

11th Edition

Conference on **E COMMERCE SUPPLY CHAIN**

“Rise of Innovation and GenAI in E-Commerce”

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

**1000 – 1115 Hrs**

**INAUGURAL SESSION**

1000- 1010 Hrs	Welcome Address	<b>Mr. Nitin Vyas</b> Chairman - Member of Value Engagement and Chief Executive Officer – Cluster ASIA BEUMER Group
1010-1022 Hrs	<i>Rise of Innovation &amp; GenAI in E Commerce</i>	<b>Dr. K. Ganesh</b> Member, CII National Committee on Logistics & Partner McKinsey & Company
1022-1034 Hrs	<i>Rush Hour: Transforming Commerce at Lightning Speed</i>	<b>Mr. Abhishek Bansal</b> Co-Founder & Chief Executive Officer Shadowfax
1034-1046 Hrs	Special Address	<b>Mr. Rampraveen Swaminathan</b> Member - CII IL Advisory Council Managing Director & Chief Executive Officer Mahindra Logistics Limited
1046-1058 Hrs	Special Address	<b>Mr. Satyaki Raghunath</b> Chief Operating Officer Bangalore International Airport Ltd
<i>Release of White paper on “Rise of Innovation and GenAI in E-Commerce”</i>		
1058-1110 Hrs	Inaugural Address	<b>Ms. Gunjan Krishna, IAS*</b> Commissioner Department of Industries and Commerce Government of Karnataka
1110-1115 Hrs	Closing Remarks	<b>Mr. Nitin Vyas</b>
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**

**Mr. Jagat Pradip Das**, Director Supply Chain Operational Excellence, Flipkart

**Mr. Anubhav Agnihotri**, Head Inventory Management and Distribution, Clicktech Retail Pvt Ltd

**Ms. Lavanya Pachisia**, Chief Executive Officer, Zivame

**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**

To be Decided

**Panel Discussion****Mr. Amartyaa Kumaar Guha**, Vice President Supply Chain Operations, SUGAR Cosmetics**Mr. Nitin Nair**, Senior Vice President, ONDC**Mr. Neelanchal Panda**, Head of Supply Chain, Himalaya Wellness Company**Mr. Pranay Moon**, Associate Director - SCM Planning & Growth, Zepto**Mr. Ulhas Uday**, Business Head of Ecommerce, Seiko India**Ms. Pooja Malik**, National Head Leasing, Horizon Industrial Parks**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**Mr. Umesh Kaushik**, Head of Supply Chain, Woodkraft (India) Private Limited**Mr. Manik Sarkar**, General Manager of Sales, Armstrong Dematic**1700 - 1715 Hrs Q & A Session**

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