

IMAGES RETAIL LIVE 2026
Andaz, Aerocity, New Delhi

AGENDA DAY 1 – 25 November 2026

09:00 am – 10:00 am	**NETWORKING & REGISTRATIONS - BRANDS & RETAILERS**	
10:00 am – 10:15 am	**OPENING REMARKS** **Anish Trivedi, President & CEO, Alenka Media**	**WELCOME ADDRESS** **Bhavesh Pitroda, Director, IMAGES Group**
INAUGURAL SESSION	**Beyond the Metros: Where India's Next Retail Chapter Is Being Written** *The relationship between food brands, modern trade, and local grocers is evolving from a transactional one to a strategic growth partnership. As consumers demand greater choice, value, convenience and healthier options, all sides are rethinking how they collaborate - from innovation and assortment to data, visibility, pricing and new routes to market. This session explores what it takes to build partnerships that create sustainable growth for both.*	
PANEL DISCUSSION	**The Next Billion Baskets: Tier 2/3/4 and the Consumers Rewriting Retail's Rulebook** *Look past the metros and the numbers tell a different story. Aspiration is rising faster, brands are arriving sooner, and shoppers in Tier 2, 3 and 4 cities are spending with a confidence that retailers can no longer treat as an afterthought. This session goes beyond the headline figures to uncover which categories are winning where, what these consumers actually buy, and what separates the brands that scale from those that stall. Expect data, real retailer experience and candid lessons on capturing India's fastest-growing consumers.*	
TECH.NXT DISCUSSION	**Beyond the Delivery: Is Quick Commerce a Channel or a Business Model?** *Quick commerce started as a fast way to deliver what a store already sold. It's increasingly becoming something bigger, with its own assortment, pricing and even private labels. This session asks the question retailers and brands can no longer dodge: is quick commerce a channel to plug into an existing strategy, or a business model that demands its own? Expect a direct debate on what it takes to compete, whether quick commerce is eating retail's lunch or handing it a new one.*	
IMAGES SoLoX	**First Store, First Lessons: Straight Talk from Brands That Went Beyond the Metros** *Every big brand has a first-store story in a new city, and the honest versions are rarely told. In this session, established brands that have entered Tier 2, 3 and 4*	

	markets take the stage in solo talks to share what worked, what didn't and what they would do differently. Local retailers who have been selling in these cities for years add the view from the ground: what the shopper wants, and what outsiders get wrong. Expect candid lessons that save the next brand from repeating the same mistakes. Session Format: 10 min Solo Presentation focussing on the following • **The decision** - why this city, and what data or instinct led them there • **The adaptation** - what changed from their metro playbook: pricing, format, stock, staffing • **The numbers** - real performance versus expectation, sales per square foot, footfall, repeat rate • **The mistake** - one thing that didn't work and what they'd do differently • **The payoff** - what winning this market unlocked, whether that's margin, brand loyalty or a template for the next city
01:30 pm – 02:30 pm LUNCH	
PANEL DISCUSSION	**Rolex in Ratlam? Why Luxury Is Finding Its Best Customers Beyond the Metros** *Rolex watches are selling in Ajmer and Nagpur, Mulberry bags in Nadiad and Aligarh, and Bulgari in Etah and Karimnagar. Luxury's next growth story is not in the metros. Wealth in Tier 2, 3 and 4 cities is old, deep and increasingly ready to spend on global brands, often with lower rents and less competition. This session brings together luxury watches, jewellery and premium fashion retailers, alongside designers whose biggest clients now come from these cities, to share how they choose the city, adapt the store and win customers the metros never saw coming.*
TECH.NXT DISCUSSION	**Same Brand, Different Dialect: Marketing Across India's Many Markets** *A campaign that works in Delhi doesn't automatically work in Dehradun, and most brands find that out the expensive way. This session looks at whether a brand's core message can survive the move into Tier 2/3 markets, or whether it needs to be rebuilt in language, imagery and channel mix for every new city. Expect a data-driven look at how modern marketers are using audience insights, regional targeting and AI-led tools to personalise the message at scale, without losing what made the brand recognisable in the first place.*
PANEL DISCUSSION	**Thali to Table: How Food, QSR and Grocery Are Feeding India's Next Markets** *Food is the first thing that follows a new mall, and in Tier 2, 3 and 4 cities the appetite is real. Cafés, restaurants and QSR chains are opening in towns that had no organised dining a few years ago, and grocery is moving from the neighbourhood kirana to modern formats. This session brings together food, QSR and grocery leaders to share what sells, how they adapt menus and pricing to local taste, and how they run supply chains for a new city. Expect practical lessons on feeding a market that is just discovering organised food retail.*
PANEL DISCUSSION	**The New Mall Blueprint: What Works in Bharat Doesn't Come from a Metro Template** *The mall that worked in a metro doesn't automatically work in a Tier 2 or 3 city, and developers are learning that fast. This session looks at what's changing: format sizes suited to a new market, tenant mixes built around local demand rather than a copy-paste anchor list, and the experience layer, from F&B to entertainment that keeps footfall coming back. Hear from developers designing malls for cities that are getting their first one, and what they wish they'd known before breaking ground.*