

03:45 - 04:30 pm

Passion vs Profit: Short-term and Long-term

Investors typically enter a venture with the primary purpose of making an exit, and a profitable one. Most have a shorter investment horizon, while most entrepreneurs have a longer growth vision. Investors are concerned with return on investment (ROI), while many founders may prioritize market acquisition, product innovation and carefully paced expansion. These differing objectives can create tension, as investors would logically be focussed on rapid scaling, while founders would be more oriented towards creating a sound business that may pace up slower. It is the timeless clash of passion vs profit or growth vs profitability. However, it is also true that a business that is not profitable has a limited life span. How do you do Profitable Passion?

Panelists:

Dr. Shweta Choudhary, Founder & Director, **InnovHer**

Bhavik Vasa, Founder, **GetVantage, GetGrowth Capital, Fintech NBFC**

Abhiram Bhalariao, Partner, **V3 Ventures**

Antara Raychaudhury, AVP, **Spring Marketing Capital**

Auxano Capital*



04:30 - 05:15 pm

FAST LANE TO LOYALTY: CRAFTING UNBEATABLE D2C EXPERIENCES

In today's ultra-fast delivery landscape, D2C brands must move beyond speed to win customers. Join industry leaders as they share strategies for building loyalty through seamless fulfillment, immersive brand experiences, and data-driven customer engagement, uncovering the secrets to sustainable growth and market differentiation.

- How can D2C brands balance speed with personalized experiences to drive customer loyalty?
- What role do technology, logistics, and storytelling play in crafting unforgettable brand moments?

Panelists:

Pratik Mukherjee, Head of Business - Beauty, **House of Masaba**

Rahul Agarwal, Founder & CEO, **Organic Harvest & RASA Group**

Atul Shrivani, AVP - E-commerce & Digital, **The Body Shop**

Vinni Aggarwal, Founder, **Coco Crush & Essentia Extracts**

Riddhi Jain, Founder, **Necesera**

Sonam Sobti, Co-founder, **AKISO**



05:15 - 06:00 pm

CHANNEL AUDIT: PARTNER OR GO IT ALONE?

In addition to their own webstores, most D2C brands are also present across both category-focussed and category-agnostic marketplaces. Each channel has its own pros and cons, and all do not deliver the same outcomes or experiences. Channel partnerships with ecommerce marketplaces are also sometimes fraught with challenges related to transparency on costs, data and revenue sharing. This session features leading D2C brands offering candid SWOT analyses on channel fit and efficacy across Discovery, Personalisation, B2B Partnerships and overall Shopper Experience.

Panelists:

Jasmeet Thind, Co-founder, **CoutLoot**

Akshay Shivpuri, Co-founder, **SAADAA**

Kammal V KKalra, Director of Operations, **VegNonVeg**

Radhika Dang, CEO & Founder, **The Good Karma Co.**

Stuti Ashok Gupta, Founder, **Amrutam**

Mohit Khatri, Strategist - Middle East and MENA region, **Tripura Oud**

Shrey Jain, Founder & CEO, **Alphavedic**

Moderator: Himanshu Chakrawarti, CEO, **Snapdeal and Stellaro Brands - Ace Vector Group**

Day 01/ 13th Nov 24 Contd.



06:00 - 07:00 pm

JOINT MEGA SESSION - Malls and D2C Brands

Moderator:

Sakshi Goel, Associate Executive, Director, **CBRE**

D2C Panelists:

Abhijeet Anand, Founder & CEO, **abCoffee**

Karan Singla, COO, **The Sleep Company**

Alok Paul, Co-founder, **Berrylush**

Siddharth Dugarwal, Founder, **Snitch**

Utsav Malhotra, Chief Operating Officer, **Noise**

Sanjay Singal, CEO, **Wagh Bakri Tea**

06:30-08:00 pm

Networking cocktails

MALLS AS CATALYSTS: ELEVATING D2C BRANDS' OFFLINE EXPERIENCE

In the era of digital-first shopping, malls can play a pivotal role in elevating the offline experience for D2C brands. Join this session to explore how mall developers can collaborate with D2C labels to craft immersive, engaging physical spaces that complement their online presence. Discover strategies for integrating technology, events, and experiential marketing to drive foot traffic, customer loyalty, and sales.

** How can mall developers tailor spaces to meet the unique needs of D2C brands?*

** What role do experiential marketing and events play in driving offline engagement for digital-first brands?*

** How can data analytics inform effective phygital strategies for D2C brands in malls?*

SCN Panelists:

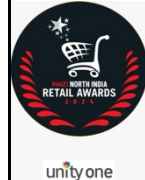
Arjun Gehlot, Director, **Ambience Malls**

Bipin Gurnani, Whole Time Director & CEO, **Prozone Intu Properties**

Manoj Singh, VP, Forum Malls, **Prestige Group**

Rohit Gopalani, SVP & Head Leasing, Marketing & Corporate Communications, **Inorbit Malls**

Yogeshwar Sharma, Chief of BD & Leasing, **DLF Retail**



08:00 pm onwards

IMAGES North India Retail Awards

**Day 02,
14th Nov '24
India D2C Summit
HALL 1**



09:00 - 10:00 am **REGISTRATION & BREAKFAST MEETS**



10:00 - 10:45 am
**THE IMPACT OF FULFILMENT ON CUSTOMER EXPERIENCE:
ENSURING EFFICIENCY AND SATISFACTION**

The pivotal role of fulfilment in shaping customer experience for D2C brands is critical. This session will explore the impact of flexible fulfilment models such as BOPIS (Buy Online, Pick Up In-Store) and BORIS (Buy Online, Return In-Store) on enhancing customer satisfaction and loyalty. Through insightful discussions, participants will gain valuable insights into optimizing fulfilment strategies to meet evolving consumer expectations and drive sustainable growth in the D2C landscape.

Panelists:

Dhiraj Agarwal, CEO & Co-founder, **Campus Sutra**
Mohit Rathod, Co-founder & Director, **Truly Desi**
Shivani Soni, Co-founder, **Beyoung**
Pratik Goyal, Founder, **Bar Box**
Raj Bhagat, Head of Business Strategy, **Heel Your Sole**
Dhruv Toshniwal, Founder, **The Pant Project**



11:30 - 12:15 pm
BRANDS ACCELERATING GROWTH THROUGH D2C DIGITAL TRANSFORMATION

Why is there a need to acquire new age brands to match changing customer expectations? Hear the experts talk about why are corporate brands opting for the D2C channel and how D2C brands are opening new avenues for corporate conglomerates.

Panelists:

Aditya Seth, Co-founder, **Wellversed**
Samayesh Khanna, Co-founder, **Beany Coffee**
Aakriti Rawal, Founder, **House of Chikankari**
Supriya Malik, Founder & CEO, **Indulgeo Essentials**
Himanshu Adlakha, Co-founder, **Winston**
Kuldeep Parewa, Founder & Chief Farmer, **Anveshan**



10:45 - 11:30 am
**IMPACT OF OMNICHANNEL UNIFIED RETAIL ON ENHANCING CUSTOMER
JOURNEYS**

Moving beyond the buzzwords to uncover practical strategies for delivering scalable, profitable, and engaging customer journeys, panellists in this session will discuss how integration of technology and channels have created seamless retail experiences - fostering customer loyalty and driving growth. Also insights will be shared on the strategic moves of D2C brands as they adopt an all-channel approach to expand their reach, enhance operational efficiency, and deepen their geographic presence.

Panelists:

Rajat Jaiswal, Co-founder, **Keydroid India & Wat-a-Burger**
Arpit Upadhyay, AVP & Business Head - D2C, **The Man Company**
Mayank Jain, SVP, **VAHDAM**
Puneet Tripathi, Head of Data, **Wakefit**
Snigdha Manchanda, Founder & CEO, **Tea Trunk**



12:15 - 12:45 pm
CASE STUDY BY CUSTOMER LABS



12:45 - 01:30 pm
**DIGITAL THOUGHT LEADERSHIP -
GAME CHANGING ECOM CUSTOMER STRATEGIES**

Discover how leading e-commerce brands are harnessing the power of social media to drive sales, build brand loyalty, and stay at the forefront of industry innovation. From influencer partnerships to shoppable posts, and from AI-driven personalization to harnessing the marketplaces, our panelists will reveal their game-changing insights and provide you with the hacks you need to thrive in 2024 and beyond.

Panelists:

Rahul Kumar, Co-founder, **Love of India**
Abishek Elango, Co-founder, **Tailor & Circus**
Vinayak Garg, Founder, **Lazy Gardener**
Aayush Goenka, Founder, **Soxytoes**
Ketan Munoth, Co-founder, **Plush**
Aditya Khanna, Co-founder, **Assembly**

Day 02/ 14th Nov 24 -Hall 1 India D2C Summit Continued...

01:30 - 02:15 pm

LUNCH & NETWORKING



02:15 - 03:00 pm

How to Build a Scalable D2C Tech Stack

This interactive workshop will guide attendees through the process of building a tech stack optimized for scale. Topics will cover eCommerce platforms, warehouse management services, inventory management systems, and customer experience tools. The goal is to help brands streamline operations and support exponential growth while reducing inefficiencies.

Panelists:

Apeksha Jain, Co-founder, **Get Sain**
Hitesh Rathi, Founder, **Aadvik Foods**
Abhishek Negi, Co-founder, **Eggoz**
Lavanya Aneja, Founder & CEO, **Lea Clothing Co.**
Jitendra Sharma, Founder & CEO, **HairOriginals**
Garima Tyagi, Head of Business, **MyMuse India**



03:00 - 03:45 pm

THE 100 CR CLUB: INCUMBENTS AND ASPIRANTS

The session typically highlights key players who are already part of this prestigious group and the strategies that helped them succeed. It also focuses on the "aspirants," brands on the verge of crossing this milestone, exploring their growth tactics, challenges, and innovations. The conversation might cover scaling strategies, market trends, and the role of technology, funding, and customer engagement in hitting the 100 crore mark.

Panelists:

Apeksha Jain, Founder & Chief Confiturier, **The Gourmet Jar**
Deepanshu Manchanda, Founder & CEO, **ZappFresh**
Manushree Khandelwal, Founder, **Femora**
Nikhil Doda, Co-founder, COO, **Lahori Zeera**
Puneet Tyagi, Vice President, **EGOSS**
Vishal Kapur, CEO & Co-founder, **The Nut Lounge**

Moderator: Sagar J Daryani, Co-founder & CEO, **Wow! Momo Foods**



03:45 pm - 04:00 pm

KEYNOTE ADDRESS BY E-KART



04:00 - 04:45 pm

RISING STARS OF THE D2C ECOSYSTEM: THE YOUNG TURKS DRIVING INNOVATION

These young leaders are challenging traditional business models, leveraging innovative strategies, and redefining consumer experiences. The discussion will cover their journeys, the unique challenges they face, and the bold approaches they use to capture market attention.

Panelists:

Abdus Samad, Founder, **Sam & Marshall**
Garima Kakkar, Co-founder, **Fraganote**
Kalpana Jha, Founder, **JhaJi Store***
Mansi Baranwal, Founder, **Troovy**
Mayank Sisodia, Founder, **The Honest Home Company**
Simran Khara, Founder, **Koparo**



04:45 - 05:30 pm

DARE TO D2C: BOLD MOVES FOR FUTURE-PROOFING YOUR BRAND!

In an era where consumer expectations are rapidly shifting, D2C brands must embrace bold strategies to thrive. This session will focus on transformative approaches that not only enhance brand visibility but also ensure long-term sustainability.

Panelists:

Astha Katta, Founder, **Shyle**
Archit Kaushik, Associate Director, **KindLife**
Ankush R Barjata, Founder, **DEEVA**
Yash Singhal, Founder, **Hancock**
Niharika Talwar, Founder & CEO, **Marsallime**
Sushant Nayyar, Founder & CEO, **Denzour Nutrition**

Day 02/ 14th Nov 24 - HALL 2 : Shopping Centres Next Convention

07:00- 08:00 pm

Networking cocktails



08:00 pm onwards

IMAGES Shopping Centres Awards

Note: Session dates, timings, titles, briefs, anchors/ moderators/ speakers/ panelists, presenters are subject to change