

20 JUNE 2024
HYATT REGENCY, DELHI



RETAIL & E-COMMERCE

CONCLAVE 2024

#TMRetailEcommerce

UNLOCKING

THE FUTURE

OF RETAIL & ECOMMERCE

Harnessing Innovation for Growth



Presented by



Digital partner



Magazine partner

in Focus
by MARKSMEN DAILY

A REIMAGINING OF THE LANDSCAPE

The **retail and e-commerce** sector in India has witnessed unprecedented growth and innovation in recent years, propelled by advancements in technology and changing consumer preferences. According to recent statistics, India's e-commerce market is projected to reach **\$200 billion by 2026**, driven by a surge in internet penetration and smartphone adoption. As online shopping becomes increasingly popular, retailers are harnessing technology to enhance the customer experience and stay ahead in a competitive market.

Technology is undeniably reshaping the retail landscape in India, with innovations such as **Artificial Intelligence (AI), machine learning,** and **data analytics** revolutionizing every aspect of the shopping journey. From personalized recommendations to predictive analytics for inventory management, retailers are leveraging these tools to drive sales, improve operational efficiency, and deliver seamless shopping experiences. With the rise of omni-channel retailing, technology is bridging the gap between online and offline shopping, allowing retailers to provide consistent experiences across all touchpoints.



CUSTOMER-CENTRICITY: A BUSINESS IMPERATIVE

In tandem with technological advancements, changing consumer behavior is also shaping the future of retail in India. Today's consumers value convenience, choice, and personalized experiences more than ever before. With busy lifestyles and increasing digital connectivity, they expect retailers to anticipate their needs and preferences, offering tailored products and services both online and offline. This shift in consumer behavior has prompted retailers to rethink their strategies and adopt agile, customer-centric approaches to stay relevant in a rapidly evolving market.

Looking at these considerations, Team Marksmen Network is organizing the inaugural edition of Retail and E-commerce Conclave 2024 which will take place in New Delhi on 20th June. With a focus on technology, consumer behavior, and emerging trends, this all-day conference will provide industry stakeholders with valuable insights, strategies, and networking opportunities to navigate the multifaceted challenges and seize the opportunities presented by the digital age.





CONCLAVE **HIGHLIGHTS**



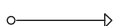
10+
Knowledge
Sessions



A Day Packed with
Opportunities



140+
Delegate
participations



30+
Retail & E-Commerce
Leaders



80+
Industry
participations

KEY DISCUSSION POINTS



Emerging trends in Retail and E-Commerce



Omnichannel Retailing:

Strategies for Seamless Integration



Data-Driven Decision Making in Retail:

Harnessing the Power of Analytics



Tailoring the Shopping Experience for Every Customer



Emerging Technologies Shaping the Future of Retail:

AI, AR, VR, and Beyond



Innovations in Payment and Checkout Processes:

Streamlining Transactions for Today's Consumers



Building Brand Loyalty in the Digital Age:

Engaging and Retaining Customers



WHY ATTEND?



Explore emerging trends and technologies shaping the future of retail and ecommerce.



Share insights, best practices, and success stories from industry leaders and experts.



Discuss challenges and opportunities in areas such as omnichannel strategies, customer experience, supply chain management, and sustainability.



Foster networking and collaboration among participants to facilitate partnerships and growth opportunities.

WHO SHOULD ATTEND?



CEOs



Founders and Co-Founders



Managing Directors



CMOs, CIOs, CTOs

CDOs, COOs



Presidents,

Senior Vice Presidents

Vice Presidents, Directors



Heads

DIVISIONS / DEPARTMENTS



Retail & E-Commerce



Customer experience



Customer Service



Digital Transformation



Data Analytics



Growth



Product



Information Technology



Supply Chain



Omnichannel



Operations



SPONSORSHIP OPPORTUNITIES



Audience Engagement: Gain exposure to a diverse audience of **140+ Retail & E-Commerce leaders**, making it a valuable investment of your resources.



Industry Influence: Position your brand as a thought leader by addressing pressing industry issues, launching new products, or leading interactive discussions and roundtables.



Spotlight your brand: Secure a stand in the exhibition hall to attract attention and showcase your products or services, driving significant foot traffic to your onsite team.



Market Insight: Benefit from our extensive industry expertise and gain access to valuable market research opportunities, enabling you to stay ahead of the curve and enhance lead generation efforts.



Enhanced Brand Visibility: Amplify your brand's visibility and recognition by leveraging our event's promotional activities, including pre-event marketing, onsite branding opportunities, and post-event coverage.



TEAM MARKSMEN

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

Team Marksmen has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 45 events with 1500+ domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.



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EMBARK ON THE JOURNEY WITH US AT THE **RETAIL & E-COMMERCE CONCLAVE!**

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