



Confederation of Indian Industry



## “RE-IGNITING GROWTH”

11 December 2023 | Taj President; Mumbai

### AGENDA

<b>0930 – 1000 Hrs.</b>		<b>Registration</b>
1000 – 1005 Hrs.	Welcome Address	<b>Mr Bharat Puri</b> Chairman, CII National Committee on FMCG & Managing Director, Pidilite Industries
<b>1005 – 1115 Hrs.</b>	<b>OPENING SESSION: CEO Keynote &amp; Fireside Chat – Re-igniting Growth in FMCG</b>	
	<p>We are at a critical time as we look to get to the other side of 2020s. Consumer demand in India has remained steady thus far against the backdrop of an uncertain global context. However, consumer behaviors and attitudes are changing rapidly, the distribution landscape is getting complex, and newer capabilities are fundamentally disrupting business models. Winning in this reality will require remaining ahead on fulfilling consumer needs through innovations on both offerings and operating models. A fusion of past learnings and agility in light of changing consumer and market contexts will be imperative.</p> <p>In this session, we will hear from three leading FMCG CEOs about their thoughts and perspectives on how the FMCG sector needs to shape up to stay ahead in the coming years.</p>	
1005 – 1010 Hrs.	Introductory Remarks by	<b>Mr Bharat Puri</b> Managing Director, Pidilite Industries
1010 – 1035 Hrs.	Keynote Address by	<b>Mr Suresh Narayanan</b> Chairman and Managing Director, Nestle India
1035 – 1110 Hrs.	Fireside Chat with	<b>Mr Varun Berry</b> Executive Vice-Chairman and Managing Director, Britannia Industries
1110 – 1115 Hrs.	Closing Remarks	<b>Mr Sudhir Sitapati</b> Chairman, CII National FMCG Summit 2023 Co-Chairman, CII National Committee on FMCG & Managing Director & CEO, Godrej Consumer Products
<b>1115 – 1120 Hrs.</b>		<b>Session Changeover</b>

<b>1120 – 1145 Hrs.</b>	<b>SESSION II: Theme Presentation – FMCG in the 10s and 20s</b>
	<p>Multiple changes have happened in the consumer landscape over the 2010s and 2020s. On the demand side, affluence has grown, consumer attitudes have evolved, and their expectations have risen. On the supply side, many new categories – both products and services – have emerged vying for a share in the same consumer wallet.</p> <p>As we look to enter the other side of 2020s, it is imperative to look at the last 15 years and understand how the FMCG sector has done in the context of the broader economy. This presentation will set this context and outline questions for companies to consider and answer.</p> <p><b><u>Speaker</u></b></p> <p><b>Mr Abheek Singhi</b> Managing Director and Senior Partner, Chair of Practices Boston Consulting Group (BCG), Mumbai</p>
<b>1145 – 1200 Hrs.</b>	<b>Networking Break</b>
<b>1200 – 1250 Hrs.</b>	<b>SESSION III: CEOs Panel – Charting the Growth Agenda</b>
	<p>A look at the growth trajectory in India's FMCG sector raises multiple questions. Economic fluctuations, changing consumer purchase behaviors, and competitive market dynamics have posed challenges. At the same time, rising affluence and channel landscape have also offered opportunities to innovate fundamentally. Growth in the future will require strategic agility, innovation, and a nuanced understanding of the evolving Indian consumer and operating landscape.</p> <p>There is no one better to talk about this than the leaders who have successfully spearheaded their organizations and can offer learnings on the same.</p> <p><b><u>Moderator</u></b></p> <p><b>Mr Mangalam Maloo</b> Associate Editor and Senior Anchor, CNBC-TV18</p> <p><b><u>Speakers</u></b></p> <p><b>Mr Saugata Gupta</b> Managing Director and CEO, Marico India</p> <p><b>Ms Prabha Narasimhan</b> Managing Director, Colgate Palmolive India</p> <p><b>Mr Mohit Malhotra</b> CEO, Dabur India</p> <p><b>Mr Deepak Subramanian</b> Executive Director – Home Care, Hindustan Unilever</p> <p><b>Mr Aseem Kaushik</b> Country Managing Director, L'Oreal India</p>
<b>1250 – 1255 Hrs.</b>	<b>Session Changeover</b>

<b>1255 – 1325 Hrs.</b>	<b>SESSION IV: Re-igniting Growth – Learning from Winners</b>
	<p>Consumer consumption of FMCG categories has undergone several changes over the last decade and a half. While volumes have been challenged across some categories, many others have seen strong positive volume momentum. A look into these differences provides deeper perspectives into the 'whys' of the change.</p> <p>This presentation will provide a deaveraged view into understanding the FMCG growth trajectory across various categories and will hence set the stage for discussions in the forthcoming sessions.</p> <p><b><u>Speaker</u></b></p> <p><b>Mr K Ramakrishnan</b> Managing Director-South Asia, Kantar World Panel</p>

<b>1325 – 1415 Hrs.</b>	<b>Lunch Break</b>
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<b>1415 – 1530 Hrs.</b>	<b>SESSION V: Re-igniting Growth – Learnings from Winning Categories</b>
	<p>A look into the FMCG landscape over the last few years reveals categories and brands which have been highly successful. These are the brands which have added new consumers, increased consumption volumes, and upgraded consumers to more premium offerings. The secret to this lies in a combination of consumer-centric innovation, a superior route to market, delivering the right value equation and staying at the top of consumers' minds.</p> <p>In this session, we will hear from these brands in TED-style talks on what has been their journey and what learnings we can draw from them.</p> <p><b><u>Speakers</u></b></p> <p><b>Mr Rajneet Kohli</b> CEO &amp; Executive Director, Britannia Industries</p> <p><b>Mr Mohit Sud</b> Vice President, Marketing - Fabric Solutions, Hindustan Unilever</p> <p><b>Mr Tarun Bhagat</b> Chief Marketing Officer, India Beverages, PepsiCo</p>

<b>1530 – 1545 Hrs.</b>	<b>Networking Break</b>
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<b>1545– 1625 Hrs.</b>	<b>SESSION VI: FMCG Growth Agenda – A Retailer’s Perspective</b>
	<p>The last few years have seen continuous shifts in the retail landscape. Channel mix has been evolving, consumer spends are moving from offline to online, and multiple new formats are emerging within both offline and online. Many of these new formats have also driven significant change in consumer shopping behavior by making it more convenient, faster or providing access to large varieties. As we look forward, retail innovation will continue to be a big differentiator for brands.</p> <p>In this session, we will discuss the changing retail landscape for FMCG and the need for close collaboration between retail and brands to drive growth.</p> <p><b><u>Moderator</u></b></p> <p><b>Mr Sudhanshu Vats</b> Deputy Managing Director, Pidilite Industries</p> <p><b><u>Speakers</u></b></p> <p><b>Mr Phani Kishan Addepalli</b> Head – Instamart, Swiggy</p> <p><b>Mr Damodar Mall</b> CEO-Grocery Retail, Reliance Retail</p>
<b>1625 – 1630 Hrs.</b>	<b>Session Changeover</b>
<b>1630 – 1655 Hrs.</b>	<b>SESSION VII: Re-igniting Growth – Inspiration from Other Industries</b>
	<p>As we look to chart priorities for the FMCG sector, it is imperative to broaden the horizon and look at what we can learn from players outside the FMCG space. In many other categories, there are brands which have shown strong significant growth over the last few years. There are companies and categories which have spearheaded the creation of altogether new categories and managed to take a significant share of the consumer’s wallet.</p> <p>There are also brands which have grown significantly faster than their counterparts in well-established categories. The common thread to their success has been understanding the changing consumer and developing offerings to deliver on those in an effective manner.</p> <p>In this session, we will widen our horizon by listening to select such brands on what their journey has been and what learnings can we draw from them.</p> <p><b><u>Speaker</u></b></p> <p><b>Mr Navneet Munot</b> Managing Director &amp; CEO, HDFC Asset Management Company</p>
<b>1655 – 1705 Hrs.</b>	<b>Wrap-Up and Vote of Thanks</b>
	<p><b>Mr Sudhir Sitapati</b> Co-Chairman, CII National Committee on FMCG &amp; Managing Director and CEO, Godrej Consumer Products</p>