

INDIA ECOMMERCE FORUM AGENDA

11th September 2025, Thursday

Note: Agenda Session Titles, brief, speakers, dates and timings are subject to change

IEF SCOPE covers

Retailers, #Ecommerce Market Places # D2C Brands # Omnichannel Brands

09.00 AM onwards		REGISTRATION & NETWORKING
09.35 - 11.30 AM		MORNING PLENARIES
09.35 - 09.40 AM WELCOME ADDRESS Bhavesh Pitroda, CEO, IMAGES Group		09.40 – 10.00 AM INDIA ECOMMERCE 2030 – GROWTH, PROFITABILITY & THE NEW RULES OF ENGAGEMENT # Evolution from GMV- driven growth to profitable growth #Impact of ONDC on marketplace dynamics #Role of AI, personalization, and automation #Future trends: voice commerce, hyperlocal, D2C ecosystems <i>Research Presentation by Sandip Hazra, Director, PwC India</i>
10.00 - 10.45 AM (Ecommerce Leaders Open House) TURNING CLICKS INTO CONNECTIONS: MY DEFINING E-COMMERCE MOMENT India's e-commerce story isn't written by companies; it's written by people—innovators, risk-takers, and visionaries who dared to push boundaries. In this Open House, each of our speakers will share a defining moment from their journey—a lesson, a leap, or a turning point that shaped their path. Let's hear their stories of how they turned clicks into connections Each speaker shares a brief story about a defining moment in their e-commerce journey <ul style="list-style-type: none"> • A breakthrough idea that worked, • A big lesson from a failure, • Or a customer experience that changed how they look at online retail. <i>Hosted by Bhavesh Pitroda, CEO, IMAGES Group</i>		SPEAKERS: <ul style="list-style-type: none"> ● Abdus Samad, CEO & Co-Founder, Sam & Marshall ● Akshay Mahendru, Co-Founder, Nootie & Pet Point ● Aparna Thyagarajan, Co-founder, Shobitam ● Deepak Jain, CEO, Amante India ● Kumar Nitesh, CEO, Trends Footwear & Ajio Business ● Manish Bhushan, Head Ecommerce, Buckaroo India ● Megha Joshi, CEO, The Purple Pony ● Natasha Tuli, CEO & Co-founder, Soulflower ● Rohit Kotwal, AVP & Head of Digital Business, PVH Arvind Fashions ● Shahroz Mirza, Business Head, Meena Bazaar ● Siddharth Dungarwal, Founder, Snitch ● Sumit Jasoria, Co-founder & CEO, NEWME ● Ulhas Uday, Ecommerce Head, Seiko ● Venu Nair, Chief of Strategic Partnerships & Omnichannel, Myntra Fashion ● Vikas Bagaria, Founder & CEO, Pee Safe

10.45 AM – 01.30 PM		IEF PLENARY SESSIONS
10.45 - 11.00 AM OPENING ADDRESS : THE FUTURE OF ECOMMERCE: THE DECADE OF INTELLIGENT COMMERCE Venu Nair, Chief of Strategic Partnerships & Omnichannel, Myntra Fashion		
11.00 – 11.15 AM KEYNOTE : ECOMMERCE IN THE AI AGE: GETTING FUTURE- READY WITH THE RIGHT TECHNOLOGY PROVIDER Akhil C, Head of Marketing- Ecommerce & Order Management Suite, Zoho		

11.15 AM – 12.05 PM

INDIA ECOMMERCE 2030: BUILDING A \$350 BILLION DIGITAL RETAIL ECONOMY

India stands at the cusp of a transformative decade in e-commerce. By 2030, projections indicate the sector could reach \$350 billion, driven by rising digital adoption, evolving consumer behaviors, and deepening penetration into Tier-2, Tier-3, and rural markets. This session sets the stage for a visionary roadmap on how technology, policy, innovation, and customer experience will converge to build the next growth phase.

PANEL:

Deepak Jain, CEO, Amante India
Kumar Nitesh, CEO- Ajio Business & Trends Footwear, Reliance Retail
Siddharth Dungarwal, Founder, Snitch
Vivek Mehta, CEO, Urban Ladder

MODERATOR: Alok Dubey, Ex-CEO R&B, Beverly Hills Polo Club

12.05 - 12.15 PM

KEYNOTE: THE SPEED ADVANTAGE: DELIVERING ACCELERATION ACROSS CHANNELS

Sandeep Deshmukh, Co-founder & CEO, ElasticRun

12.15 – 01.00 PM

FULFILLMENT AS GROWTH ENGINE – DRIVING PROFITABILITY & CUSTOMER LOYALTY IN ECOMMERCE

Fulfillment is no longer just an operational necessity—it is a strategic business driver influencing conversion rates, repeat purchases, and profitability. This session explores how investments in supply chain intelligence, last-mile innovation, and reverse logistics can deliver competitive advantage and long-term growth for e-commerce brands.

PANEL:

Manish Bhushan, Head Ecommerce, Buckaroo India
Ranjan Kumar, AVP Manufacturing & Supply Chain Management, Bata India
Suyash Motarwar, CPTO, Sucimani
Ashish Chaturvedi - Vice President of Sales, INCREFF
Archit Garg, Director- Product Management, Nimbus Post

MODERATOR: Manish Kansal, Director Procurement, Zepto

01.00 – 01.10 PM

KEYNOTE: Raftaar: Powering the Next Era of Rapid Commerce

Ajay Sukhwani, VP- Head Integrated Ecommerce Logistics, DTDC

01.10 – 1.30 PM

FIRESIDE CHAT: CATEGORY CREATION, ENTREPRENEURSHIP & THE RISE OF D2C: SHAPING THE NEXT DECADE OF ECOMMERCE

Guest Speakers: Vikas Bagaria, Founder & CEO, Pee Safe and Dr Sujit Paul, Group CEO, Zota Health Care Ltd (Davaindia)

Host: Bhavesh Pitroda, CEO, IMAGES Group

01.30 - 02.00 PM

LUNCH

02.00 - 05.45 PM

IEF SESSIONS

02.00 - 02.45 PM

THE CREATOR ECONOMY & SHOPPABLE CONTENT - THE NEW MARKETING POWERHOUSE

E-commerce marketing is rapidly shifting from ads to authentic, creator-driven content that engages and converts. The rise of influencers, live commerce, and shoppable video is reshaping how brands connect with consumers—turning inspiration into instant purchase.

PANEL:

Abdus Samad, CEO & Co-Founder, Sam & Marshall
Agnes George Raja, Strategic Advisor, Ecolore Fashion
Akshay Mahendru, CEO, Nootie by Pet Point
Deepak Kumar, Head of Retail & Marketing, Sri Jagdamba Pearls
Manish Aziz, AVP, SHEIN India, Reliance Retail
Nimit Shah, Founder, Unicorn Cultr

MODERATOR: Jermina Menon, Brand & Marketing Strategist, Bhartiya Urban Retail Consultant & Angel Investor

02.45 - 03.30 PM**OMNICOMMERCE: BUILDING INTEGRATED AND PROFITABLE DIGITAL – PHYSICAL RETAIL MODELS**

As e-commerce matures, brands are embracing omnichannel strategies to merge digital convenience with physical experiences. This session will explore how e-commerce businesses can unify online platforms, offline stores, and emerging channels to deliver seamless shopping experiences while driving profitability.

PANEL:

Juie Talavia, Associate Director- Sales, ClickPost
Nitesh Mohandas, CBO, Furlenco
Rohit Khetan, Chief Sales & Marketing Officer, Ginesys
Shahroz Mirza, Business Head, Meena Bazaar

MODERATOR:

Kunal Mehta, CTO & CIO, Arvind Fashions

03.30 - 04.15 PM**ECOMMERCE PLAYBOOK: SCALING GROWTH, PROFITABILITY & INNOVATION**

This session will bring together top CXOs from India's e-commerce ecosystem to discuss strategies that will define success over the next decade. With the market poised to reach \$350B by 2030, the focus is shifting from GMV-driven growth to a balanced model of profitability, consumer loyalty, and technological innovation

PANEL:

Chirag Gada, CEO India & International, Dr. Vaidya's by RPSG Group
Gaurav Mangla, CEO- Checkout & Ads, Shiprocket
Natasha Tuli, CEO & Co-founder, Soulflower
Rohit Kotwal, AVP & Head of Digital Business, PVH Arvind Fashions
Sumit Jasoria, Co-founder & CEO, NEWME
Ulhas Uday, Ecommerce Head, Seiko

MODERATOR: Jermina Menon, Brand & Marketing Strategist, Bhartiya Urban Retail Consultant & Angel Investor

04.15 - 05.00 PM**PATH TO PROFIT: BUILDING FINANCIALLY SUSTAINABLE DIGITAL NATIVE BRANDS**

The era of growth-at-all-costs is giving way to a profit-first mindset. For Digital Native Brands (DNBs), achieving sustainable profitability requires a strategic approach—balancing customer acquisition costs, lifetime value, supply chain efficiency, and brand equity. This session explores proven business models, technology integrations, and operational frameworks that can help DNBs move from high burn to high returns.

PANEL:

Alishha Chouhan, Founder, IKIRU
Aparna Thyagarajan, Co-founder, Shobitam
Meer Irfan Ali, Head of Ecommerce, Babyshop
Megha Bansal, VP – Supply Chain & Logistics, ONDC
Megha Joshi, CEO, The Purple Pony
Harsh Vaidya, Founder & CEO, WareIQ

MODERATOR: Dr Sujit Paul, Group CEO, Zota Health Care Ltd (Davaindia)

05.00 - 05.45 PM**DIGITAL-FIRST FOODS: FROM DAIRY TO BAKERY, MEAT & MORE**

India's food industry is undergoing a digital-first transformation, spanning categories from bakery and dairy to meat and organic produce. Established players like Britannia and new-age challengers alike are reimagining consumer engagement

through D2C platforms, Q-commerce, subscriptions, and omnichannel strategies. This session brings together leaders who are redefining trust, freshness, and convenience to build competitive, consumer-loved food brands for the digital era.

PANEL:

Rajesh Babu, Strategic Advisor, Akshayakalpa

Santosh Kumar, CBO, FreshToHome Foods

Sasikumar Kallanai, Co-founder & CEO, TenderCuts

MODERATOR: Akshay Gangrade, Head Ecommerce, Britannia

11th SEPTEMBER, THURSDAY – IEF continued

06.30 - 07:30 PM COCKTAILS

07.30 - 09:00 PM

IMAGES ECOMMERCE AWARDS 2025
followed by Networking Cocktails and Dinner

Thought Leadership Dialogue

By invitation only

12.45 - 01.30 PM

Navigating the Brand-Consumer Connection Marketplaces Vs Own Channels

Hosted By *ElasticRun*

While marketplaces have been instrumental in the evolution of D2C brands across reach and scale, let's delve deeper into the associated costs across loyalty, control and long-term value for the D2C brands. This discussion explores the evolving aspirations of brands when they start to scale and the hindrances to owing their destiny.

- Abdus Samad, CEO & Co-founder, Sam & Marshall
- Aparna Thyagarajan, Co-founder, Shobitam
- Aviral Gupta, Ecommerce Lead, NNNOW
- Dr Sujit Paul, Group CEO, Zota Health Care Ltd (Davaindia)
- Manish Agarwal, AVP- IT & Ecommerce, Mufti
- Megha Bansal, VP – Supply Chain & Logistics, ONDC
- Nimit Shah, Founder, Unicorn Cultr
- Ninad Bhangle, Head of Growth - Jiomart (Marketplace), Reliance Retail
- Pratik Sanklecha, Digital Operations Head, Nuts N Spices
- Rahul Sharma, VP, Nykd by Nykaa Fashion
- Richard Jolly, Business Development Lead, Haldiram Foods International
- Sathish Kumar, CMO, Highlander
- Tanaya Mukherjee, AVP Head Content Production, Landmark Group India
- Visakh V S, Head Ecommerce, Vismay