

INDIA *Consumer* LIFESTYLE TRENDS 2018

#onlymorenoless

7th December 2018

Radisson Blu MBD Hotel, Noida

Introduction

India's economy grew at an impressive 8.2% in the first quarter of 2018-19 financial year ending June 30 on the back of a strong core performance and a healthy base. The International Monetary Fund (IMF) ranks India among the top 5 fastest growing major economies of the world. Indian consumer markets – broadly bifurcated as rural and urban – are driving the country's economy in a big way.

India's nominal year-over-year expenditure growth of 12% is more than double the anticipated global rate of 5%. In India, the consumer market stands at about \$1.53 trillion and the rate at which it is growing, the country's consumer market is enroute to reach \$4.0 trillion by 2025, making India the 3rd largest consumer market in the world. As the Indian market undergoes a paradigm shift due to India's rapid economic growth and favorable demographics, it has also become a market impossible to dismiss.



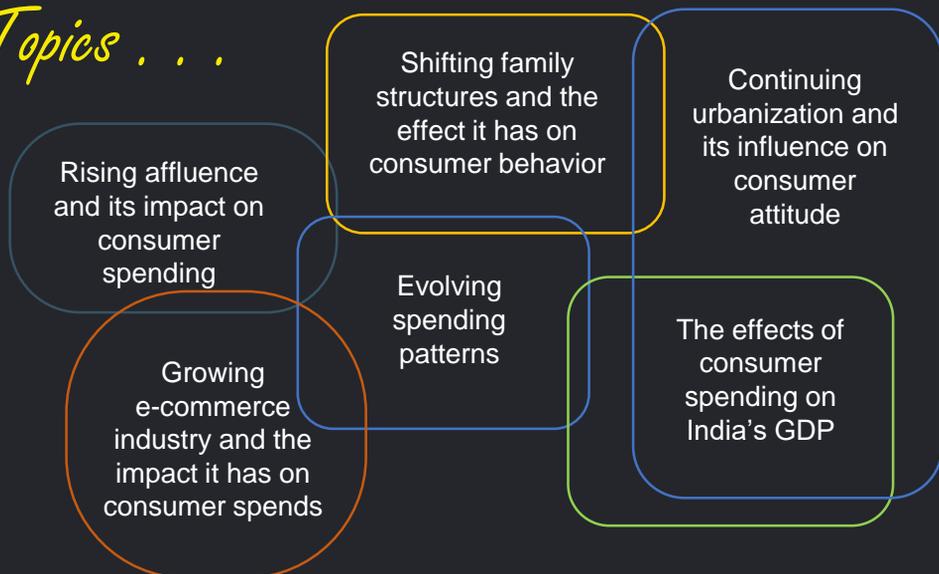
Objective ...

In recent years, consumer shopping preferences have undergone considerable changes. While we all are aware of the paradigm shift in the spending patterns of a consumer brought about by the ecommerce industry. India is still a growth story — a big growth story. The growth rates of India have already marked themselves in history, yet the current analysis tells us there is a long way to go. Global corporations view India as one of the key markets from where future growth will emerge.

Through our Annual Conclave we strive to bring together the leaders and industry experts to share their knowledge, views and ideas on the evolving spending patterns of the consumers in India. This will also provide meaningful references and points for new plans, trends, developments and challenges and new strategies and tools as well.

The India Consumer Lifestyle Trends session fills in as the ideal stage to meet and interact with key pioneers from this regularly developing industry. Use this exceptional chance to grand stand your items and administrations, reconnect with existing clients, improve your visibility, and make open doors for extended business in the automotive industry. Moreover, this session provides the ideal chance to associate and interact with industry experts, analysts, and that's just the beginning.

Key Topics ...



Why Should You Attend?

- **Exceptional Networking Opportunities**
Presenters and conference delegates include world-renowned industry leaders. So you can meet specifically with the top subject matter experts and industry executives.
- **Insight into the Future of our Industry:**
TechSci Research will be providing insight into what is to be expected in the Indian Consumer Market this year and beyond.
- **Opportunity to Ask the Experts:**
This is your chance to speak with many sought after individuals in person to discuss your questions, challenges and ideas specific to our industry.
- **Unparalleled opportunities :**
This is an extraordinary event that provides unparalleled opportunities for professional development, relationship building and “mind sharing”.
- **Unique Interactive Educational Experiences:**
Educational tracks and sessions that are geared to a variety of the latest developments in the changing consumer spending patterns in India in a non-commercial atmosphere.



Who Should Attend?

**Lenders/Private Equity/Venture Capitalists,
Investors & Financial Institutions, Lifestyle &
Fashion Brands, Lifestyle and Concierge Services
Asset Managers, PR/Sales & Marketing Companies,
Management Company Executives & Consultants,
Press, Bloggers**

Timeline

06:00 PM – 07:00 PM

Registration

07:00 P.M. – 07:10 P.M.

Welcome Speech by Mr. Karan Chechi,
Research Director, TechSci Research Pvt. Ltd

07:10 P.M. – 07:30 P.M.

Key-note Session

Presentation on Changing spending patterns of Indian consumers

White Paper release of India Consumer Lifestyle Trends 2018

07:30 P.M. – 07:50 P.M.

Panel Discussion on the challenges being faced by companies to vet the appetite of changing.

The discussion will focus on unique behavioral trends, attitudes & spending pattern of consumers in India.

The panel discussion will include topics such as trends on household disposable income and consumer expenditure

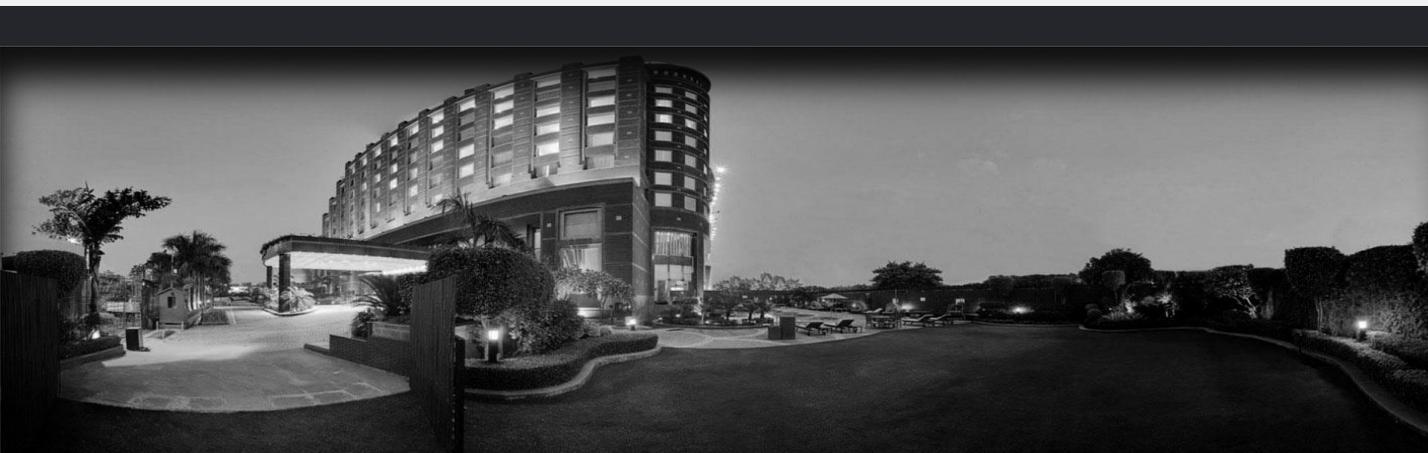
Q&A Session

07: 50 P.M. – 08:00 PM

Thank You Note by Ms. Pooja Shrivastava, Vice-President , TechSci Research Pvt. Ltd.

08:00 P.M. Onwards

Cocktail & Dinner



Speakers



Rachit Jain

Head Of Industry –
Retail, Government & Education
Google India



Vikram Singh

Head Customer Experience
PVR Limited



Sai Narayan

Associate Director & Head Marketing
Policybazaar.com and
Paisabazaar.com



Shantanu Prakash

Vice President
Future Brands

And many more...

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