

TEAM **MARKSMEN**



**SUPPLY CHAIN  
& LOGISTICS**  
CONCLAVE **2024**  
**3<sup>RD</sup> EDITION**

Televised on

The background is a composite image. The left side shows a modern warehouse interior with high ceilings, blue lighting, and a network of glowing lines connecting various points, suggesting a digital supply chain. The right side shows a large outdoor area filled with stacks of colorful shipping containers (orange, blue, green) under a bright, hazy sky. A white location pin icon is positioned to the left of the main text.

# UNITING INDUSTRIES

## UNLEASHING SUPPLY CHAIN & LOGISTIC SYNERGIES



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# SUPPLY CHAINS

## An **ENGINE** of Growth

Complexity and volatility are no longer the exception, but the norm when it comes to business enterprises. As the engine driving modern-day commerce, supply chains are responsible for helping businesses power through this and driving growth to the promised land of customer satisfaction and higher revenue. But keeping the engine well-oiled is a challenge at times, with the peculiarities and uncertainties of demand and supply economics sometimes throwing a spanner in the works.

In today's dynamic business landscape, **SUPPLY CHAIN MANAGEMENT** has emerged as a strategic imperative, encompassing a wide range of critical considerations. Sustainability has become a cornerstone, driving organizations to adopt eco-friendly practices, minimize carbon footprints, and embrace circular economy principles. Last-mile delivery, a pivotal component, demands efficient solutions to ensure timely and cost-effective product distribution to end consumers.







Additionally, initiatives like Gati Shakti and ONDC are game changers, revolutionizing the supply chain ecosystem in India. **GATI SHAKTI, A \$1.2 TRILLION MEGAPROJECT**, aims to enhance multi-modal connectivity, providing a competitive edge for manufacturing. Simultaneously, the **OPEN NETWORK FOR DIGITAL COMMERCE (ONDC)** promises to democratize e-commerce, enabling seamless product and service discovery across platforms, boosting e-commerce penetration nationwide.

Also, cold chains play a crucial role in preserving perishable goods, ensuring product quality and minimizing waste throughout the supply chain. Digital supply chains and logistics leverage cutting-edge technologies, such as blockchain, Internet of Things (IoT), and advanced analytics, to streamline operations, enhance visibility, and optimize resource allocation.

Lastly, demand planning and forecasting are indispensable for aligning supply with demand, minimizing inventory costs, and ensuring customer satisfaction. By harnessing data-driven insights and predictive analytics, businesses can anticipate market trends, manage fluctuations, and make informed decisions to stay ahead of the competition in an ever-evolving supply chain landscape.



# SMOOTHENING OUT BUMPS

on the **HIGHWAY**  
to Growth

With a view to offering a **GROWTH PATHWAY** that can be adhered to, Team Marksmen is organizing the **3<sup>RD</sup> ANNUAL SUPPLY CHAIN AND LOGISTICS CONCLAVE 2024**, which will provide logistics and supply chain leaders from various industries the opportunity to put their minds together and discuss best practices for navigating the tectonic challenges of our age.

With a focus on gaining a fuller understanding of how to navigate supply chain disruptions, as well as advanced technologies defining the space, decision-making analytics, and much more, this **INDUSTRY-CENTRIC PLATFORM** will highlight the key actions needed to build a manufacturing and sourcing footprint that offers sustained competitive advantage.







## KEY DISCUSSION POINTS

-  Government of India's Gati Shakti programme and ONDC
-  Last-Mile Delivery Innovations
-  Sustainability and Green Logistics
-  Cold Chain Logistics
-  Demand planning and forecasting
-  Creating supply chain resiliency
-  Digital Twins in Supply Chain
-  Supply Chain Visibility



# WHO SHOULD ATTEND?

- Chief Executive Officer
- Chief Operating Officer
- Chief Supply Chain Officers
- Chief Procurement Officers
- Presidents, Senior Vice Presidents, Vice Presidents, Directors and Heads of
- Supply Chain
- Supply Chain Planning and innovation
- Sourcing and Procurement
- Logistics and Distribution
- Supply Chain Transformation
- Supply Chain Digitization
- Digital Supply Chain
- Manufacturing / Center of Excellence
- Manufacturing Operations
- Materials & Logistics
- Operations & Procurement
- Plant Procurement
- Production control and logistics
- Warehousing and Inventory Control
- & more...

# WHY ATTEND?

- Witness latest advances and innovations in supply chain transformation
- Interactive session from leading industry leaders
- Connect with 25+ leading industry experts attending the conclave
- Accelerate your learning journey by investigating the newest and latest technologies
- Network with peers and exchange ideas in a space, which is new, uncertain and rich in opportunity



# WHY **PARTNER** WITH US?

- 🚚 Brand experience and positioning as a thought-leader.
- 🚚 Build and strengthen your relationship, visibility and reputation with major industry key players.
- 🚚 Showcase your proficiency with targeted industry experts
- 🚚 Showcase your advanced technologies, valuable services and unique expertise
- 🚚 Acquire valuable sales leads and customer feedback
- 🚚 Expand your markets by identifying new potential customers, suppliers and partners

## **INDUSTRIES COVERED**

- Retail and E-Commerce
- Consumer Durables
- FMCG
- Food & Beverage
- Pharma and Healthcare
- Manufacturing
- And more...



# MEDIA COVERAGE

Televised on India Today – 2023



Televised on CNBC – 2022



# PRESS RELEASE

Supply Chain & Logistic Conclave 2023





# PRESS RELEASE

## Supply Chain & Logistic Conclave 2022



# PRINT COVERAGE

## Supply Chain & Logistic Conclave 2023



## THE EVOLVING NATURE OF SUPPLY CHAINS



### BUILDING RESILIENCE, CATALYSING GROWTH

> *The 2<sup>nd</sup> edition of the Supply Chain and Logistics Conclave scrutinised the disruptions and trends inherent to the industry, and charted a way forward*

Systemic shocks delivered over the past few years have jolted industries and societies awake, and that's before one even mentions a black swan event such as the pandemic. Think of the Suez Canal blockage, soaring energy prices on the back of the war in Ukraine, climatic shifts that are wreaking havoc, and so much more. So while it can be said that the worst of the supply chain disruptions seen in recent years are easing, challenges known and unknown are constantly emerging.

Putting in motion contingencies for all these scenarios is virtually impossible, but knowledge is a powerful tool with which one can navigate these changing contours. In today's volatile global environment, up-to-date knowledge of end-to-end Supply Chain Management has become increasingly important to embed resilience and agility across the value chain. This helps organisations to not only survive, but thrive, and capable of responding to situations quickly and effectively.

The 2<sup>nd</sup> annual edition of the Team Marksmen Supply Chain and Logistics Conclave sought to unearth this wisdom by providing a platform for stakeholders in India's supply chain and logistics ecosystem to convene and deliberate on how to navigate the challenges of today's complex supply chains.

This one-of-a-kind platform discussed the best practises for creating a sustainable supply chain, addressing talent gap in the supply chain and logistics sector, navigating complexities of logistics infrastructure, automation and supply chain resilience. Through a power-packed roster of speakers, the conclave aimed to foster deep learning and the exchange of ideas about the latest developments in Supply Chain Management for senior leaders, as well as future and aspiring leaders in Supply Chains.

### INDIA'S SUPPLY CHAIN OPPORTUNITY

> *As industries and economies look to decouple from China in a post-COVID world, India has a unique opportunity to cement its global foothold.*



Historically speaking, global supply chains were designed to be closest to resource availability, customer proximity, cost concerns, or any combination of these factors. Geopolitical concerns or socio-cultural peculiarities were less of a factor when taking these decisions compared to economic arguments.

In recent years, that conventional logic has flipped on its head. It can be seen in steps taken at a governmental level, such as the Biden-Harris Administration announcing a multitude of measures to diversify America's supply chain and long-term supply chain resilience - such as the implementation of the Bipartisan Infrastructure Law. And it's not just at a policy level that this silent shift is playing out; be it Google, Tesla, Xiaomi, Samsung, or Apple, corporations the world over are waking up to the idea of India as an alternate production hub amid ongoing efforts to decouple from China.

#### A hub of manufacturing activity

Perhaps the most prominent name to set up manufacturing base in India is tech titan Apple, which aims to ramp-up non-China-based manufacturing from 5% to 25% of products by 2025, as per a J.P. Morgan analyst. That represents a significant shift away from global supply chains as we know them.

Apple's tale isn't an outlier, either. If anything, it is the norm, with other heavyweights such as Google, Samsung, and Xiaomi ramping up Indian manufacturing to improve access to the huge local market and to diversify its global exposure. Tesla too has eyed India for a long time, with momentum picking up in recent months as reports say the electric vehicle manufacturer is seriously considering setting up a factory in India as it looks to expand its production network beyond the U.S.A., China, Germany, and Mexico.

You might believe this to be a largely tech phenomenon, given that is the common thread running through all the brands mentioned above. You'd be wrong. Apparel and footwear brands are making a beeline for other manufacturing destinations away from China, such as India, Turkey, Vietnam, and Egypt.

India, of course, stands to win in this scenario. With PM Modi's Make in India initiative receiving a major fillip in recent times, this push to attract manufacturing investment from big global brands seems to be paying off. Recent proof of this is Micron Technology's commitment to investing \$825 million to build a semiconductor assembly and testing facility in Gujarat, and Amazon Web Services putting its money where its mouth is and committing to invest \$12.9 billion in India by 2030, including to build new data centres.

#### An indigenous growth story

The Government of India is playing its part to drive growth, with plans to reportedly invest \$1.4 trillion in infrastructure projects over the next five years through the National Infrastructure Pipeline, and invest \$25 billion in improving shipping and port infrastructure. These investments, if fully realised, will cement India's prominence in the global supply chain. The lure of India's potential could be too strong to ignore.

The sheer size of India's domestic market (it overtook China as the world's most populous country this year) coupled with the IMF projecting its per-capita GDP to reach \$2,600 this year and top \$3,000 in 2025 makes India an opportunity that is impossible to ignore.

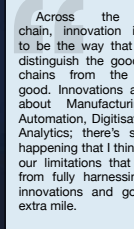
Back in 2014, PM Modi envisioned growing manufacturing to 25% of India's GDP, and recent movements seem to suggest that vision will become a reality, sooner or later. A new world order is forming, and India could find itself to be a major player in the global supply chain. This is a generational opportunity that must see industry and policymakers work closely together to realise its full potential.

### INDUSTRY PERSPECTIVES



**ANKUR BHAGAT**  
Executive Sponsor - LGBTQ+ Inclusion; & Vice-President and Chief Supply Chain Officer P&G India

"The biggest challenge facing supply chains can be summarised as FAST framework. This centres around the fast-changing and evolving consumer behaviour, a case in point being the pace at which online and offline is evolving into Omni Channel. So, supply chains need to be geared up to ensure the availability of products and services at all points, irrespective of where the consumer chooses to make a purchase while being cost competitive. At the same time, last few years have taught us that agility and resilience is the need of the hour, as we continue to live in the VUCA world. Leveraging technology, forging external partnerships, and focusing on sustainability will be the key to stay ahead of the game.



**SARALA MENON**  
Executive Vice President, Colgate-Palmolive (India) Ltd.

# ABOUT TEAM MARKSMEN

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

**Team Marksmen** has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 45 events with 1500+ domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.



## LETS **DISCUSS !!**

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