



PHD CHAMBER
OF COMMERCE AND INDUSTRY



2nd edition

RETAIL360

Shaping the Future of Customer Experience (CX)

15TH MARCH 2022
10:30AM - 4 PM

REGISTRATION

www.retail360degree.com





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About Industry

India's retail market is estimated to reach ~1.5 tn by 2030, from \$0.793 tn in 2020, adding nearly \$700 bn in market size in this decade

India currently has the 4th Largest retail market in the world & ranked No. 2 in the Global Retail Development Index (GRDI) in 2019

The retail sector has contributed ~800 Bn to India's GDP in FY20 and has employed 8% of its workforce (35+ Mn). It is expected to create 25 Mn new jobs by 2030

The total value of digital transactions in India for FY20 was \$ 537 Mn





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About Retail 360

After two years of acute economic and social instability, it's still too soon to say that the COVID-19 pandemic is behind us. It does finally look like Consumers around the world want to get back to a feeling of normality; this is something they are looking forward to. But Consumers now aspire to something different.

Retail360degree will focus on strategic approach enabling businesses to offer the best customer experience across all channels, by allowing for a unified view of all customer touch-points for creating experiences that wow customers.

The Conference will deliberate on the best ways to utilize the 360 degree view of the customer that can help the entire ecosystem





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2021 EVENT HIGHLIGHTS

35+
Speakers

1000+
Participants

5+
Sessions

10+
Partners



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Technical Sessions

Leverage Technology for Superior Digital CX



Adapting Digital Marketing Strategies To
Acquire And Retain Today And Tomorrow's
Customer

Enhancing Customer Experience in Digital
Payment





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Visitor Profile

- ✓ Customer Experience & Customer Relation Heads
- ✓ Chief Digital & Digital Transformation Heads
- ✓ Customer Engagement leadership
- ✓ Customer Service, Loyalty & operations Head
- ✓ Sales Head
- ✓ Contact Centre Heads
- ✓ Heads of User Experience (UX)
- ✓ Head - Technology, Product Development and Innovation
- ✓ Consumer Insights & Analytics Head
- ✓ Senior Management (CEO, CMO, COO, CTO, CDO)
- ✓ Amongst Others





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Why Attend

- ⚡ Opportunity to join the ultimate event designed for the Technology Leaders
- ⚡ Speed Networking where you'll meet like-minded peers, exchange information and discuss strategy
- ⚡ Discover innovative opportunities across the full spectrum of growth pathways
- ⚡ Understand the competitive dynamics of Technology for Digital Customer Experience

Why Partner

- ⚡ Powerful branding opportunities
- ⚡ Radically expand your network and meet new buyers
- ⚡ Get brand visibility and competitive edge through our pre-event and onsite branding.
- ⚡ Share a list of target clients from your end and we will invite them to the exclusive event on a VIP pass





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PARTNERSHIP MATRIX

1-Spot
PRESENTING PARTNER
7-Lakhs

1-Spot
CO-POWERED
PARTNER
5-Lakhs

4-Spots
PREMIER PARTNER
3.5-Lakhs

5-Spots
ASSOCIATE SPONSOR
2-Lakhs

Open Spot
SUPPORTED BY
1-Lakhs

1-Spot
KNOWLEDGE PARTNER
Knowledge Report / 2-Lakhs

Sn	Deliverables	Presenting Presenter	Co- Powered Partner	Premier Partner	Associate Sponsor	Supported By	Knowledge Partner
I	Part of Logo Unit	✓	✓				
II	Prominent Feature in Branding and Communication Materials	✓	✓	✓	✓	✓	✓
III	Presentation / Speaking Slot	✓	✓	✓	✓	X	✓
IV	B2B and One-to-One Meetings with the Industry Captains	✓	✓	✓	✓	X	✓
V	Exclusive Meeting Space throughout the Summit	✓	✓	X	X	X	X
VI	Screening of Promotional Video During the Summit (up to 2-minutes)	5-Times	4-Times	3-Times	2-Times	1-Time	2-Times
VII	Standeas at Venue	5	4	3	2	1	1
VIII	Branding and Acknowledgement in Thank You Standees	✓	✓	✓	✓	✓	✓
IX	Branding in Newspaper Advertisement	✓	✓	✓	✓	✓	✓
X	Hoardings with Branding at Different Prominent Locations in Delhi and NCR	✓	✓	✓	✓	✓	✓
XI	VVIP invites for the Delegates from the Partnering Organisation	10	10	8	6	4	4
XII	Complimentary Space for Partner's Branding in PHDCCI's widely-circulated and followed monthly publication, <i>India Inc.</i>	4 Pages	3-Pages	2-Pages	1-Page	1-Page	1-Page
XIII	Coverage in Post Event Report	Back Cover	1-Page	1-Page	1-Page	Half-Page	1-Page
XIV	With Special Feature of Partner, Coverage of Summit in Leading News Channels	✓	✓	✓	✓	X	✓
XV	Focussed Social Media Promotion of Summit with special coverage of Partner	✓	✓	✓	✓	✓	✓
XVII	Digital Banner with Branding of Partner on PHDCCI's Main Website and event website	✓	✓	✓	✓	✓	✓
XVII	Policy Advocacy Support / Follow Up on Summit: I Sharing the Feedback from Key Policy Institutions and Regulators	✓	✓	✓	X	X	✓
XIX	Video & Photograph of Summit	✓	✓	✓	✓	✓	✓
XX	Mention of Partner in Pre-Event & Post Event Press Release	✓	✓	✓	✓	✓	✓
XXI	Stall Space	18Sqmts	9Sqmts	6Sqmts	Table Top	X	Table Top
XXII	Partner Brochure in Delegate kits	✓	✓	✓	✓	✓	✓

*GST as Applicable



PHD CHAMBER OF COMMERCE AND INDUSTRY

PHD Chamber of Commerce and Industry (PHDCCI) has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past 116 years. It is a forward looking, proactive and dynamic pan-India apex organization. As a partner in progress with industry and government, PHD Chamber with a special focus on MSMEs works at the grass roots level, with strong national and international linkages for propelling progress, harmony and integrated development of the Indian economy.

PHD Chamber of Commerce and Industry (PHDCCI) is one of the Premier Chambers in India to have been accredited with "Diamond Grade" by NABET(QCI), at national and international level.

PHDCCI is a National Apex Chamber having its international office at Bahrain for 6 GCC countries, with 1,30,000 companies as its members base, as total focus on the development of small and medium businesses. PHDCCI has co-opted National and International Industry Associations and Organisations through over 100 MoUs signed between the parties

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