







Agenda- Day 01 | Wednesday, 28th Aug 2024

BALLROOM 1	BALLROOM 2	LOTUS JASMINE	LIVE PRESENTATIONS
<p>What Factors Are Fuelling the Rise of D2C Brands in India? Explore the dynamic landscape of D2C brands in the Indian market. The session will delve into the key trends driving this surge, including technological advancements, evolving consumer behavior, and the increasing preference for personalized shopping experiences.</p> <hr/> <p>How Does Fulfilment Shape Customer Experience? The pivotal role of fulfilment in shaping customer experience for D2C brands is critical. This session will explore the impact of flexible fulfilment models such as BOPIS (Buy Online, Pick Up In-Store) and BORIS (Buy Online, Return In-Store) on enhancing customer satisfaction and loyalty. Through insightful discussions, participants will gain valuable insights into optimizing fulfilment strategies to meet evolving consumer expectations and drive sustainable growth in the D2C landscape.</p>	<p style="text-align: center;"></p> <p>Ignite Up (Pitch session by D2C Founders)</p> <hr/> <p>How Do Big Brands Approach the D2C Play? This session will delve into how established big brands are navigating the D2C landscape. Examining their strategies for adopting D2C models, the challenges they face, and the opportunities they leverage, panellists will share insights into how big brands are integrating D2C practices into their traditional business models, enhancing customer relationships, and staying competitive in a rapidly evolving market. Attendees will gain a deeper understanding of the tactical approaches big brands employ to succeed in the D2C space and how they perceive its future impact on retail.</p>	<p style="text-align: center;"></p> <p>Product Building and Planning</p> <p>Webstore and D2C Operations</p> <hr/> <p style="text-align: center;"></p> <p>By Siddharth Dugarwal, Founder, Snitch</p> <p>Scaling Your D2C Brand and Making it Omnichannel This workshop aims to equip you with the knowledge and strategies needed to effectively scale your D2C brand and create a seamless omnichannel experience for your customers. The workshop focusses on the</p>	<p style="text-align: center;"></p> <p>IMAGES Excellence Award for Outstanding Success in Quick Commerce Platforms</p> <p>IMAGES Most Admired D2C Brand of the year: Marketing & Promotions</p> <p>IMAGES Most Admired D2C Brand of the year: Omni-Channel Capability</p>

		<p>fundamentals of the D2C business model and the advantages it offers in terms of direct customer relationships and data-driven insights.</p> <p>Through a combination of practical insights, real-world case studies, and interactive discussions, you will learn how to build a strong brand foundation, leverage data for informed decision-making, and implement effective marketing strategies.</p> <p>Additionally, we will cover the critical aspects of technology, logistics, and customer experience necessary for a successful omnichannel approach.</p> <p>Workshop on technology and growth hacking for D2C brands</p>	
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How Social Media, Influencer Marketing, and Data Analytics Help Propel D2C Brands to New Heights?

This session will explore how social media platforms have become powerful tools for brand visibility and customer engagement. The influence of digital influencers in shaping consumer perceptions and driving sales will be examined, along with how data analytics provides valuable insights into consumer responses to new concepts and innovative products and services. Attendees will gain insights into the strategies that successful D2C brands employ to tailor their offerings effectively.



Launch of D2C Report



Stories That Inspire — Tales from Gifted Entrepreneurs Who Dared to Dream.



An unmissable stage sequence of 5-min inspiring talks from D2C pioneers, disruptors and change makers.



An Evening of D2C Titans



Agenda- Day 02 | Thursday, 29th Aug 2024

BALLROOM 1	BALLROOM 2	LOTUS JASMINE	LIVE PRESENTATIONS
<p>How Malls Are Experimenting With D2C Brands? The rising popularity of digital-first brands with their growing Gen Z consumer base have invited attention and interest of malls in D2C Brands. Many such brands have already excelled in their performance in the brick and mortar space including higher sales per square foot achieved compared to traditional retailers. This session will discuss how malls are experimenting with D2C brands through short-term contracts and by offering kiosks and temporary stores.</p> <hr/> <p>How Successful Are VC Investments in D2C Brands? This session will bring together venture capitalists and D2C brand founders to explore the investor perspective on D2C businesses, the challenges these brands face, and the potential for growth and innovation. Through candid discussions, both investors and founders will share their experiences, highlight key considerations for investment, and discuss strategies for overcoming obstacles and seizing opportunities in the D2C space.</p>	<p>Is Quick Commerce the Way Forward for D2C Brands? With many brands experiencing 50-80% annual increases on Q-Commerce platforms, the transformative impact of quick deliveries is changing the way consumers shop. The evolving platforms provide D2C brands with new opportunities to reach customers, test products, and drive significant sales growth. However, challenges such as profitability concerns, high delivery costs, and intense competition also persist. The session will address these issues, highlighting strategies for D2C brands to maintain profit margins, stand out in a crowded market, and build long-term customer loyalty despite the rapid changes brought by q-commerce.</p>	<p style="text-align: center;">  D2C GROWTH MASTERY <i>D2C Masterclass</i> Digital Marketing for D2C How to effectively sale on marketplace </p> <hr/> <p>Keynote Sessions: How To Crack The Code Of D2C Profitability At Scale How To Break The D2C Ceiling: Understanding Key Omnichannel Strategies How To Reduce Logistics Expenses And Improve Business Growth For D2C How Is Technology Transforming The Supply Chain For D2C Business</p>	<p style="text-align: center;">  SUCCESS STORIES </p> <p>IMAGES Most Admired D2C Innovation of the Year: Personalization / Customer Experience / Fulfilment</p> <p>IMAGES Most Admired D2C Innovation of the Year: Product Innovation</p> <p>IMAGES Most Admired D2C Innovation of the Year: Packaging Innovation</p>

<p>How Do D2C Brands Build a Strong Product Foundation?</p> <p>In this session, successful D2C brands will share real case studies on key elements of building a robust product foundation. Topics will include conducting effective market research, crafting tailored strategies, developing unique value propositions, creating visually appealing packaging, and selecting reliable partners. Additionally, the discussion will cover balancing innovation with practicality and leveraging customer insights to refine products and enhance user experience. By showcasing tangible examples and practical advice, this session aims to equip participants with actionable insights to overcome challenges and drive success.</p>	<p>How Can Omnichannel Unified Retail Transform Customer Journeys?</p> <p>Moving beyond the buzzwords to uncover practical strategies for delivering scalable, profitable, and engaging customer journeys, panellists in this session will discuss how integration of technology and channels have created seamless retail experiences - fostering customer loyalty and driving growth. Also insights will be shared on the strategic moves of D2C brands as they adopt an all-channel approach to expand their reach, enhance operational efficiency, and deepen their geographic presence.</p>	<p>Research Presentation: Translating D2C Data Points into Actionable Insights by leading market research organization BCG Consulting</p>	
<p>How Do Celebrities Propel D2C Brands to New Heights?</p> <p>The growing trend of celebrities turning into promoters of D2C brands as investors, co-owners, or brand ambassadors will be the focus of this session. Attendees will gain insights into how celebrities invest their own money in brands, often receiving equity in exchange for their time and endorsement. The discussion will highlight the role of celebrities as co-owners of startups and their impact as brand ambassadors in building trust and credibility with audiences. By examining successful case studies and future prospects, this session aims to uncover the potential and challenges of leveraging celebrity partnerships in the D2C landscape.</p>	<p>How Critical is Webstore Design To Drive D2C Success?</p> <p>D2C brands can build compelling online stores that drive customer engagement and boost sales by understanding the critical elements of optimizing webstore design. This session will focus on best practices for UI and UX design, emphasizing mobile-first strategies and the importance of personalization. Attendees will gain insights into integrating advanced technologies like AI and AR to create engaging shopping experiences. The session will also cover the seamless integration of webstore operations, strategies for capturing the growing number of mobile shoppers, and techniques for optimizing webstore performance and speed.</p>		

<p>How D2C Brands are Disrupting Retail? This session will examine whether D2C brands have truly revolutionized the retail industry. By adopting agile practices, bypassing traditional supply chain processes, and maintaining control over their branding, many D2C companies have thrived. Their success is further bolstered by resonating with millennials through their authentic values and messages. Additionally, D2C brands excel in understanding consumer needs, offering flexible pricing, and providing exceptional delivery options.</p>	<p>Can Sustainability Win the D2C Game? Adoption of eco-friendly product innovations, processes, packaging materials and designs, sustainable shipping practices, and successful recycling and upcycling programs are critical requirements for certifications verifying eco-friendly claims. This session aims to explore how sustainability and certification can be a differentiator and whether customers are willing to pay a premium for such new-age concepts that demonstrate commitment to good environmental, social and ethical practices.</p> <hr/> <p>How To Optimize Ad Spend and ROI? What have the most effective strategies for optimizing ad spend and maximizing ROI across multiple channels for D2C brands. Industry experts will share tips for enhancing return on ad spend, including optimizing ad bids to maximize reach and conversions. Attendees will gain insights into successful Facebook and Instagram campaigns, Google Ads, and platform-specific ads that will help in refining their advertising strategies and achieve superior results.</p>		
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