

Time Program Agenda - PHYGITS Live | Live on your Screen

10:00 - 10:10	Welcome & Opening Remarks by Bhavesh Pitroda, Convenor, Phygits Live & Internet Commerce Summit
10:10 - 10:30	<p>Research Presentation - KPMG</p> <p>Stay Digital, Stay Relevant</p> <p>Abhishek Kumar Gupta, Partner & Leader Global Capability Center (GCC) Market, KPMG India</p>
10:30 - 11:30	<p>Inaugural Session - CEOs Agenda - Customer Channel Commerce: Unlocking 3Cs of Digital Transformation in Retail</p> <p>The Retail industry is currently undergoing technology-led business transformation and retailers realize that adoption of new age technology is the only way to catalyse business growth. Retailers are in a quest to learn about and leverage newer technological innovations to gain competitive advantage.</p> <p>Nemisha Ghia, CEO, Welspun Venu Nair, MD & CEO, Shoppers Stop Abhishek Ganguly, GM – Southeast Asia & India, Puma Rashmi Daga, Founder & CEO, Freshmenu Moderator: Vineet Gautam, CEO, Bestseller</p>
11:45 - 12:30	<p>Case Study: Building Omnichannel Capabilities powered by OMUNI (Arvind Internet)</p> <p>Himanshu Chakrawarti, CEO, Unlimited Namrata Chotrani, CEO, Khadims Ranjan Sharma, CIO, Head of SCM, Captive eCommerce business and QA, Bestseller Moderator: Mukul Bafana, CEO - Omuni</p>
12:45 - 13:30	<p>Fireside Chat - Fashion Ecommerce in 2021 and Beyond!!</p> <p>Navin Joshua, Co-Founder, GreenHonchos Siju Narayan, Retail Industry Practitioner & CEO Rexemptor</p>
14:00 - 15:00	<p>CFO TOWNHALL - Intelligent Process Automation for the Retail Industry – Human and Digital Workforce</p> <p>Tanmay Kumar, CFO, Spencer's Retail & Natures Basket Pratap Swarup, CFO, Bestseller India (Jack & Jones, Only, Vero Moda, Selected Homme and Junarose) Arun Ganapathy, CFO, House of Anita Dongre (AND, Global Desi, Grassroot, Pinkcity) Pramod Dangaich, CFO, Infiniti Retail (Croma) Harshal Ambani, Executive Director Intelligent Automation Digital KPMG India Moderator: Sumeet Pathak, Digital Workforce Evangelist – IMEA, Automation Anywhere</p>
15:15 - 15:45	<p>Product Showcase - Voice solutions shaping businesses in 2021</p> <p>Speaker: Saurav Shrivastava, DGM Product Marketing - Voice, Tata Tele Business Services</p>
16:00 - 17:00	<p>THE X-FACTOR IN CX: LEVERAGING DATA TO ENHANCE CUSTOMER EXPERIENCE</p> <p>Modern day brands have probably excelled at collecting customer data, but this probably doesn't deliver a personalised customer experience that delights or sometimes, even benefits the customer.</p> <p>In fact, many times customers feel that their privacy has been breached and hence the entire exercise ends up being counterproductive and does not drive ROI. What are the key drivers to address this concern? Adopting a customer first digital approach - what steps are companies taking to sieve their data and use what is relevant and not infringing customer privacy to provide personalisation at scale to customers to create customer delight and ROI for business.</p> <p>How do we integrate various internal teams like IT, tech, sales, finance, legal and marketing to build 1 customer view (online/offline/service etc) & what is the best way to put it to use in the best interest of all stakeholders. And how are CRM/CDP/DMP platforms evolving to serve this rich CX.</p> <p>Panellists in this session discuss - From Technology to Experience, how brands can be more relevant in the increasingly Phygital world?</p> <p>Rupesh Kumar, Director-Engineering, Big Basket Ranjan Sharma, CIO, Head of SCM, Captive eCommerce business and QA, Bestseller India Ritesh Ghosal, Chief - Mktg and Insights, Infiniti Retail (Croma) Meer Irfan, Digital Marketing Head, Lifestyle International India Moderator: Harshavardhan Chauhan, Vice President - Marketing & Omnichannel, Spencer's Retail & Nature's Basket</p>
17:00 Onwards	Networking