



MASSMERIZE 2012

A Retail and FMCG Companies' Platform

August 7th, 2012 – The Leela, Mumbai

India's Biggest Retail and FMCG Conference is back with a new perspective & all the answers you have been seeking

Meet, learn, interact & network with the stalwarts of the retail & FMCG fraternity at one platform



Shri Rajiv Agarwal
Secretary – Department of
Consumer Affairs,
Ministry of Consumer Affairs,
Food & Public Distribution



Mr. Kurush N Grant
Executive Director
ITC



Mr. Bijou Kurien
President & CEO
Lifestyle Reliance Retail



Mr. Ashutosh Garg
Chairman &
Managing Director
Guardian Lifecare Pvt Ltd



Mr. William Pinckney
MD & CEO
Amway India



Mr. Saugata Gupta
CEO
Marico Ltd.



Mr. Jamshed Daboo
CEO
Tata Trent



Mr. Harish Bijoor
Brand Expert & CEO
Harish Bijoor Consults Inc.



Mr. Ajit Joshi
CEO
CROMA



Mr. Ajay Kaul
CEO
Jubilant FoodWorks Ltd.



Mr. Sundeep Malhotra
CEO
Homeshop18.com

and many more...

Session highlights

- Building a Trillion Dollar Consumption Opportunity: How to Take Consumerism to the Next Level?
- Partners in Marketplace : Retail & FMCG Collaboration
- Business in the Digital Era : Running Multichannel Retail
- Indian Retail : With or Without FDI Reforms
- Regulatory concerns of the industry
- Technologies in retail
- Creating Successful Brands: Lessons from FMCG & Retailers

Sponsorship Opportunities:

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Indian FMCG sector has a huge potential to not only benefit from India's increasing consumption demand but also create demand for value-added innovative products, create jobs and raise purchasing powers. I expect Massmerize to provide a platform where industry would get an opportunity to discuss and deliberate on the ways both FMCG & Retail industry can collaborate to drive consumption demand and serve the ultimate consumers with better products and experience.

Saugata Gupta, CEO- Consumer Products, Marico Limited

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