

IMAGES RETAIL LIVE 2026
Andaz, Aerocity, New Delhi

AGENDA DAY 2 – 26 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	**Location, Location, *New Location*: Where India's Next Malls Are Rising** *The old rule of retail real estate still holds, but the locations have changed. Developers are now committing serious capital to Tier 2, 3 and 4 cities, where land is more accessible, rents are workable and organised retail is only just arriving. This session brings together the people building these malls to share what is drawing them there, which cities are proving their case, and how tenant mix and leasing models are shaping success. Come away knowing where the next retail address is likely to be.*	
TECH.NXT DISCUSSION	**Who's Actually Buying? Decoding India's Newest Consumer Mix** *India's next consumer isn't one person, it's three: Gen Z chasing trends in real time, Bharat discovering organised retail for the first time, and a premium buyer who no longer lives only in the metros. Each behaves, browses and buys differently, and treating them the same is the fastest way to lose all three. This session looks at how retailers are using data, personalisation and AI to actually understand these consumers, not just target them, and what it takes to build a technology stack that can read Gen Z, Bharat and premium India at the same time.*	
TECH.NXT DISCUSSION	**Beyond Omnichannel: The Rise of Unified Retail** *Omnichannel promised a seamless experience, but most retailers still run it as separate systems stitched together. Unified retail goes further, with one view of inventory and customer across every channel. This session looks at what it takes to get there, and why retailers making the shift are converting faster, especially as they expand into new markets.*	

PANEL DISCUSSION	**Contour and Conquer: How Tier 2/3 India Got Serious About Beauty** *Beauty was once seen as a metro habit, but that's no longer true. Consumers in Tier 2 and 3 cities are spending on skincare, grooming and personal care with the same confidence and curiosity as their metro counterparts, often influenced by the same reels and reviews. This session brings together beauty and grooming brands that have successfully cracked these markets to share what's driving demand, how they've adapted products and price points for a new consumer, and what it takes to build trust in a market that's still discovering organised beauty retail.*
01:30 pm – 02:30 pm LUNCH	
TECH.NXT DISCUSSION	**From Warehouse to Wherever: Supply Chains Built for Speed** *Speed used to be a delivery promise. Now it's a business requirement, especially as retailers expand into cities where infrastructure, warehousing and last-mile logistics don't yet look like the metros. This session looks at how retailers and brands are rebuilding supply chains for speed from the ground up, from dark stores and micro-fulfilment to demand forecasting that keeps stock ready before a new market even asks for it.*
PANEL DISCUSSION	**The Expansion Playbook: What It Really Takes To Win Beyond The Metros** *Going beyond the metros is not simply a matter of opening more stores. The economics, real estate, consumer behaviour, talent, supply chain and route-to-market can all look different. Retailers already making this journey have learned that what works in Mumbai, Delhi or Bengaluru cannot always be replicated market for market. So, what does a successful expansion playbook actually look like?*
PANEL DISCUSSION	**Fast Fashion, Faster Growth: How Young India Is Dressing the Next Market** *India's youngest shoppers are no longer waiting for metro trends to reach them. In Tier 2, 3 and 4 cities, a growing youth population wants global design at prices that make sense, and fast fashion, footwear and everyday fashion brands are delivering both. This session brings together fashion and footwear leaders to share how they are winning these shoppers: what is selling, how they price and stock for a new city, and how they keep collections fresh without losing margin. Expect practical lessons on capturing India's biggest fashion crowd.*
PANEL DISCUSSION	**Copy, Adapt Or Reinvent? The Retail Formula For India's Next Cities** *The biggest expansion mistake may be assuming that what worked in Mumbai will work in Meerut. As retailers enter new markets, how much of the existing format should travel with them — and what needs to be reinvented for the consumer, catchment and economics of each city?*
TECH.NXT DISCUSSION	**AI as the New Shopkeeper: Meet the Employee Who Never Sleeps** *The best shopkeepers always knew what customers wanted before they asked. AI is now doing that at scale, from smart trial rooms and visual search to inventory forecasting and demand sensing that can tell a retailer whether a new city is ready before they open a single store. This session looks at how AI is quietly becoming the most valuable employee on the floor, and what retailers need in place to put it to work, especially when expanding into markets they've never operated in before.*

Note: #Session dates, timings, titles, briefs, anchors/ moderators/ speakers/ panellists, presenters are subject to change # Go to Day 2 Agenda for Food Service Convention & Awards