



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”

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- How to take Consumerism to the Next Level?
- How synergies in FMCG and retail can make them partner in the marketplace?
- What would be the shape of Indian retail with or without FDI?
- What are the secrets behind successful FMCG Brands?
- Living in the digital era - How are companies leveraging the e wave?
- Policy & Regulations – Facilitator or Deterrent of growth?



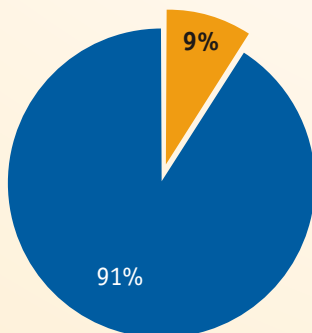
Meet, learn, interact & network with the stalwarts of the retail & FMCG fraternity at one platform

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

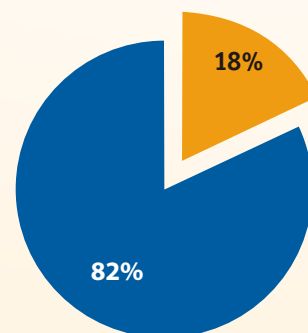
Sectoral Snapshot

Retail split of FMCG sales, Year 2010



Organized Traditional

Expected Retail split of FMCG sales, Year 2015



Organized Traditional

Glimpses of Massmerize 2009

Massmerize 2009, India's first ever conference on FMCG sector held on 23 July, 2009 was inaugurated by the Hon'ble Union Minister of Commerce & Industry, Shri Anand Sharma. The Conference witnessed participation from Industry with over 250 delegates comprising of private players as well as decision makers. The conference discussed the issues of GST, New age Consumers & modern retail and how FMCG sector can leverage given the current economic scenario. The conference was covered in more than 12 National & Regional Dailies.



Meet the leaders of the business:

Mr. Kurush Grant, Executive Director, ITC
Mr. Bijou Kurien, President, Reliance Retail
Mr. Saugata Gupta, CEO, Marico
Mr. Jamshed Daboo, CEO, Tata Trent
Mr. Sundeep Malhotra, CEO, Homeshop18
And many more....

Who Should Attend?

- Retailers
- Brand Owners & Managers
- Shopping Centers
- Government
- Research Companies
- Advertising & Marketing Agencies
- Distributors
- Retail Technology Suppliers
- Banks
- Private Equity

Massmerize 2012 will showcase to the world, the capabilities that the Indian Retail & FMCG sectors have built over the years. It is an excellent platform for discussions on new ideas & trends, covering all areas connected with Retail & FMCG, with a view to strengthening the partnership between the sectors. The forum will provide a great opportunity to meet like-minded professionals sharing similar goals and aspirations, and striving to grow these sectors.

Bijou Kurien, Chairman— FICCI Retail Committee and President & CEO, Lifestyle, Reliance Retail

I look forward to meeting with captains of FMCG & retail, Indian policy makers, & thought leaders during Massmerize 2012. I anticipate some meaningful discussion on how modern retail & FMCG together can channelize India's huge consumption potential to drive growth in our economy, while delivering value and profits to each stakeholder. At Massmerize, let us explore how we can collaborate to create consumption demand and offer Indian consumers a better standard of living by providing better products, variety & services.

Kurush N. Grant, Chairman - FICCI FMCG Committee and Executive Director, ITC

Sponsorship Opportunities:

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About FICCI

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies. FICCI has contributed to this historical process by encouraging debate, articulating the private sector's views and influencing policy.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry.

FICCI draws its membership from the corporate sector, both private and public, including SMEs and MNCs; FICCI enjoys an indirect membership of over 2,50,000 companies from various regional chambers of commerce.

FICCI provides a platform for sector specific consensus building and networking and as the first port of call for Indian industry and the international business community.

Our Vision

To be the thought leader for industry, its voice for policy change and its guardian for effective implementation.

Our Mission

To carry forward our initiatives in support of rapid, inclusive and sustainable growth that encompass health, education, livelihood, governance and skill development.

To enhance efficiency and global competitiveness of Indian industry and to expand business opportunities both in domestic and foreign markets through a range of specialised services and global linkages.

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