

# AGENDA

REGISTER NOW

MAY 1, 2024  
The Radisson, Mahipalpur

## Theme: Reimagining The D2C Narrative

- 10:30 AM – 10:50 AM Opening Address: **India's Golden Era**  
**Ved Shukla**, Founder & CEO, Mylomart & Advisor, BW Retail World
- 10:50 AM - 11:30 AM Panel Discussion 1: **Innovation As A Mindset: Driving Continuum In D2C**  
*Discover strategies and best practices for nurturing an innovative culture in the D2C realm*  
**Shaily Mehrotra**, Founder and CEO, Fixderma India  
**Chinu Kala**, Founder, Rubans Accessories  
**Siddharth Durgarwal**, Founder, Snitch  
**Malvica Saxena**, Founder, The Quirky Naari  
**Ripunjay Chachan**, Founder, Wellversed Health  
**Akshay Shivpuri**, Founder, SAADAA  
**Session Chair: Deepak Gupta**, Co-founder, Bombay Shaving Company
- 11:30 AM - 12:15 PM Panel Discussion 2: **Building A Successful D2C Brand: Strategies And Stories**  
*Hear inspiring stories and the challenges behind a successful D2C brand in today's competitive market*  
**Tushar Khurana**, Founder, Perfora  
**Amar Nagaram**, Co-founder and CEO, Virgio  
**Aankith Arora**, Founder and CEO, Streamline Beauty India  
**Gurleen Kaur**, COO, Kimirica Lifestyle  
**Aashish Batra**, Founder, Paper Clip  
**Aditi Chaddha**, Founder and Creative Director, Indus People  
**Session Chair: Harbinder Narula**, CEO, BW Healthcare World and BW Wellbeing World
- 12:15 PM - 12:50 PM Panel Discussion 3: **The Brand Story: Connecting With Consumers**  
*Explore the power of storytelling for crafting compelling brand narratives that resonate with today's customers*  
**Anshita Mehrotra**, Managing Director, Fixmycurls  
**Ankit Agarwal**, Founder, Phool.co  
**Akash Agrawal**, Co-founder, Zoff Foods  
**Deepanshu Manchanda**, Founder and CEO, Zappfresh  
**Akshay Oswal**, Co-founder, Oceglow  
**Nikita Malhotra**, Co-founder, Winston and Milagro Beauty  
**Samayesh Khanna**, Co-founder, Beanly Coffee  
**Session Chair: Reema Bhaduri**, Editorial Lead, BW Businessworld
- 12:50 PM - 01:10 PM Fireside Chat: **A Professional And An Entrepreneur**  
**Yogesh Dhingra**, MD and CEO, Smartr Logistics  
**Hoshie Ghaswalla**, CEO, BW Engage, BW Businessworld
- 1:00 PM – 2:00 PM **NETWORKING BREAK**
- 02:10 PM - 03:00 PM Panel Discussion 4: **Evolving Technologies: Friend Or Foe For D2C Entrepreneurs**  
*Conversation on evolving technologies, opportunities and challenges surrounding the integration of new tech*  
**Rajat Jadhav**, Co-founder, Bold Care  
**Abhishek Daga**, Founder and Chairman, Nasher Miles  
**Natwar Agrawal**, Founder and Director, Bacca Bucci  
**Simran Khara**, Founder, Koparao  
**Shrey Sehgal**, Founder and CEO, FlowerAura  
**Shweta Shivkumar**, Co-founder, WhySoBlue  
**Session Chair: Savi Khanna**, Correspondent, BW People
- 03:00 PM - 03:45 PM Panel Discussion 5: **Customer Experience And Retention Strategies For D2C Brands**  
*Join industry experts as they share insights to drive customer loyalty and effective retention in the D2C space*  
**Sahil Malik**, CEO, Da Milano and Rosso Brunello  
**Rasika Prashant**, CMO, Tata Consumer Soufull  
**Bharat Sethi**, Founder, Rage Coffee  
**Siddhartha Nangia**, Co-Founder and Director, Smytten  
**Deep Bajaj**, Co-founder, Sirona  
**Session Chair: Arjun Yadav**, Senior Correspondent, BW Businessworld
- 03:45 PM - 4:15 PM Panel Discussion 6: **Innovating For \$100 Billion Opportunity: D2C Market In India**  
*Industry experts will discuss trends and unique ways to capitalise on India's growing D2C potential*  
**Kishore Indukuri**, Founder, Sid's Farm  
**Pankaj Vermani**, Founder, Clovia  
**Shreedha Singh**, Co-founder and CEO, TAC  
**Abbas Gabajiwala**, Founder and CEO, Blix Education  
**Arush Chopra**, Co-founder and CEO, Just Herbs  
**Abhishek Agarwal**, Co-founder, Farmley  
**Session Chair: Resham Suhail**, Editorial Lead, BW Disrupt
- 04:15 PM - 04:30 PM Keynote Address: **Powering India's Digital Commerce Trajectory**  
**T- Koshy**, MD and CEO, ONDC
- 04:30 Onwards **2ND ANNUAL TOP D2C BRANDS AWARDS CEREMONY**

ASSOCIATE PARTNER



EVENT PARTNERS



For Speakership:

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