11th Edition

Conference on **E COMMERCE SUPPLY CHAIN**

"Rise of Innovation and GenAI in E-Commerce"

24th January, Friday |1000 – 1715 Hrs | The Sheraton Grand at Brigade Gateway, Bengaluru

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1000 – 1115 Hrs	**INAUGURAL SESSION**

1000- 1010 Hrs	Welcome Address	**Mr. Abhishek Prakash** Chief Executive Officer BEUMER Group
1010-1025 Hrs	*Winning in Ecommerce*	**Dr. K. Ganesh** Member, CII National Committee on Logistics & Partner McKinsey & Company
1025-1040 Hrs	*Rush Hour: Transforming Commerce at Lightning Speed*	**Mr. Abhishek Bansal** Co-Founder & Chief Executive Officer Shadowfax
1040-1055 Hrs	Special Address	**Mr. Rampraveen Swaminathan** Member - CII IL Advisory Council Managing Director & Chief Executive Officer Mahindra Logistics Limited

Release of White paper on "Power Forward: Five make-or-break truths about next-gen e-commerce"

1055-1110 Hrs	*Ecommerce - VTPC*	**Mr. C S Babu Ganesh** Joint Director Visvesvaraya Trade Promotion Centre Government of Karnataka
1110-1115 Hrs	Closing Remarks	**Mr. Abhishek Prakash**
1115-1145 Hrs	Networking Tea Break	

1145 – 1300 Hrs   SESSION I: RELENTLESS INNOVATION IN E-COMMERCE

Buying without touching a product that costs hundreds of rupees seems overwhelming. Consider "Try Now, Buy Later" (TNBL) demos to connect online and in-store shopping. TNBL can significantly reduce cart abandonment and improve customer satisfaction. The integration of try-before-you-buy by market leaders like Amazon's prime wardrobe is transforming e-commerce by increasing average order values, conversion rates, and return on ad spend. As TNBL grows, more consumers will anticipate the simplicity and confidence of a trial period before buying, especially for expensive things like furniture, clothing, and home decor.

- Try Before You Buy: benefits and challenges.
- The future of E-commerce: other innovations and trends
- Enabling partnerships for scale and competitiveness

Session Chairman   Dr. K. Ganesh
Member, CII National Committee on Logistics &
Partner
McKinsey & Company

Panel Discussion

Ms. Lavanya Pachisia, Chief Executive Officer, Zivame
Mr. Jagat Pradip Das, Director Supply Chain Operational Excellence, Flipkart
Ms. Bhavana Jaiswal, Head of E Commerce, IKEA India
Mr. Anubhav Agnihotri, Head Inventory Management and Distribution, Clicktech Retail Pvt Ltd
Mr. Aashutosh Taparia, Head of Logistics (LMD & Transportation), bigbasket.com
Mr. Punit Dutt, Senior Director, Head of Consumer Sector, SCO, DP World

1245 - 1300 Hrs Q & A Session
1300 - 1400 Hrs Lunch Break

| 1400 – 1530 Hrs | SESSION II: STRATEGIES FOR SUCCESS IN A MULTI-CHANNEL WORLD |

Recent trends in e-commerce supply chains focus on emerging technologies and standards that enable sustainability and efficiency, innovations in omni-channel retail. Continuous change is through elevated customer experience by seamlessly integrating multichannel platforms. Cutting-edge innovations are aimed at reducing emissions across the supply chain, including eco-friendly packaging and greener last-mile delivery options, offering practical insights for building a more efficient, sustainable, and resilient e-commerce logistics ecosystem.

- Promising and delivering ecommerce orders from days to minutes
- Collaborations to succeed in multichannel environment
- Need for sustainability standards
- Innovations in global ecommerce – growing categories

Session Chairman   **Mr. Deven Pabaru**
Chief Business Officer
CEVA Logistics

Panel Discussion

Mr. Manoj Tripathi, Chief Executive Officer, TCI Supply Chain Solutions
Mr. Neelanchal Panda, Head of Supply Chain, Himalaya Wellness Company
Mr. Ulhas Uday, Business Head of Ecommerce**,** Seiko India
Ms. Stuti Pansari, Head of Logistics, ONDC
Mr. Pranay Moon, Associate Director - SCM Planning & Growth, Zepto
Mr. Jeyaraj Antony, Head of Leasing - South, Horizon Industrial Park

 1515 - 1530 Hrs Q & A Session
 1530 - 1545 Hrs Break

1545 – 1715 Hrs	SESSION III: HOW CAN EMERGING TECHNOLOGIES ENABLED SUPPLY CHAIN BOOST OPERATIONS?

Visual merchandisers, content managers, and SEO/SEM experts can use generative AI to improve search results, product discovery, purchasing, and service experiences while cutting operating costs. E-commerce platforms need generative AI to optimize order, inventory, dispatch, and logistics management. It forecasts demand to manage supplies, improve customer happiness, and promote efficiency. Conversational AI and chatbots in e-commerce platforms allow 24x7 customer involvement and tailored purchasing experiences.

• Generative AI already in practice for e-commerce
• Leveraging Generative AI for e-commerce
• When to use (and when not to use) Generative AI

Session Chairman   **Mr. Ankur Goyal**
Client Partner – Industrial Sector
IBM

Panel Discussion

Mr. Nitin Manchanda, Head of Supply Chain, Amazon Fresh, Amazon
Ms. Ashwini Chavan, Associate Vice President of Supply Chain, Orkla India
Mr. Deepak Jain, Director, Argon & Co
Mr. Kamlesh Kumar, Vice President of Supply Chain, Jumbotail
Ms. Manvi Dhawan, Product Manager – Software, Armstrong Dematic

1700 - 1715 Hrs Q & A Session

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