



Shree Vagad Kala Kendra (VKK) & Shree Vagad Graduates' Association (SVGA)



Jointly Presents

Seminar on opening up of Retail FDI : Implications on the country, small retailers, SMEs and possible solutions.

Venue:

Yashwant Rao Natya Auditorium,
Near Starcity Cinema, Matunga (West)

Day-Date / Time

Sunday, 10th March 2013
9.30 am to 1.30 pm

Speaker Mr. Ambrish Chheda

Chairman & Managing Director, MasterClass Training & Consulting LLP.



Mr. Ambrish Chheda

B.Com (Hons), DBM (Syd), LL.B. and A.C.S.

He has spent the past 25 years transforming businesses in Retailing, FMCG, Telecom, Manufacturing and Consulting Industries.

As a guest faculty, he has taught Strategy, Marketing & Retailing at Cornell University, We School (Welingkar Institute of Management Development & Research, Mumbai), Goa Institute of Management. He was also guest faculty with a few management schools associated with Mumbai University.

He has vast hands-on experience in the areas of Strategic Planning & Execution and is currently advisor in these areas to reputed Companies. He was **Vice President of Aditya Birla Retail Limited** and a core team member for **Future Group's Pantaloon Retail India Limited** where he was responsible for strategizing & setting up new business divisions.

As a thought leader, he has been interviewed many times by the national press, including Economic Times, Business Standard, Financial Express, Times of India, The Hindu, Deccan Herald, and Indian Express.

He is often invited by several Industry Organizations like CII, FICCI & Maharashtra Chambers of Commerce & Industry to speak at their seminars.



Sponsored By:
Dream Business Ventures Pvt. Ltd.

Seminar on opening up of

Retail FDI :

Implications on the country, small retailers, SMEs and solutions.



The Indian government has recently opened up the doors for foreign retailers by permitting multi-brand retail FDI. They can even import 70% of goods they sell in India. This will also affect corporate sector brands as well as the SMEs in the medium to long term, just as it will affect the small retailers, wholesalers, importers & traders.

On the other hand leading Indian Industrialists & retailers have vowed to get to the top positions in Indian retail industry. Mr. Mukesh Ambani declared at 2012 Reliance Industries AGM; "We are investing aggressively in this business (Reliance Retail)... We are targeting 5-6 times of existing revenue and achieve sales of Rs. 40,000-50,000 crore and would turn profitable within this time period". He further said that; "Reliance Retail will be one of the important growth drivers for the group. The company was looking to grow its customer base by over three-times from about 30 lakh people visiting its retail stores every week currently to over one crore people every week in 3-4 years". Aditya Birla Group, Spencer Retail, Future Group are also preparing for leading positions.

It is said that sometimes when adversity strikes, it strikes from all corners. Indian consumers & their lifestyle have changed drastically in the last few years. Because of the mall culture, the expectations of shoppers from the retailers have increased. India's small retailer has not yet fully understood the shoppers' aspirations & expectations.

Invasion from foreign retailers on one side, the plans of India's leading major industrialist retailers on another side, and drastically changed consumer aspirations & expectations on the third side; this three pronged attack on the existence of small retailers and SME manufacturers shall lead to such tough circumstances in medium to long term for many of them that they cannot even imagine today.

To understand how to cope with such adverse circumstances, **Shri Vagad Kala Kendra (VKK)** and **Shri Vagad Graduates' Association (SVGA)** have jointly organized a seminar "**Opening Up of Retail FDI & Its Impact On the Country, Small Retailers, SMEs, and Farmers; and Solutions Thereof**".

Well known 'Strategy & Management Guru' Shri Ambrish Chheda is the Key Speaker.



**If you have some of the questions as given below,
and are seeking practical answers,
you must attend this exhaustive seminar :**

- 1** What is FDI, which type of FDI is useful and which type is harmful for the country?
- 2** What was the old RETAIL FDI policy and what is the new RETAIL FDI policy?
- 3** What are the consequences of the new FDI policy which has opened the doors for world's largest retail companies like Wal-Mart?
- 4** Consequences on small retailers, small manufacturers, small farmers?
- 5** Why foreign retailers are very keen to enter India?
- 6** What are the lessons from various countries after opening up to foreign retailers?
- 7** Do you know that Wal-Mart's size is equal to combined size of all retailers, big & small, organized & unorganized, put together in India?
- 8** Which sectors will see more competition from foreign retailers, will all retail sectors be equally affected?
- 9** What strategies do they use to capture the market?
- 10** Whether middlemen will be eliminated?
- 11** Do you know that threat from large modern retailers like Reliance, Aditya Birla, Future group is equally strong, and cannot now be ignored by small retailers?
- 12** Do you recognize that today's customer has changed with changing lifestyles, Higher aspirations and Has Different and More expectations from retail store. What will happen to small retailers who do not adapt to today's changing customers?
- 13** How can small retailers survive against three pronged attack on its dominance: one from foreign retailers, one from local large retailers, one due to changing customer behavior?
- 14** What are the opportunities before small retailers and small manufacturers? What are the weaknesses they need to overcome before they can capitalize on the opportunities?
- 15** Despite the 3 life threatening challenges before small retailers, how can they not only survive but grow substantially?
- 16** Today's young generation does not want to join us in our family business because it is small. Instead they prefer to work in corporate sector. How can we bring them back to our business?



Seminar on opening up of

Retail FDI :

Implications on the country,
small retailers, SMEs and solutions.



**Program Passes will be available at Shree Vagad Kala Kendra (VKK)
& Shree Vagad Graduates' Association (SVGA) At Following Centers :**

- ▶ **Fort :** Pacific Paper: 22666215.
29/31, Ganesh Building, Bora Bazaar Street.
- ▶ **Abdul Rehman Street :** Reliable Pen Makers :
23441053
216, Abdul Rehman Street.
- ▶ **Grant Road (E) :** Selection Center : 23889874.
463, Ghaswala Building, Opp. Novelty Cinema.
- ▶ **Girgoan :** Bharat Stationery Mart : 23882868.
Sadashiv lane.
- ▶ **Dadar (W) :** Shree Vagad Kala Kendra (VKK) :
24371212-1515-1818
Stone Lodge, 1st Floor, 69, S.K. Bole Road,
Opp. Ajanta Plywood, Dadar (W), Mumbai.
- ▶ **Dadar (W) :** Shree Vagad Graduates'
Association (SVGA) : 24327842.
A/ 001, Gulmohar Soc, P.L. Kale Guruji Marg,
Next to Bhandari Co-Op Bank.
- ▶ **Parle (E) :** Silverree : 26145838.
Opp. Railway Station, Monghibai Road.
- ▶ **Andheri (E) :** C. A. Navin Keshavji Nishar :
26836225.
A/504, Rajshree Accord, Telly Gully Cross Road,
Near Andheri Station.
- ▶ **Malad (W) :** Hemali Saree Palace : 28890115.
Nataraj Market, S. V. Road.
- ▶ **Borivali (W) :** C. A. Nitin H. Gada : 28071976.
B/204, Mrud Kishor CHS., S. V. Road,
Near Platform No-8.
- ▶ **Borivali (W) :** Kalakruti : 28915588.
Shop No.6, Goyal Shopping Centre, L.T. Road.
- ▶ **Ghatkopar (W) :** Dr. Jayantilal Ratanshi Shah
25133622.
Prince Apartment, Gopal Lane.
- ▶ **Thane (W) :** Woodpecker : 25392578.
Opp. Nauka Vihar, Talawpadi.
- ▶ **Shri Manilal Juthalal Karia :** 25345335.
Manilal Karia & Co, 101, Mayur Pankh,
Jambli Naka, Thane- 400601.

For More Details Contact :

**C. A. Navin Keshavji Nishar : 9820072730. Shree Damji Vijpar Savla : 9820033363.
C. A. Pravin Champshi Gala : 9821258591. Shree Jitendra Devshi Khirani : 9820238788.**

Entry Fee Rs. 100/- (Including Program material and lunch).

Apart from Vagad, Kutchi, Gujarati & Rajasthani businessmen can also participate in this seminar.

Wake up, Understand, and March Forward. Don't Miss This Seminar!