



IIMA Press Release 2011-12



3rd IIMA – ESSEC Round Table on Luxury Business

Achieving Leadership through Operational Efficiencies

The global financial crisis had affected the market for a number of luxury products especially in the Watches and Jewellery division. Companies have tried to mitigate this challenge by focussing on achieving operational efficiencies by optimizing their retail format and network of business. Luxury industry during this time has witnessed more large and lavish retail formats. Also sourcing destinations are changing. China is no more being seen as the only source of production. New countries like India and Vietnam are being considered for manufacturing efficiencies.

Luxury consumers have expressed more concern about social and environmental issues thus making the brands think of sustainable luxury. In parallel, with the advent of Web 2.0, more and more luxury companies have started to rethink their internet strategies. Being one of the last to acknowledge the importance of internet, the luxury industry today is grappling with the issue of integrating the internet within its marketing and promotions strategies

The Mumbai Round Table will discuss issues such as: (a) rationalization of retail formats (b) network optimization (c) brand management (d) technology enablers and internet based marketing and promotion strategies (e) sourcing, and (f) splendour among squalor – sustainable luxury.

Speakers who have confirmed:

Bhaskar Bhat, Managing Director, Titan Industries (Tata Group)
Darshan Mehta, Reliance Brands President and CEO (Reliance Industries Limited)
Alban Belloir, Region Head (Middle-East and India); Van Cleef and Arpels
Ashok Minawala, President, Jems & Jewellery Association of India
Manishi Sanwal, General Manager (Indian Subcontinent), LVMH Watches & Jewellery;
Neelesh Hundekari, Partner (Luxury & Lifestyle), AT Kearney
Sanjiv Mehta, President and CEO, East Indian Company Ltd. London
Prof Piyush Kumar Sinha, IIMA
Prof Ashok Som, ESSEC, Paris
Pierre Tapie, Dean and President of ESSEC, Paris

This is to invite the media to cover the above event in Mumbai.

Date: Saturday, April 9, 2011
Time: 7.00 p.m.
Venue: Taj Mahal Palace, Mumbai

Kindly inform your correspondent/bureau in Mumbai about the event.

For any queries please contact Prof. Piyush Kumar Sinha, IIMA (psinha@iimahd.ernet.in, M. 91-9825070891) and Prof. Ashok Som, ESSEC, Paris (www.ashoksom.com)

Thank you.