

=====

SUMMIT AGENDA

9TH December, DAY 1

1200 – 1245 Hrs.

Inaugural Session

How did winning global FMCG companies navigate the COVID crisis? The CEO of a leading global FMCG will share his perspective on what happened in the crisis, and how different companies, including his, responded to the external and internal challenges they faced to win in 2020.

1200 – 1210

Welcome Address:

Bharat Puri, Chairman, CII National Committee on FMCG and Managing Director, Pidilite Industries

1210 – 1240

Keynote Address-

"Winning in the Crisis"

Mr. Laxman Narasimhan, CEO, Reckitt Benckiser

1240 – 1245

Concluding Remarks

1300 - 1415 Hrs.

2020 Megatrends & Implications for FMCG

History shows us that changes after a crisis are not always temporary - crises can fundamentally reshape our beliefs and behaviours. How then can FMCG companies prepare for a post-COVID world, rather than hunkering down and waiting for a return to the past?

BCG global and Indian experts will do a jugalbandi to share a perspective on the lasting shifts in social attitudes, policy, work, and consumption likely to emerge from the COVID-19 pandemic, both globally and in India. This session aims to be deliberately provocative and expansive, with the objective of spurring us to think non-linearly about the road ahead for FMCG in India. This will be followed by a leadership panel to distil out key implications for Indian FMCG companies in the new normal.

1445 - 1545 Hrs

Building & Sustaining Brands in and Post COVID

During COVID, consumers migrated to brands they believed will serve best their requirements of safety, quality, nutrition, convenience and value. The market also witnessed a flurry of accelerated innovation and new product launches in 2020 to meet different consumer demand brought on by the crisis. Many FMCG companies with strong brands used this opportunity to further strengthen their positions in 2020, and some expanded into new spaces leveraging their brands. These last few months have also seen the rise of new brands and resurgence of some old brands.

In this session, leaders who have nurtured some of India's most loved and trusted brands will share their learnings and lessons from 2020, and what the road ahead for building and sustaining brands in the post COVID India looks like – when consumer trust is more important than ever before.

10th December, Day 2

1400 - 1500 Hrs.

Next Gen FMCG Sales & Distribution

The disruption of distribution during COVID was one of the biggest challenges faced by FMCG companies this year. While consumer demand was largely intact at an overall level, there were shifts in consumer shopping patterns across channels with online in particular witnessing significant growth in 2020. The kirana store at one end and the e-commerce at the other end of the spectrum emerged stronger during the crisis due to both supply and demand side factors. New distribution ecosystems are emerging to cater to the Kirana revival, while Direct-to-Consumer models are gaining salience in parallel.

In this session, leaders from different elements of retail value chain share their perspectives on how to navigate this new normal.

1515 - 1615 Hrs.

Rural Growth Engine for FMCG

FMCG demand in rural India remained robust in 2020, driven by higher farm incomes, lesser pandemic incidence, minimal disruption due to lockdown and reverse migration. The slowdown in the urban areas also nudged companies to explore rural with greater focus than most times before. Subsequently, in Q2, FMCG in rural areas grew three times of the all India numbers in June2. Rural was earlier characterised with lower income, focus on agriculture, having poor physical reach and lower media reach. Over the last few years, this gap has reduced on a secular basis – and at a faster basis so rural has become more important and more complex for companies to participate and win in. Winning in rural India goes beyond just physical reach, and in this session, experts on rural India share their perspective on the latest developments in rural India and what it takes to succeed in (more than) half of India

1630 - 1730 Hrs.

Winning the Digital Consumer

COVID has accelerated us 5-10 years into our digital future. Consumers are spending more time on digital media in 2020 than in previous years. While there is no debate that digital is becoming increasingly important to engage with consumers, the key questions are how to effectively make it happen.

In this session, FMCG digital marketers share their lessons on direct to consumer digital marketing and the importance of taking an end-to-end view in adapting the way they reach consumers in an increasingly digital world.

=====

SUMMIT AGENDA

9TH December, DAY 1

1200 – 1245 Hrs.

Inaugural Session

How did winning global FMCG companies navigate the COVID crisis? The CEO of a leading global FMCG will share his perspective on what happened in the crisis, and how different companies, including his, responded to the external and internal challenges they faced to win in 2020.

1200 – 1210

Welcome Address:

Bharat Puri, Chairman, CII National Committee on FMCG and Managing Director, Pidilite Industries

1210 – 1240

Keynote Address-

"Winning in the Crisis"

Mr. Laxman Narasimhan, CEO, Reckitt Benckiser

1240 – 1245

Concluding Remarks

1301 - 1415 Hrs.

2020 Megatrends & Implications for FMCG

History shows us that changes after a crisis are not always temporary - crises can fundamentally reshape our beliefs and behaviours. How then can FMCG companies prepare for a post-COVID world, rather than hunkering down and waiting for a return to the past?

BCG global and Indian experts will do a jugalbandi to share a perspective on the lasting shifts in social attitudes, policy, work, and consumption likely to emerge from the COVID-19 pandemic, both globally and in India. This session aims to be deliberately provocative and expansive, with the objective of spurring us to think non-linearly about the road ahead for FMCG in India. This will be followed by a leadership panel to distil out key implications for Indian FMCG companies in the new normal.

1445 - 1545 Hrs

Building & Sustaining Brands in and Post COVID

During COVID, consumers migrated to brands they believed will serve best their requirements of safety, quality, nutrition, convenience and value. The market also witnessed a flurry of accelerated innovation and new product launches in 2020 to meet different consumer demand brought on by the crisis. Many FMCG companies with strong brands used this opportunity to further strengthen their positions in 2020,

and some expanded into new spaces leveraging their brands. These last few months have also seen the rise of new brands and resurgence of some old brands.

In this session, leaders who have nurtured some of India's most loved and trusted brands will share their learnings and lessons from 2020, and what the road ahead for building and sustaining brands in the post COVID India looks like – when consumer trust is more important than ever before.

10th December, Day 2

1400 - 1500 Hrs.

Next Gen FMCG Sales & Distribution

The disruption of distribution during COVID was one of the biggest challenges faced by FMCG companies this year. While consumer demand was largely intact at an overall level, there were shifts in consumer shopping patterns across channels with online in particular witnessing significant growth in 2020. The kirana store at one end and the e-commerce at the other end of the spectrum emerged stronger during the crisis due to both supply and demand side factors. New distribution ecosystems are emerging to cater to the Kirana revival, while Direct-to-Consumer models are gaining salience in parallel.

In this session, leaders from different elements of retail value chain share their perspectives on how to navigate this new normal.

1515 - 1615 Hrs.

Rural Growth Engine for FMCG

FMCG demand in rural India remained robust in 2020, driven by higher farm incomes, lesser pandemic incidence, minimal disruption due to lockdown and reverse migration. The slowdown in the urban areas also nudged companies to explore rural with greater focus than most times before. Subsequently, in Q2, FMCG in rural areas grew three times of the all India numbers in June2. Rural was earlier characterised with lower income, focus on agriculture, having poor physical reach and lower media reach. Over the last few years, this gap has reduced on a secular basis – and at a faster basis so rural has become more important and more complex for companies to participate and win in. Winning in rural India goes beyond just physical reach, and in this session, experts on rural India share their perspective on the latest developments in rural India and what it takes to succeed in (more than) half of India

1630 - 1730 Hrs.

Winning the Digital Consumer

COVID has accelerated us 5-10 years into our digital future. Consumers are spending more time on digital media in 2020 than in previous years. While there is no debate that digital is becoming increasingly important to engage with consumers, the key questions are how to effectively make it happen.

In this session, FMCG digital marketers share their lessons on direct to consumer digital marketing and the importance of taking an end-to-end view in adapting the way they reach consumers in an increasingly digital world.