



**Computer Society of India, Chennai Chapter  
IEEE Computer Society, Madras Chapter  
IEEE Professional Communication Society, Madras Chapter  
IEEE Technology and Engineering Management Society, Madras Chapter**

*cordially invite you for a presentation on*

## **“Trends in retailing in the digital era”**

*by*

**Mr. V. Rajesh**

**Retail and Shopper Behaviour Expert**

**on Monday, 19<sup>th</sup> Sep 2016 at 6.00 p.m.**

*at*

**Seminar Hall, CSI Education Directorate, Taramani, Chennai – 600113**

(Situated in the opposite lane to Indira Nagar MRTS Railway Station. About 100 meters away from the Dharmambal Women's Polytechnic & Opposite to the Inst. of Mathematical Sciences and Inst. of Hotel Management)

**Dr. B. Srinivasan**  
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IEEE CS Chennai

**Mr. H.R. Mohan**  
Chairman  
IEEE PCS Madras

**Mr. S. Sundaresh**  
Chairman  
IEEE TEMS Madras

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**Programme: 6.00 p.m. – Tea & Fellowship :: 6.30 p.m. – Presentation :: 8.00 p.m. -- Dinner**

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**About the Presentation:** Retail as business is usually associated with stores and nowadays also with online. However, the core business orientation and focus has undergone a paradigm shift over the years. The focus has shifted from the front end to the back end over the decades. This has necessitated an integral role for Information Technology to manage a business which is increasingly dependent on scale and size. The digitalization influences of shoppers behavior has also led to significant changes in how the business is being conducted and values can be created. All these influences and accelerating the pace of change in retail. The presentation will cover the retail trends under three broad areas such as Business models; Physical, Online, Multi channel, Omni channel, etc; Shopper behavior; Key expectations and behavioral aspects and Role of IT in retail



**About the Speaker:** Mr. V. Rajesh is a well known and widely acknowledged Retail and Shopper Behaviour expert who has been an integral part of the transformation of Indian Retail. He has successfully introduced several modern retail formats in India starting with supermarkets in the mid 90's and various other mass merchandise, lifestyle and specialty stores. His expertise stems from having handled varied functional roles, especially the marketing and customer service function at a CXO level. Rajesh has been involved with strategy formulation as also the roll out and execution for multiple startups. Rajesh's toughest challenge and the also the most successful one he has handled is to have influenced consumer mindset, with regard to grocery shopping, in a market dominated by traditional formats. He is a prolific writer and has written several hundred articles & case studies for leading publications and also authored several books. He holds B.Com & MBA and was a recipient of Chevening scholarship for the program "Managers for Leadership 2000" at Leeds University, UK. His professional roles include: TCS – Head, Retail Solutions, India; Reliance Retail – Home Business; VP – Marketing & Customer Experience; Future Group – Home Solutions Retail; Chief Marketing Officer; RPG Retail; Head of Sales & Marketing and Head of Merchandising for different formats over a period of time; METRO Cash & Carry; Head of Customer Marketing. His previous Stints were with: Ogilvy & Mather Advertising; Pepsi Foods; American President Lines and Citibank N.A.

**To facilitate logistics, please pre-register at <https://goo.gl/o87xc1>**