

**ARE WE DOING ENOUGH TO  
ATTRACT AND RETAIN OUR  
CUSTOMERS?**

- YES.**
- NO.**

# LET'S GET THE OBVIOUS OUT OF THE WAY

*We have all heard it and we have all said it at every sales meeting,  
every retail forum  
every industry summit  
every company off-site  
every quarter  
every day*



Retail needs a revamp  
Malls need more footfalls  
Store conversions must rise  
Bottom-lines are falling  
Customers want experiences



Sure, there is deep discounting on e-commerce, excessive regulation and legislation, intense competition, cost pressures, lack of competent manpower and even a grim global scenario... These are all realities, and they are not going away.

*Does this mean that we should shut our malls, markets and stores?  
Is price discounting really the only way to attract Customers?  
Will converting our shopping malls into huge food courts keep them afloat?  
Can we expect different results if we keep doing business the same way?*

Do we press the **Panic** button???

#DifficultTimes

# KEEP CALM... AND THINK DIFFERENT



*Retailers and mall developers have always thought of their business as being contained in a box.*

Once upon a time, it made sense to build bigger, better boxes, to which Customers would come. But now we need to engage with them beyond the four walls of our stores and malls.

Yesterday's strategies, conferences, marketing and mind-sets will not help you attract today's Customers. What we urgently need is to find innovative and effective solutions to the challenges faced by retailers in their quest for profitable growth.

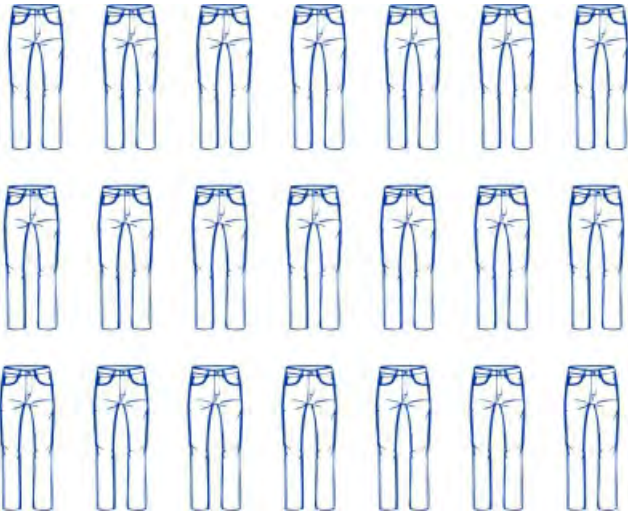
It's not just about thinking out-of-the-box.  
Today, there are no boxes.

**ARE YOU EXCITED ENOUGH TO MAKE THE CHANGE?  
...BECAUSE YOUR CONSUMER WON'T KEEP WAITING!**

#ThinkDifferent

# LET'S START SIMPLE...

## SPOT THE DIFFERENCE



## NO? WELL, WE COULDN'T EITHER!

That's the problem, isn't it?

We are all doing the same things in the same ways, and hoping that it makes a difference. We cannot hope to find the solutions from our peers who are in the same boat as us, grappling with the same issues. All that it does is create 'sameness' in the marketplace.

*If we can't tell the difference, can we expect our Customers to?*

Rather than rehashing ideas from our own industry, we need to start looking outward and learning from subject specialists from different sectors.

#BeDifferent

*the big picture*

# ARE WE MISSING ~~A PIECE?~~



Individually, we can be smart, but together, we can be brilliant. Everyone of us knows at least one thing that no one else does. We can each achieve a lot, but together we can do so much more.

*Each of us has one piece of the puzzle. When we put our heads together with a common agenda, we start to see the whole picture and the solutions to the bigger problem.*

As the key stakeholders in one of the fastest growing global retail economies, we cannot become just spectators. We must take control of our industry. We must connect, bring our individual experiences and ideas together, innovate and take action.

To innovate, every line counts,  
every dot makes a point and  
every thought matters!

**Don't wait for it to happen. Make it happen!**

#Participate #EveryoneMatters

# unBox

R E T A I L

Because Every **Think** Matters!

a media marketing initiative by **hindustantimes**

# PUT ON THAT THINKING HAT

Because Every**Think** Matters!



Mall Owners



Institutions



Retailers



Consumers



Financiers



Tech Providers



Catalysts



Developers



Industry Leaders



Subject Experts



Brands



Professionals

unBox RETAIL is not just another retail forum. It is a laboratory for innovative ideas, a grandstand for brilliant speakers, a workshop of creative thinking, and a crucible of effective solutions.

Here there will be no audience, only participants.

If you think you can make a difference - not just to your own company but to your industry - this is the platform where you need to express your thoughts and let your voice be heard.



#EveryThinkMatters

# RECIPE TO UNBOX RETAIL = USUAL INGREDIENTS + UNUSUAL TWIST!

## Ingredients

Masterclasses

Conference

Exhibition

Awards



## Process

Diagnose

The key challenges facing the retail industry.

Identify

Other industries that faced similar challenges and have found solutions to them.

Invite

Leaders from these industries to interact with key stakeholders of Indian retail and discover solutions that are relevant to us

Research

Conduct in-depth research to identify ways to encourage consumer spending in our malls.

Millennialism

Leverage the insights and desires of this lucrative market segment through a focused contest for retail management students

Reality Check

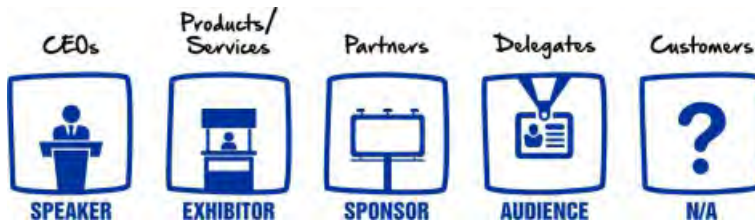
Involve real Customers to come and address our retail leadership, and tell us what we are - or aren't - getting right.

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RETAIL

#MasterChef



# IT IS EASY TO BE IN A BOX



Every retail forum has the same fixed format. Everyone knows their role and everybody has a set "box". A CEO takes for granted that he will speak, a service provider accepts that he will be an exhibitor. A sponsor knows his place on the billboard and a delegate is part of the audience. And of course, the Customer is nowhere to be seen.

If we all accept our routine slots then it is a routine show. If nobody participates in innovative thinking, ideation or creative solutions, how can this format make a difference?

## Who brings the change?

At unBox RETAIL, we believe in opening up these boxes and stirring things up to create a new blend of ideas and connections.

**Innovative solutions need an Innovative approach.**

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#MakeTheChange

# CONNECT WITH YOUR CUSTOMER AGAIN...



It is a alarming fact that Retail & Mall CEO's spend less than 5% of their time interacting directly or even indirectly with Customers.

We have distanced ourselves from our Customers: at one hand, we panic about bringing them back to our malls and on the other, we don't include them in policy making. To make a difference to the retail business, we must make policies and plans that are more Customer informed, constantly evolving WITH them - not AFTER them.

Perhaps the best way to achieve higher Sales per Square Foot is through more Smiles on Customers' Faces :)

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#SmilesPerFace

# RECHARGE. RE-ARRANGE. REBOOT. RECLAIM. REFRESH. RECREATE.

*Ideas, Solutions, Identity, Revenue, Manpower,  
Agenda, Stories, Retail, Malls, Experience...*

CEOs  
Industry Leaders  
Top Management  
Forward Thinkers  
Key Strategists  
Subject Experts

Running a retail business is a round-the-clock job. It is a demanding, exhausting and unrelenting task.

An agile mind is a leader's most powerful tool, and it makes for a sound investment to keep it sharp and refreshed.

A day at UnBox Retail is a gym for your mind that encourages you to flex those creative muscles and tone your retail acumen.

It is all about business building with new connections, new knowledge, new ideas and adaptable thinking.

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#SharpenTheAxe

# INSPIRE YOUR TEAM. FUEL THE CHANGE.

Delegates  
Retail Professionals  
Retailers  
Team Leaders  
Brand Managers

No matter how brilliant your strategy, its implementation depends on the commitment, enthusiasm and capability of your people. At unBox RETAIL, you will have the opportunity to understand how successful leaders in people-dependent businesses have got the best out of their employees (hint – it is rarely about more money).

Bring your key managers to unBox RETAIL.

Like a magical one day battery charge that could keep your phone powered for an entire year, it will inspire, motivate and equip your team to produce exceptional results.

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#PeoplePower

# CHOOSE YOUR IDENTITY. POSITION YOURSELF.



*You are more than an exhibitor* - you propel retail in innovative and effective ways. That is how we see you. That is how we want your Customers - the retail industry - to see you.

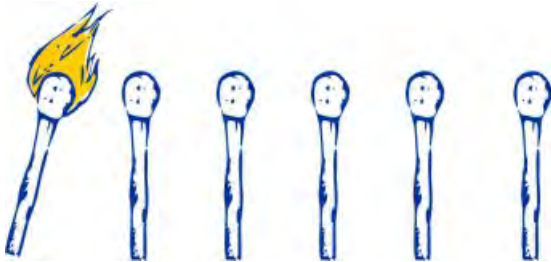
unBox RETAIL is not just about renting a stall and hoping to close a couple of deals. We help you make your presence felt as an active supporter of innovative and profitable retail. We position you as an enabler of the industry and create top of mind awareness among retail leadership.

unBox RETAIL - your most powerful tool for brand building and positioning.

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#Enabler

# BE CATALYSTS OF THE NEW ORDER



We are completely re-imaging the way we conduct retail. We are revitalising the industry with creative energy and inspiration. And YOU are the catalyst for this change! A catalyst of innovative, enlightened retail ideas and solutions.

*We see you as more than a sponsor, you are a partner, an ally in business building and creating goodwill.*

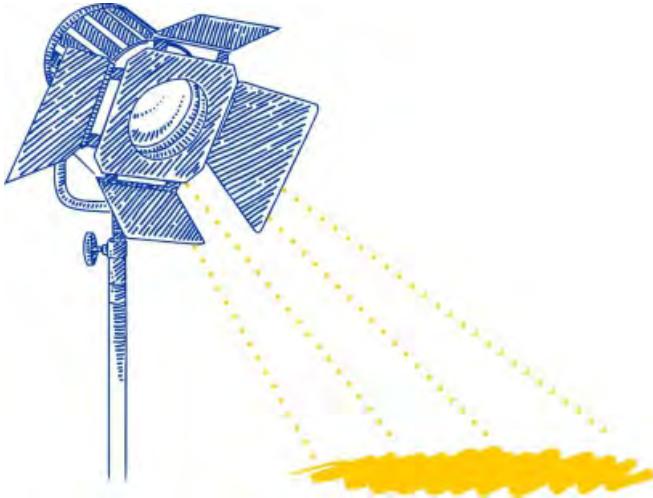
unBox Retail is one event you will be proud to be part of. It is not just a networking party. It is not only a business exhibition. It is a unique approach to identifying, analysing and solving the challenges facing retail.

Here every stakeholder is a participant, and you have a unique opportunity to be the catalyst that sets off the chain reaction.

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#BeACatalyst

# GET READY TO BE IN THE SPOTLIGHT



Most retail forums and summits are crowded.

Crowded panels on the stage, so no one's presence is really seen, and no one's voice is actually heard. Crowds in the narrow aisles between crowded exhibition stalls - so no one sees the exhibitors products. But most of the crowds soon drift away, as no one is getting the value they wanted.

At unBox RETAIL, every participant, every thought, every catalyst who helps us help retailers attract more footfalls and conversions is important, and we focus on you and on your needs.

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#SpotlightOnYou

# WE CREATE THE BUZZ.



As a catalyst of the retail industry, you deserve more than an advertisement in a sparsely circulated trade magazine or an expensive exhibitor stall that your Customers will barely notice.

Enjoy the extensive reach and exposure of the rich variety of media that will highlight the exceptional value that you bring to your retail clients.

Leading Business and Daily newspapers, Social media, e-Newsletters, Trade Magazines, industry portals, will all be utilised to promote your brand and your services

More importantly, unBox RETAIL will help you highlight how your products and services help retailers and malls to achieve profitable growth.

At unBox RETAIL, we create the buzz, but the spotlight is on you!



#unBoxRETAILBuzz



# PRICELESS INSIGHTS. RICH CONTENT.

*These experts have successfully cracked it and they will help you attract Customers back to YOUR malls and stores.*



## MASTERCLASS 1: MALL YOU CAN BE

Mall Marketing & Management strategies to attract customers  
*Conducted jointly by a mall CEO and an expert from UAE*

## MASTERCLASS 2: WEAPONS OF MASS SEDUCTION

A practical guide to social media advertising for stores & malls.  
*Conducted jointly by a retailer and a social media expert*

## MASTERCLASS 3: RETAIL KNOW HOW – NOW!

Using technology to improve footfalls and conversions.  
*Conducted jointly by a retail CTO, a mall owner & a tech expert*

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## THE 3 PILLARS OF MODERN RETAIL SUCCESS: PEOPLE, POSITION, PLACES

STAYING ALIVE: LESSONS FROM INDIAN RETAILERS FROM  
DYNAMIC BUSINESS LEADERS OF SOME OF THE MOST  
CUT THROAT & THREATENED BUSINESSES

## FACE THE FACTS – THIS IS YOUR CUSTOMER SPEAKING!

*A video presentation of customers telling retailers & mall managers how to become more relevant.*

## JAILBREAK! THE REGULATORY ENVIRONMENT OF INDIAN RETAIL: OPPORTUNITIES & SOLUTIONS

## BUY – BYE: WHERE HAVE ALL THE SHOPPERS GONE?

*Consumer research of Mall Preferences + Shopping/Recreation Habits.*

## SLEEPING WITH THE ENEMY

*E-Commerce – Friend or Foe?*

## FUTURE SHOCK

*What lies ahead for retail and how to prepare for it.*

## WOULD YOU LIKE SOME INSPIRATION WITH THAT?

*Innovation – the key to retail success*

## TOP GUN CHALLENGE

*The 3 winners of the inter-collegiate competition for management students in "Bringing customers back to our malls and markets"*

## KEYNOTE ADDRESS - Seeing the Big Picture

## THE GRAND FINALE: MAKING RETAIL GREAT AGAIN!

*A high energy interactive panel discussion with top 3 retailers, 3 mall developers, 3 middle class retail managers, 3 young Indian customers with aggressive lively moderation*

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#unBoxKnowledge

# THE UNBOX THINK TANK

**OUR ADVISORY BOARD** *The industry stalwarts who are contributing their time and talents to help us unBox RETAIL*



**Ramesh Nair**  
CEO & Country Head  
JLL



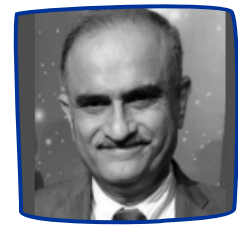
**Rakesh Biyani**  
Joint MD  
Future Retail Ltd



**Bijou Kurien**  
Board Member at  
L Capital



**Ishwar Chugani**  
CEO & MD  
Giordano, ME



**Vikram Bakshi**  
MD, Connaught Plaza Restaurants  
(McDonalds)

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#unBoxOrganise

# unBox RETAIL

Because Every**Think** Matters!

a media marketing initiative by **hindustantimes**

Friday 16th March, 2018  
Leela Ambience Hotel, NH-8  
Delhi - Gurugram Border

Masterclasses | Conference | Exhibition | Awards

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