

K J Somaiya Institute of Management
Presents

National Retail Summit 2020 Report

(A flagship event of MBA-Retail Management)

Introduction

National Retail Summit (NRS) is a national level flagship event which is organized by first-year students of the MBA - Retail Management program at K J Somaiya Institute of Management. It was a two-day event and one of the most sought-after B-school events for the budding management students, presenting a diverse range of curriculum-aligned competitions and industry insights from eminent speakers. The event primarily aimed to create an interface between academia and industry practitioners. The theme for this year's summit was "Reimagining Retail."

COVID 19 has accelerated the push to digital formats in all aspects of life, including education and business. Thus, in keeping up with this pace of change, this year NRS celebrated its 12th year since inception on an online platform.

It consisted of 3 sub-events:

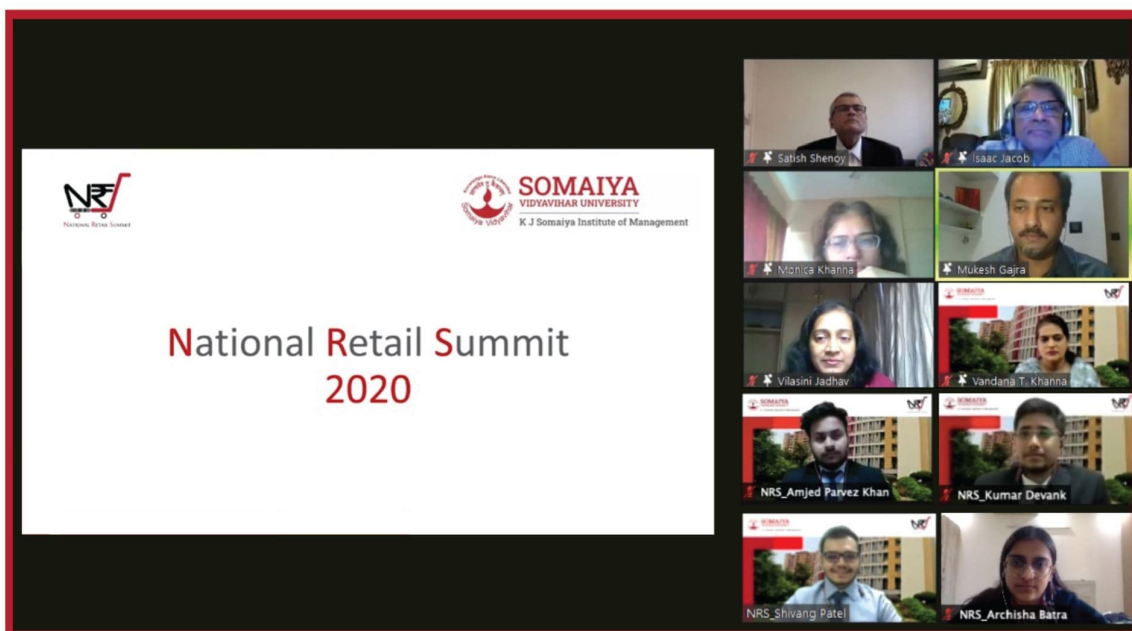
- 1) Kurukshetra
- 2) Brand-O-Mania
- 3) Retail Mela

Panel Discussion and Keynote Address rounded out the event and provided valuable insights to participants and peers. The summit witnessed large footfall and enthusiastic participation as it is one of the marquee events of Retail Management students.

Venue

The Summit was organized on 16th and 17th December 2020 at K J Somaiya Institute of Management, virtually on Zoom. It witnessed participation from more than 150 attendees and students across various colleges from India.

Day 1 Inauguration Ceremony



Keynote Speaker
Mr. Satish Shenoy
Senior President Corporate
Management Audit
(Aditya Birla Group)

Guest Speaker
Mr. Mukesh Gajra
VP Business Non - Apparels
(Reliance Trends)

Event Flow

The event started with the Campus prayer followed by the Inaugural ceremony which included a website walkthrough. After that, the inaugural address was delivered by Dr. Vilasini Jadhav, NRS Chairperson who spoke about how this was the 12th edition of the summit and the history of the summit in an overview.

Our esteemed Director Dr. Monica Khanna addressed the gathering with her words of encouragement and solidarity. After which the Program Coordinator of MBA Retail Management appreciated how the program's first-year students have been conducting the summit meticulously. The Convener of NRS – Amjed Parvez Khan, a first-year MBA Retail Management student talked about the challenges due to NRS being conducted online. He appreciated the efforts of the entire team and talked about the inclusion of the 4th pillar of NRS – Panel Discussion.

The keynote address was delivered by Mr. Satish Shenoy who spoke about his vast experience of over 37 years in the field of Accounting and Audits. He also delivered a very intuitive address about life's philosophy and his personal Retail experience. He talked about how the retail sector has been reimagining itself and, in the future digitally-enabled platforms and services like automation, AI, etc. will revolutionize the retail sector. He stated examples of e-commerce giants like Amazon, Flipkart as well as up and coming stores like Amazon go. He also mentioned that digital transcendence like AI, Augmented Reality, Automation, Robotics, etc. will be influencing retail sector on a grand level.



After that insightful address, Mr. Mukesh Gajra delivered a Guest Lecture address by talking about the importance of Marketing in the Retail sector. He offered his perspective about the retail sector with a fully detailed presentation in which he showcased a comparison of the retail sector by juxtaposing it against the backdrop of economic performance. Along with

that, he provided his views with some interesting statistics regarding the growth of the Indian retail sector and how far we have come. He even motivated the students to be energetic and start thinking from now on about where they want to get in terms of their careers as the retail sector has a lot of potential which is still left to be unexplored. The inaugural ceremony concluded with the Vote of thanks delivered by Kumar Devank, Co-Convener of NRS 2020.

Kurukshetra



Introduction

It won't be wrong to call Kurukshetra the right hand of NRS. Kurukshetra is the live case study competition that attracts the brightest of the minds from premium management institutes all over India. The best of the best competes among themselves in terms of providing a more innovative and practical solution to the given challenge.

Kurukshetra not only provides a platform to experience real-life industry challenges, compete with the students of other management institutes, and develop but also helps them network with each other. Along with the sense of competition, it also instils a sense of friendliness among the teams and so we named the teams after the 5 Pandavas for the final round. On that note, everybody was welcomed to the battlefield "Kurukshetra" where the Pandavas showed their power of knowledge and problem-solving ability.

Jury



Mr. Tarun Vashishth

Head, Retail Business Development
(Pantaloons, New Delhi)

Mr. Bhargab Dutta

Assistant Vice President, Digital and
Data Analytics (Aditya Birla Group)

Event Flow

» Round 1: Quiz Round

A Quiz round based on the ideas of the corporate world. Teams were shortlisted based on the results.

» Round 2: Case Study Round

The shortlisted teams were allowed to display their creativity and solve the Case Study.

» Round 3: Final Round

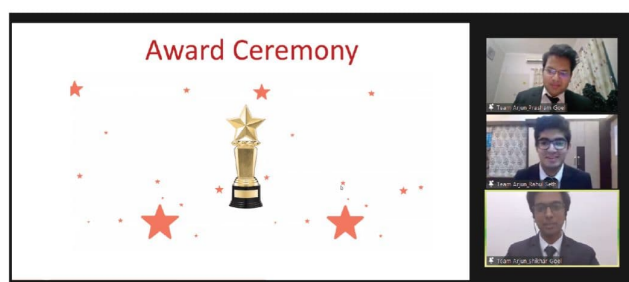
Like the 5 Pandavas, the Top 5 teams were asked to showcase their skills and solve a real-life Corporate Case Study on the grandest stage.

The duration of the final round was for around 2.5 hours, with teams given a presentation time of 12 mins followed by a 3-minute Question-Answer round by the judges.

Team Name	Participants' Name	Institute Name
All Round Marketeers	Shikhar Goel Rahul Seth Prasham Goel	NMIMS, Mumbai
3_Marketeers	Varun Bhargava Medha Shree Tak Bagle Rahulkumar Rajendrabhai	IIM Kashipur
Philoshopher Stone	Alisa Basak Kaustubh Roy Kanak Kumar Das	SCMHRD, Pune
XLR8	Shivam Mahendru Shreyash Wyawahare Gaurav Mulchandani	K J Somaiya Institute of Management, Mumbai
Ethos	Ayush Dubey Anshi Dalmia Jeeta Bhattacharyya	Indian Institute of Foreign Trade, Delhi

All the teams presented well, but the teams which stood out and raised the bar were. All Round Marketeers (Winning Team) and 3_Marketeers (Runners up).

Winners

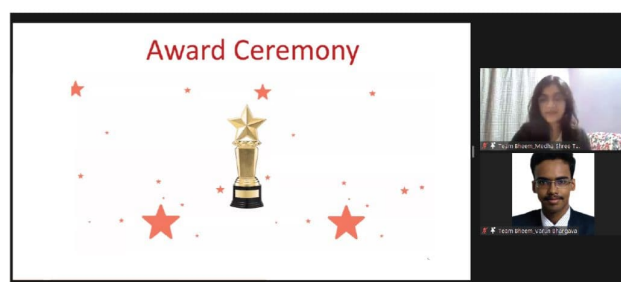


All Round Marketeers
(NMIMS, Mumbai)

Shikhar Goel
Rahul Seth
Prasham Goel

Prize Money: ₹25,000/-

Runners up



3_Marketeers
(IIM Kashipur)

Varun Bhargava
Medha Shree Tak
Bagle Rahulkumar Rajendrabhai

Prize Money: ₹15,000/-

Kurukshetra 2020 offered various insights by experienced Industry experts, not only to the participating teams but also to the attendees. As B-School students we tend to look at problems with a theoretical view, we tend to apply our textbook knowledge but through such competitions, we learn a lot on how to strategically think of solutions which would be viable in the actual world.

Retail Mela 2020



Introduction

Retail Mela is one of the four pillars of the National Retail Summit which was organized on 16th and 17th December 2020. It is a two-day event that runs simultaneously with other major events like Panel Discussion, Brand-o-Mania, and Kurukshetra.

This year as our theme was “Reimagining Retail” we left no stone unturned in making this event different from its past experiences. The Retail Mela became E-Retail Mela where participants could take part in six major Quiz like Management, Sports, Current Affairs, Retail, Economics, Movies.

The participants were allowed to showcase their talents in different challenges like Dance, Music, Fitness, Singing, Stand-up comedy.

The most important part was the Fun Zone where participants could play live games like Housie, Guess the brand, Guess the song, Reverse Song, Tic tac Toe, Crossword, etc.

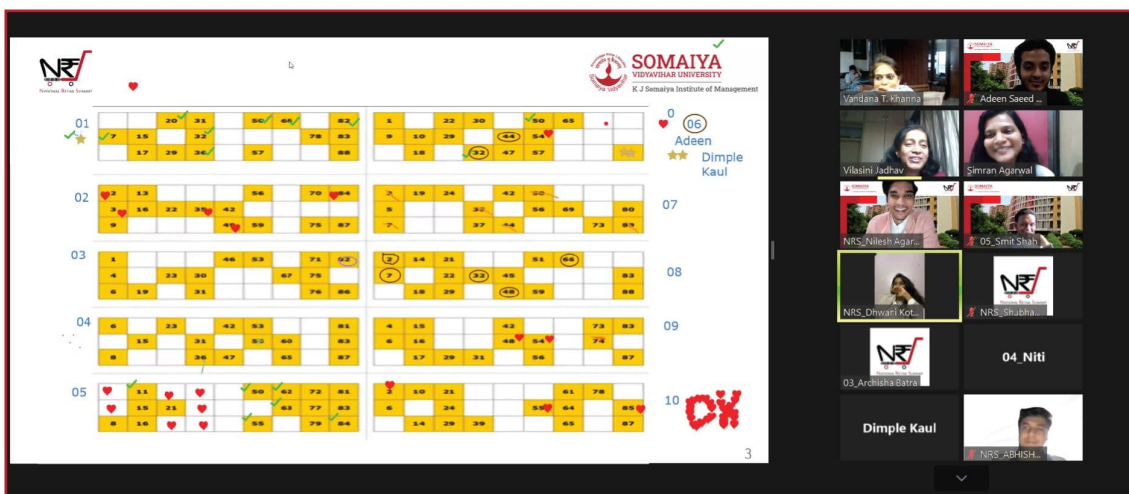
Reimagining a mela fit for the digital format is a tremendous task, but the team was more than a match for the challenge.

Event Flow

Day 1

Retail mela Day-1 was divided into two sessions i.e., pre-lunch and post-lunch session. Before the lunch session, we had an online gaming session where there was an arcade section wherein six in-built web games were available whereas post-lunch the zoom call events of the Retail Mela began for the first time over the virtual platform. We had different games planned for the mela, starting with Housie, Tic-Tac-Toe, Guess the Brand, Crossword, Reverse Song, and Guess the Song. Three games were being played simultaneously, Housie was being conducted in the main room and the other two games like Tic-tac-toe and Crossword, other being Guess the Song, Guess the Brand and Reverse Song in breakout rooms.

The games received a warm response from the participants who were enthusiastic to try them again on the second day.



Day 2

After the successful execution of Day-1 Retail Mela, the second day began with tremendous zeal. As planned, all the zoom call games were conducted for an hour each and some games such as guess the songs, housie, etc. were repeated more than once depending on audience demand.

In the evening, the Retail mela team had planned a special one-hour session for faculties in which talented students from our batch and different MBA batches gave their live performances. In that one-hour session, the atmosphere built was very soothing and relaxing.

After the live performances, the team conducted the last zoom call game session for the faculties wherein more than a dozen faculty members participated from various departments.

This year, NRS has set the benchmark for all the other events which are going to be conducted online in the institute. It proved that with tenacity, teamwork and trust, nothing is impossible. As the world stopped still in the pandemic, team NRS went the extra mile to make sure that this would be a summit one won't forget easily.

Day 2

Panel Discussion

Panel Discussion

Panelists



Ms. Benazir Miller
Sr. General Manager –
Technology, Shoppers Stop



Mr. Bhavik Jhaveri
Director Product for Supply
Chain and Omnichannel,
Myntra



Mr. Raunak Zatakia
Manager,
Project Management,
Manyavar



Prof. Isaac Jacob
Area Chairperson - Marketing
& International Business,
K J Somaiya
Institute of Management

Panelist 1

Ms. Benazir Miller
Sr. General Manager Technology
(Shoppers Stop)

Panelist 2

Mr. Bhavik Jhaveri
Director - Product for Supply Chain
and Omnichannel (Myntra)

Panelist 3

Mr. Raunak Zatakia
Manager - Project Management
(Manyavar)

Moderator

Prof. Isaac Jacob
Area Chairperson - Marketing &
International Business
(K J Somaiya Institute of
Management, Mumbai)

The Gist of the Round-Table



Before starting with the panel discussion, the moderator of the session Prof. Isaac Jacob gave an opportunity to all the panelists to offer their perspective on the current situation of a pandemic. The panelists talked about their experiences and how retail has been reimagined. The retail companies came together and became agile while companies like Myntra leveraged the digitization like Myntra Studios and expansion of their logistical prowess to meet the challenge.

Concerning the pandemic one of the panelists even quoted that ‘Chaos isn’t a pit; it is a ladder’ and how the brand represented by them continued to thrive. Retail is one of the largest employers in all sectors around the world.

Overall, the round-table was summed up by the moderator by saying that the pandemic has woken us up out of the stupor of apathy while looking at the customer. And brands are consistently working on customer relations, logistics, supply chain, omnichannel and especially paying special attention to the customer. The discussion was very fruitful for all the attendees especially students as the knowledge gained from listening and interacting with these experts cannot be replicated by simply reading any book.

Brand-O-Mania



Introduction

“Brand-O-Mania” is the annual Brand Strategy Competition in the Retail Realm under NRS. The main focus of the event is enhancing the brand creativity and product innovation proposed by the participating students, through the uniqueness of their brand idea, design, clarity, and communications.

Brand-O-Mania 2020’s journey began on 21 November 2020 where Quiz-O-Mania, an online quiz elimination round was conducted to test fundamentals of brand concepts of the participants.

Ad-O-Mania, an Advertising round was conducted after shortlisting teams from Quiz-O-Mania. Here, the participants were asked to plan and execute an advertisement video for a brand of their own, along with product name, tagline and logo by reimagining an existing product in the Retail Sector categories like FMCG, Luxury, Services, F&B, etc. keeping with the theme of “Reimagining Retail”.

Out of the 300+ team registrations from prestigious institutes like the IIMs, FMS, IIFT, NMIMS, IITs, XLRI, MICA, SCMHRD, SIBM, etc., the top 5 teams were selected after rigorous evaluation by our Judging panel.

The Final Round was an on-the-spot case study round wherein the decision-making, researching, analyzing, and implementation of unique strategies determined victory. A case was provided to our Top 5 teams at 9:00 am on 17th December 2020, which had to be submitted at 11:00 am. The event began at 1:45 pm, where these teams presented their solutions in front of our esteemed jury.

Jury



Brand-O-Mania

Case-study competition
Jury



Mr. Reuben Pandian
Co-Founder and COO,
Cutting Chai Technologies Pvt. Ltd



Mr. Amit Sethiya
Chief Marketing Officer,
SYSKA Group



Mr. Reuben Pandian
Co-Founder and COO
(Cutting Chai Technologies Pvt. Ltd.)

Mr. Amit Sethiya
Chief Marketing Officer
(SYSKA Group)

Event Flow

» Round 1: Quiz-O-Mania

Quiz-O-Mania, our first round was an online quiz elimination round conducted to test the participants' basic knowledge of branding concepts. The participating teams were required to complete the quiz in the given time window. The quiz comprised 40 questions to be answered in 10 mins. 31 out of 300 Teams were qualified based on the accuracy and speed with which the quiz was answered.

» Round 2: AD-O-Mania

The 2nd round was the Advertising Video Round which assessed the participants' creativity. Bidding on Facebook was organized wherein the qualifying teams were required to choose from a specific Retail category (FMCG, Luxury Retail, Services Retailing, E-Retailing, Restaurant/Food Chains). This was followed by the process of planning an advertisement video and 1-2 slides for brands of their own, along with product name, tagline, and logo. (Product name, Tagline, and Logo were to be included in the Advertisement as well).

Top 5 teams were selected out of the 31 teams for the final round.

» Round 3: Brand-O-Mania

Brand-O-Mania, the Final Round was an on-the-spot case study round wherein the participants were judged on the basis of their skills in the realms of decision-making, researching, analyzing, and implementing out of the box strategies. The top 5 teams selected for this round were provided with a case at 9:00 am and were supposed to submit their presentations by 11:00 am, to be presented in front of our esteemed jury at 1:45 PM.

The case was about a pizza vending machine restaurant that works on a franchisee business model but lacks recognition due to a lack of operational expertise in consumers.

Jury members were not told about the Institute name of teams to have fair play. Team NRS also made sure no team took undue advantage of the event being virtual, one POC (Point of Contact) from the organizing team was allotted to the 5 teams and 6 breakout rooms were made to ensure no team sees what the other team has presented.

Team Name	Participants' Name	Institute Name
Bhole Chature	Shivani Mehta Vishal Rai Sushant Sharma	NMIMS, Mumbai
Kingsman	Krishnakant Kasat Sanjeev Vishwaskarma Prateek Kulkarni	Chetna's Institute of Management & Research, Mumbai
Capital F	Sagnick Panda Sheryl DSouza Kartikeya Kaushik	School of Management & Entrepreneurship (SME), IIT Jodhpur
Chaotic Rangers	Subhojit Basak Mansi Saxena Yash Rastogi	Indian Institute of Foreign Trade, Delhi
Passion Pavers	Anahita Nautiyal Athul Kishan S	Great Lakes Institute of Management (GLIM), Gurgaon

The final round went on for around 2.5 hours, with teams given a presentation time of 12 mins followed by a 3-minute Question-Answer round by the judges.

All the teams presented well, but the teams which stood out and raised the bar were Capital F (Winning Team) and Chaotic Rangers (Runners up).

Winners

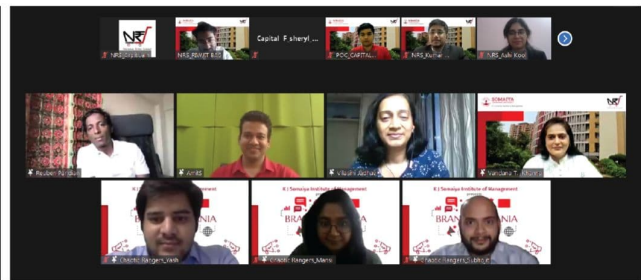


Capital F

(School of Management & Entrepreneurship (SME), IIT Jodhpur)

Sagnick Panda
Sheryl DSouza
Kartikeya Kaushik

Runners up



Chaotic Rangers

(Indian Institute of Foreign Trade, Delhi)

Subhojit Basak
Mansi Saxena
Yash Rastogi

Prize Money: ₹15,000/-

Prize Money: ₹10,000/-

Brand-O-Mania 2020 offered various insights by experienced industry experts, not only to the participating teams but also to the audience, as B-School students we tend to look at problems with a theoretical view, we tend to apply our textbook knowledge but through such competitions, we learn a lot on how to strategically think of solutions which would be viable in the actual world.

Mr. Reuben Pandian addressed the students by saying that the most difficult thing is to think simple. The more you overthink a solution, the more you compromise on its practicality.. We all have different perceptions, different ways to look at solutions but to avoid such barriers is the end goal.

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