



Indian Chamber of Commerce

# Luxury Forum 2018

## “Enhancing the Outreach of Luxury in India”

15<sup>th</sup> June 2018, Shangri-La's Eros, New Delhi

Indian Chamber of Commerce (ICC), in view of the growing importance of India in the global luxury industry, organized a luxury forum on 15th June, 2018 at Hotel Shangri-La Eros, New Delhi. ICAI (Institute of Cost Accountants of India) worked as a knowledge partner with ICC and played an **active role in preparing the report with the advice of Dr. Sheetal Jain, CEO & Founder of Luxe Analytics**. The summit was actively attended by around 100 delegates, comprising of representatives from companies involved in Luxury Sector like Major Industry Experts, Policy Makers and Regulators apart from guest speakers. The award ceremony was inaugurated by Padma Shri Paresh Maity, Noted Painter & Sculptor.

The summit's major focus was on:-

- Wealth Management and Luxury – The eco system of current times
- What different strategies brands are adopting and what are the success stories so far?
- Accessibility to two-tier cities
- How we shop now? What does the luxury consumer expects from their retail experience, what's changing and what will the store of the future look like?

Eminent Speakers who spoke in the technical session on all the above mentioned points were: The Inaugural started with keynote address given by our Knowledge Partner by CMA L. Gurumurthy, Senior Director (CAT & Legal) & Director (Discipline) Institute of Cost Accountants of India and then addressed by Ms. Rajni Hasija, Director-Tourism & Marketing, IRCTC then the special address was given by our Guest of Honor Padma Shri Paresh Maity, Noted Painter & Sculptor; and followed by other elite speakers by Mr. Sharad Mohan, Managing Director & Head- Retail Bank Global Consumer Bank, Citibank N.A. India; Mr. Manish Dave, Head- Retail & Operations, Infinite Luxury Brands; Dr. Kunal Banerjee, Brand Guru & Former South Asia Head, Ogilvy & Mather; Mr. Vivek Dahiya, Managing Director-North India Cushman & Wakefield; **Dr. Sheetal Jain, Founder & CEO, Luxe Analytics**; Ms. Ritu Marya, Editor-in-Chief, Franchise India Media.

The Audience consisted like Major Industry Experts from Luxury Sector, Policy Makers and Regulators, Major Players (manufacturers, users, and service providers). It was an elite participation of speakers and delegates in this forum which marked an entire forum a grand success.