

1 August 2015

Pragati Maidan, New Delhi



Packaging for Modern Retail and **E Commerce**



**Knowledge
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Building on the success of previous editions, this year the conclave explores the needs and challenges of Modern Retail and E Commerce.

THE Objective:

The consumer is changing. The upwardly mobile consumer is visiting modern retail and flipping through e-commerce sites looking for new products. Huge business is being transacted. There is enormous growth.

Packaging is playing an ever more critical role in this new world. In modern retail, products are presented differently, new categories are displayed like prima donnas, convenience is key, and stylish affordability the new mantra.

In e-commerce, the package provides reassurance of genuineness on arrival. Guidance messages are studied in detail. Opening the pack is a process of joy discovery in the product nestling inside. Protection is the key. And yet, too much packaging is bad. The package should be frustration free!

How are the dots interconnected? How is so much variety handled? How is the last mile covered?

To discuss the above points so that the audience can participate and take away actionable knowledge, PackPlus has organized a Conclave on Packaging for Modern Retail & E Commerce on 1st August, 2015.

Industry leaders will discuss key issues and respond to questions.

THE Panelist:

The panel members are people with hands on experience in working out such paradigms in the Indian context. Success of their efforts is clearly visible in the exponential growth of E-Commerce and the widening spread of modern retail. The role of each supply chain stakeholder is altering in fundamental ways. The discussion will throw valuable light on many conceptually complex areas of packaging, supply chain and on time delivery.

Who Will Attend?

People who should attend are modern retailers, brand managers, e-commerce platform creators, packaging technologists, designers, supply chain directors, packing line managers, material specialists, package converters, filling machinery suppliers, automation providers, consultants, project leaders, policy makers, business owners and prospective entrepreneurs.



Conference Programme:

Date	: 1 August 2015
Venue	: Pragati Maidan Conference Hall
Conclave	: Packaging for Modern Retail and E Commerce
Lunch and Registration	: 12.30 - 2.00 PM
Key Note Address	: 2.00 - 2.30 PM
Key Note Speaker	Mr. C.K.Sharma , Business Head, DS Foods
Session 1	: 2.30 - 4.00 PM Design & Structure of Packaging for Modern Retail & E-Commerce Panelists: Mr. Sundeep Malhotra , Former - CEO & Founder, Homeshop18 Mr. Ramadesikan Srinivasan , <i>Vice-President, Reliance Retail Ltd.</i> Mr. P Rajan Mathews , <i>VP Sales & Marketing Desai Brother – Food Division(Mother’s Recipe)</i> Mr. Itu Chaudhuri , <i>Founder, Itu Chaudhuri Design Pvt Ltd</i> Mr. Deepak Manchanda , <i>Director, First Touch Solutions,</i>
Tea	: 4.00 - 4.30 PM
Session 2	: 4.30 - 6.00 PM Flexible Filling Systems & Automation Panelists: Dr. A K Tyagi , <i>Executive Director, Haldiram Snacks Pvt. Ltd.</i> Mr.Pradeep R Katariya , <i>MD, Saurabh Flexipack Systems Pvt. Ltd.</i> Mr. Anand Katti , <i>Manager-OEM Market Development, Rockwell Automation</i>
Session 3	: 6.00 - 7.30 PM Adaptive Supply Chains and Last Mile Connectivity Panelists: Mr. NLN Raju , <i>COO, Signode India Limited</i> Gaurav Vora , <i>Director, Dyna Corp.</i> Mr. Sandeep Anand , <i>DGM Supply Chain Planning, Bharti Retail Ltd.</i> Mr. Priyatosh Gupta , <i>Sales Head, Gandhi Automations Pvt. Ltd.</i>
Closing Session	: 7.30 - 8.00 PM
Closing Speaker	Mr. NLN Raju , <i>COO, Signode India Limited</i>
Networking Cocktail Dinner	: 8.00 PM Onwards



Synopsis

Key Note Address

Outline of Global Context and a New Vision for Indian Modern Retail & E-Commerce

Session I

Design & Structure of Packaging for Modern Retail & E-Commerce

The panel discussion will focus on:

- a) demands of Modern Retail for space economy, shelf stability, outstanding display, easy handling & bar coding
- b) needs of E-Commerce for multi-tripping, shock proofing, prevention of pilferage, instruction reading, size adaptation and frustration free packaging.

Experiences of evolving optimal solutions and the way forward will be discussed by the panelists.

Session II

Flexible Filling Systems & Automation

New generation filling systems cover flexible HFFS and VFFS machines, spout, valve, spray nozzle and cap fixing, cup filling and lidding, aseptic packaging, cartoning, labeling, adaptive transit packaging and the corresponding automation required for sensing, re-sizing, closing, marking, tracking and tracing.

Experts will discuss emerging challenges and new technologies and provide studies of acclaimed solutions.

Session III

Adaptive Supply Chains and Last Mile Connectivity

End-of- Packaging Line solutions, modern warehousing, safe logistics, pilferage and damage prevention, track and trace, role of kirana store and neighbourhood electronics service providers for last mile connectivity, supply chain linkages and cost of packing and delivery will be discussed.

Concluding Address: Will summarize the learnings from the discussions and outline next steps to success.

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