MASSMERIZE 2014

Sustainable Growth in Turbulent Times

AUGUST 7, 2014 – THE LALIT
MUMBAI

FLASH BACK MASSMERIZE











"Massmerize would provide a platform for us to show to the world, the unique capabilities that the Indian retail and FMCG sectors have built. In the second most populous country in the world, these sectors have created path breaking and trend setting standards which define these industries, and are being emulated in other developing countries. Massmerize will provide an opportunity for Indian retailers and consumer goods players to collaborate together to create a winning partnership, and for international players to witness the developments and trends in the large Indian market. Professionals in these sectors would find the discussions stimulating, enriching and educative".

- BIJOU KURIEN, CHAIRMAN – FICCI RETAIL COMMITTEE



"It has always been a great experience to be a part of this unique initiative of FICCI which brings together the best minds from both Retail & FMCG industry. I look forward to meeting with captains of FMCG & retail, Indian policy makers, & thought leaders during Massmerize. I anticipate some meaningful discussion on how modern retail & FMCG together can channelize India's huge consumption potential to drive growth in our economy. At Massmerize, let us explore how in today's digital era, companies are strategizing to tap the growing consumerism thereby creating value for customers and the Industry."

-KURUSH GRANT, CHAIRMAN, FICCI FMCG COMMITTEE & EXECUTIVE DIRECTOR - FMCG BUSINESS, ITC LIMITED.



MASSMERIZE 2013

- India's only conference which brought Retail & FMCG sectors on one common platform
- Organized on August 7, 2013 at FICCI, New Delhi
- Inaugurated by Prof K.V. Thomas, Hon'ble Minister of Consumer Affairs, Food & Public Distribution
- Supported by Ministry of Consumer Affairs, Food & Public Distribution with the presence of Secretary, MoCA throughout the event
- Presence of Senior Dignitaries from the Government like Mr. Ramesh Abhishek, Chairman, Forward Market Commission; Mr. Sunil Soni, DG, BIS amongst others
- Launch of Knowledge Paper titled "*Adapting to the Multichannel Customer – A Roadmap for Integrated Multichannel Retailing*"
- Witnessed active participation from Industry with over 250-300 delegates constituting the stalwarts of the Retail and FMCG Fraternity.

KEY SPEAKERS IN THE PAST

- Mr. Kurush Grant, Executive Director, ITC
- Mr. Bijou Kurien, Chairman – FICCI Retail Committee
- Mr. Shantanu Khosla, MD, P&G India
- Mr. Saugata Gupta, MD, Marico Ltd.
- Mr. Jamshed Daboo, CEO, Tata Trent
- Mr. Ajit Joshi, CEO, Croma
- Mr. Rajiv Mehta, MD, Puma India
- Mr. Sundeep Malhotra, CEO, Homeshop18
- Mr. HG Raghunath, COO, Titan Industries ltd
- Mr. William Pinckney, MD, Amway India
- Mr. Harkirat Singh, MD, Woodland India
- Mr. Vineet Gautam, CEO, Bestseller
- Mr. Utsav Seth, MD & CEO, Pavers England
- Mr. Rakshit Hargave, MD, Nivea
- Dr. Alok Bharadwaj, Executive Vice President , Canon India
- Mr. Harish Bijoor, Brand Expert & CEO, Bijoor Consults Inc
- Mr. Ashutosh Garg, Chairman & MD, Guardian Pharmacy

MASSMERIZE 2013

Media Coverage

- Print Media Coverage – The Financial Express, The Economic Times ,The Hindu, The Financial World, The Asian Age, The Statesman, Millennium Post, Financial Chronicle, The Political & Business Daily, Rashtriya Sahara (Hindi Daily), Amar Ujala (Hindi Daily), The Pioneer, Deccan Chronicle, The Free Press Journal, Navbharat Times (Hindi Daily), and many more…

- Was widely covered through online media and was webcasted by ETretail.com which witnessed approx. 5000 followers

For more details of previous editions visit: www.massmerize.com

KEY PARTNERS







FICCI

MASSMERIZE 2014

August 7th, 2014–The Lalit, Mumbai

India's Biggest Retail and FMCG Conference is back

Sustainable Growth
in Turbulent Times



MASSMERIZE 2014

Key Highlights:

- Date – August 7th, 2014
- Venue – The Lalit, Mumbai
- Theme – Sustainable Growth in Turbulent Times
- Knowledge Partner – Strategy& (Formerly Booz & Co.)
- Conference to be supported by Ministry of Consumer Affairs, Food & Public Distribution
- Proposed to be Inaugurated by Minister of Consumer Affairs, Food & Public Distribution
- Presence of Ministers and Senior bureaucrats from Government of Maharashtra, Ministry of Commerce & Industry amongst others
- Leaders from the Industry – both Retail & FMCG at one common platform
- Maximum coverage in Online, Print and TV Media

MASSMERIZE 2013, AUGUST 7, THE LALIT, MUMBAI

Session Highlights

- **Creating Consumer Stickiness and Advocacy:** *Consumers in India are increasingly awash with choice around which products to purchase and from where. Meanwhile, many firms are still struggling to identify and target their top consumers. This panel will discuss how both retailers and FMCG firms can cut through the clutter to create a loyal, engaged base of consumers - who will not only spend more on their products but also bring on board new consumers – thereby helping drive profitability ("lift and shift" in revenues at smarter marketing spend)*

- **Collaborating to Create a Win-Win Model for Retailers, FMCG & Consumers:** *The Indian FMCG and retail landscape is evolving fast – increasing number of categories and SKUs available at a variety of retail formats- both online and offline. However, profits of both FMCG and retailers have been under pressure. This panel will discuss how FMCG firms and retailers could collaborate (via shopper marketing, category management, data and analytics, teaming etc.) to enhance sales & profits for both parties while ensuring an enhanced experience for the consumer.*

- **Managing the Regulatory Environment – Retail Sector:** *Retail in India is governed by multiple laws and regulations. What are the 5 most important laws/acts that need immediate reform for the necessary growth of this high growth potential sector?*

Contd…

MASSMERIZE 2013, AUGUST 7, THE LALIT, MUMBAI

Session Highlights

- **Reforms Needed for FMCG Industry's Growth & Consumer Protection:**
  - *Tax Reforms – What to expect from the GST regime?*
  - *Responsible Advertising – Self regulation is the Key!*
  - *Legal Metrology Act - Reforms for better implementation*
  - *FSSA regulations – Addressing the challenges!*

- **Creating an effective "cross-channel" strategy for retailers:** *Ecommerce is exploding in India. As a response, several bricks and mortar retailers are beginning to migrate toward a" bricks and clicks" model. This panel will discuss how retailers can create an effective cross-channel strategy (online, mobile, physical) to capture synergies and provide a seamless experience to the consumer*

- **Building an Advantaged Sales & Distribution Capability:** *Several FMCG firms have developed large sales and distribution networks. However, opportunity for growth exists from targeting consumers in smaller towns and rural areas, while optimizing their sales models. This panel will discuss how FMCG firms can develop an effective Sales and Distribution model (including direct selling)-where to sell, how to sell more effectively, how to create a great customer experience!*

WHY PARTNER???

- Enhance Visibility at the Unique Retail & FMCG Event
- Engage with Target Audience
- Build your Brand and Stand out Amongst the Peers in the Industry
- Meet with Veritable Who's Who of the Retail & FMCG Industry

PARTNERSHIP OPPORTUNITIES

PARTNERSHIP OPPORTUNITIES WILL CONSIST OF THE FOLLOWING CATEGORIES

FICCI

Principal Partner

Company Name & Logo acknowledged as Principal Partner

- Company Logo on backdrop (Conference Hall / Partners' Panel)
- Standalone Panel at the Conference venue
- Canopy / Registration Desk at the Conference Venue
- Company Marketing material to be carried in the delegate kit (company profile / brochure)
- Company advertisement and CEO's / MD's profile in the Souvenir to be carried in the delegate kit
- Corporate video presentation thrice during the conference
- Special seating on the dais with the Chief Guest
- 6 seats reserved exclusively for top officials during the conference
- Opportunity to have luncheon with the VIPs
- Company presence on Conference website
- Speaking slot to one of the senior officials
- Direct Mail Promotion
- Acknowledgement in the speeches during the conference

INR 12 Lacs only

PARTNERSHIP OPPORTUNITIES WILL CONSIST OF THE FOLLOWING CATEGORIES

Gold Partner

Company Name & Logo acknowledged as Gold Partner

- Company logo on backdrop (Conference Hall / Partners' Panel)
- Company Marketing material to be carried in the delegate kit (company profile / brochure)
- Company advertisement and CEO's / MD's profile in the Souvenir to be carried in the delegate kit
- Corporate video presentation twice during the conference
- Special seating on the dais with the Chief Guest
- 4 seats reserved exclusively for top officials during the conference
- Opportunity to have luncheon with the VIPs
- Company presence on Conference website
- Speaking slot to one of the senior officials
- Direct Mail Promotion
- Acknowledgement in the speeches during the conference

INR 9 Lacs only

Silver Partner

Company Name & Logo acknowledged as Silver Partner

- Company logo on backdrop (Conference Hall / Partners' Panel)
- Company Marketing material to be carried in the delegate kit (company profile / brochure)
- Company advertisement and CEO's / MD's profile in the Souvenir to be carried in the delegate kit
- 3 seats reserved exclusively for top officials during the conference
- Opportunity to have luncheon with the VIPs
- Company presence on Conference website
- Speaking slot to one of the senior officials
- Direct Mail Promotion
- Acknowledgement in the speeches during the conference

INR 7 Lacs only

PARTNERSHIP OPPORTUNITIES WILL CONSIST OF THE FOLLOWING CATEGORIES

Session Partner

Company Name & Logo acknowledged as Session Partner

- Senior official of the Company to chair the session & make presentation on the mutually decided topic
- Company free to design the session according to his interest
- Company logo on backdrop (Conference Hall / Partners' Panel)
- Company advertisement and CEO's / MD's profile in the Souvenir to be carried in the delegate kit
- Exclusive branding during the session
- 2 seats reserved exclusively for top officials during the conference
- Opportunity to have luncheon with the VIPs
- Company presence on Conference website
- Direct Mail Promotion
- Acknowledgement in the speeches during the conference

INR 4 Lacs only

Lunch Partner

Company Name & Logo acknowledged as Lunch Partner

- Company logo on backdrop (Conference Hall / Partners' Panel)
- Exclusive branding at the Luncheon Area
- Company advertisement and CEO's / MD's profile in the Souvenir to be carried in the delegate kit
- 2 seats reserved exclusively for top officials during the conference
- Opportunity to have luncheon with the VIPs
- Company presence on Conference website
- Direct Mail Promotion
- Acknowledgement in the speeches during the conference

INR 3 Lacs only

PARTNERSHIP OPPORTUNITIES WILL CONSIST OF THE FOLLOWING CATEGORIES

Kit Partner

Company Name & Logo acknowledged as Kit Partner

- Company logo on backdrop (Conference Hall / Partners' Panel)
- Company Logo to be printed on the kit
- Company Marketing material to be carried in the delegate kit (company profile / brochure)
- Company advertisement and CEO's / MD's profile in the Souvenir to be carried in the delegate kit
- 2 seats reserved exclusively for top official during the conference
- Company presence on Conference website
- Direct Mail Promotion
- Acknowledgement in the speeches during the conference

INR 3.5 Lacs only

Badge & Lanyard Partner

Company Name & Logo acknowledged as Badge & Lanyard Partner

- Company logo on backdrop (Conference Hall / Sponsors Panel)
- Company Logo to be carried on the badge and lanyard
- Company advertisement and CEO's / MD's profile in the Souvenir to be carried in the delegate kit
- 1 seat reserved exclusively for top official during the conference
- Company presence on Conference website
- Direct Mail Promotion
- Acknowledgement in the speeches during the conference

INR 2.5 Lacs only

SPONSORSHIP OPPORTUNITIES WILL CONSIST OF THE FOLLOWING CATEGORIES

Associate Partner

Company Name & Logo acknowledged as Associate Partner

- Company logo on backdrop (Conference Hall / Partners' Panel)
- Company Marketing material to be carried in the delegate kit (company profile / brochure)
- Company advertisement and CEO's / MD's profile in the Souvenir to be carried in the delegate kit
- 1 seat reserved exclusively for top official during the conference
- Company presence on Conference website
- Speaking slot to one of the senior officials
- Direct Mail Promotion
- Acknowledgement in the speeches during the conference

INR 2 Lacs only

Refreshment Partner

Company Name & Logo acknowledged as Refreshment Partner

- Company logo on backdrop (Conference Hall / Partners' Panel)
- Exclusive branding at the Refreshment Bar
- 2 seats reserved exclusively for top officials during the conference
- Opportunity to have luncheon with the VIPs
- Company presence on Conference website
- Direct Mail Promotion
- Acknowledgment in the speeches during the conference

INR 2.5 Lacs only

VISIBILITY AND BRANDING TO OUR PARTNERS AT THE VENUE – MASSMERIZE 2013











THANK YOU

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